



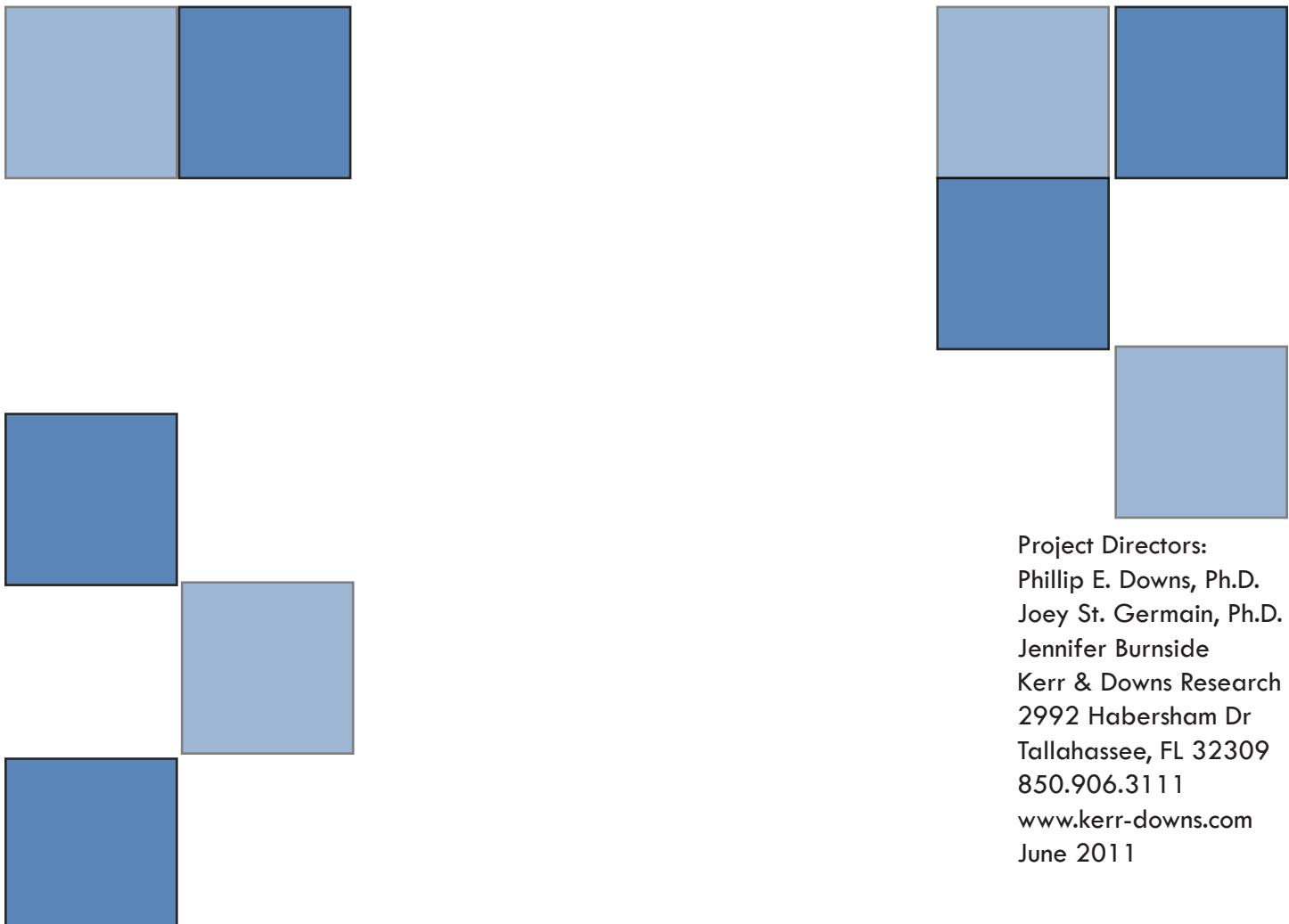
## Final 2011 Fertilizer Pre- and Post-Advertising Campaign Survey Study







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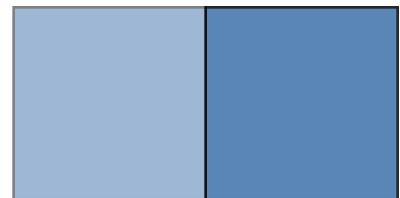
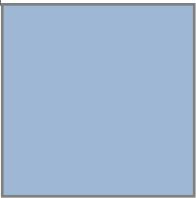
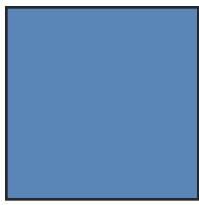




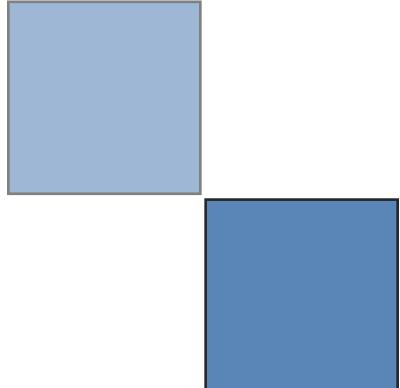
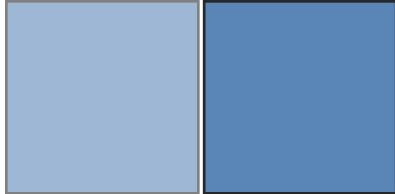
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## EXECUTIVE SUMMARY





## Executive Summary

### Introduction

Southwest Florida Water Management District (District) implemented a Florida-Friendly Fertilizing campaign in the spring of 2011. The campaign was designed to inform residents of the benefits of proper fertilizing techniques and the adverse effects associated with excess fertilizing and improper fertilizing techniques. The advertising campaign ran from mid-February to mid-May with concomitant promotional and public relations tactics and educational materials.

### Background

Every year, the District communicates a main message to the public. Because of serious drought conditions in the previous three years, the message focused on water conservation. The 2011 message focused on water quality, which has been adversely impacted by over fertilization because excess nutrients have washed into District springs, rivers, streams and lakes.

“Fertilize appropriately” is also one of the nine principles of Florida-Friendly Landscaping™, a program that has gained public awareness through a long-term marketing campaign. Consequently, the District’s 2011 public service advertising campaign promoted Florida-friendly fertilizing with the goal of protecting water quality by informing residents about proper fertilizing techniques.

### Measuring Success

The success of the advertising campaign was measured by a pre/post-test market research study. This report presents results of both the pre- and post-test study, both of which involved 1,152 completed telephone interviews with people in the District who have lawns and who make fertilizing decisions regarding their lawns.

The questionnaire was developed by Kerr & Downs Research with significant input from Michael Molligan, Director, Communications Department; Beth Putnam, Communications Manager; Darcy Brune, Senior Communication Coordinator; and Melissa Roe, Senior Communication Coordinator. The questionnaire was pretested and data for the pre-test was collected from January 3 through 17, 2011 and data for the post-test was collected from May 16 through June 1, 2011. Each sample of 1,152 was broken into three regions, as shown by the map on page 119.

The sampling frame for each study included random samples of landline and cell telephone users. The sampling frames were divided into several replicates, and each was worked thoroughly before moving to the next. Up to five calls were made to each number in an attempt to complete interviews. The sampling error for each study was ±2.9 percentage points, given a 95% confidence level. Sampling errors for each region were ±5 percentage points, given a 95% confidence level.

### Communication Challenges

The District faces at least three key challenges in communicating its message to the public:

1. Some residents falsely believe that if a little fertilizer helps their lawn, then a lot of fertilizer will help more so.
2. There are many steps to fertilizing properly; thus, to “teach” the public about proper fertilizing techniques involves a complex message.
3. Other governmental agencies have passed laws and are involved in communication campaigns involving fertilizer; therefore, the potential for conflicting messages is present.

Finally, the District’s advertising campaign necessarily competes with advertising from every other source. Individuals are bombarded with millions of dollars worth of advertising daily. While few campaigns compete directly with the District’s campaign, all advertising competes for the public’s attention.

## Target Market

While there are many potential target markets for the District's messages including homeowners associations, local governments, District staff, board members, advisory committee members, and Florida-Friendly Landscaping coordinators, the primary focus of the campaign was to change attitudes and behaviors of people who are responsible for fertilizing their own lawns.

## Messages

The following messages were the critical messages in the advertising campaign:

1. Use slow-release fertilizer
2. Always read and follow package directions
3. Don't fertilize before a heavy rain

## Performance on Advertising Campaign Objectives

The District set the following specific **knowledge objectives** for its advertising campaign: Increase residents' knowledge of proper fertilizing techniques by 10%, more specifically:

1. Increase by 10% the percentage of residents who know that they should read and follow fertilizer package instructions.
2. Increase by 10% the percentage of residents who know they should use slow-release fertilizer.
3. Increase by 10% the percentage of residents who know they should not fertilize before heavy rain.

The first objective was not achieved as 70% of residents prior to the campaign knew they should read and follow package instructions; this percentage actually decreased by 1% during the campaign.

The campaign just missed on achieving the second objective in that there was an increase of 8% of people who knew they should use slow-release fertilizer.

The third objective was easily met as the percentage of residents who knew they should not fertilize prior to a heavy rain increased by 56% as a result of the advertising campaign.

The District also set three specific **behavioral objectives**, which included:

1. Increase the percentage of residents who read and follow package instructions by 5%.
2. Increase the percentage of residents who use slow-release fertilizer by 7%.
3. Decrease the percentage of residents who fertilize before heavy rain by 10%.

The campaign did not meet the first objective, in part because the percentage of residents who read and followed package instructions was so high prior to the campaign (88%). The campaign helped raise this percentage to 89%.

The advertising campaign just missed fulfilling the second objective as the percentage of residents who used slow-release fertilizer increased 5% during the campaign.

The third objective was easily met as the percentage of residents who fertilized before heavy rain dropped 43% during the advertising campaign.

Beyond the six explicit objectives set by the District, the advertising campaign was successful in changing other knowledge levels, attitudes and behavior as shown in the following summaries.

## Advertising Campaign Impact

After the advertising campaign, 48% of residents of the District recalled (unaided recall) advertisements that gave tips on proper fertilizing techniques. **Unaided** recall of key advertising messages was as follows:

<i>POST</i>	<i>UNAIDED RECALL</i>
29%*	Never fertilize prior to a heavy rain
26%	Read the fertilizer package instructions
20%	Water your lawn with about $\frac{1}{4}$ inch of water after fertilizing
15%	Use fertilizer that has slow-release nitrogen
11%	Too much fertilizer can pollute nearby waterways

All other messages had lower unaided awareness.

**Aided** recall of advertising messages was as follows<sup>1</sup>:

<i>POST</i>	<i>AIDED RECALL</i>
60%**	Always read and follow fertilizer package instructions
44%	Don't fertilize before a heavy rain
41%	Skip a Week
40%	Use slow-release nitrogen
36%	It just makes sense
36%	Florida-friendly fertilizer

---

<sup>1</sup> No pre-test measures of these messages were conducted.

\* 29% of the 48% of residents that recalled advertising, or 14% of the total population.

\*\* Positive response bias, the percentage of residents who claimed to recall a message, was approximately 6% as measured by fictitious options.

## Past Fertilizing Behavior

The advertising campaign drastically changed people's fertilizing behavior in areas such as moderately watering after fertilizing, not fertilizing before heavy rain, not sweeping excess fertilizer into storm drains, and leaving at least 10 feet buffers around water bodies.

PRE-TEST	POST-TEST	RAW DIFFERENCE	% DIFFERENCE	BEHAVIORS
65%	60%	+5%	+8%	Watered grass after fertilizing
10%	20%	+10%	+100%	Watered grass 1/4 inch
88%	89%	+1%	+1%	Read/followed package instructions
28%	16%	+12%	+43%	Fertilized before heavy rain
88%	86%	-2%	-2%	Used a spreader to evenly distribute fertilizer
22%	16%	-6%	-27%	Have soil tested to determine if fertilizing was needed
54%	37%	-17%	-31%	Matched fertilizer to soil
64%	67%	+3%	+5%	Use slow-release fertilizer
5%	0%	+5%	+100%	Swept excess fertilizer into drain
1.6	1.4	+0.2	+13%	Times/year lawn was fertilized
15 feet	20 feet	+5 feet	+33%	Distance from water that was fertilized*

## Knowledge about Fertilizing

In addition to the advertising campaign's impact on the District's stated objectives, the campaign also positively impacted knowledge of fertilizing frequency, knowledge that incorrect fertilizing can cause cinch bugs, knowledge about using low phosphorous fertilizer, knowledge about not fertilizing before storms, knowledge about not sweeping excess fertilizer into storm drains, and knowledge about the folly of using as much fertilizer as possible.

PRE-TEST	POST-TEST	RAW DIFFERENCE	% DIFFERENCE	KNOWLEDGE
47%	56%	+9%	+19%	Supposed to fertilize only 1 or 2 times/year
27%	42%	+15%	+56%	Do not fertilize prior to heavy rain
48%	44%	-4%	-8%	Incorrect fertilizing will cause thatch build up
65%	77%	+12%	+18%	Incorrect fertilizing can pollute nearby water bodies
33%	34%	+1%	+3%	Incorrect fertilizing can cause cinch bugs
62%	60%	-2%	-3%	Incorrect fertilizing will turn lawn orangey brown
70%	69%	-1%	-1%	Read/follow package instructions
69%	67%	-2%	-3%	Distribute fertilizer evenly
61%	66%	+5%	+8%	Use slow-release fertilizer
60%	59%	-1%	-2%	Match fertilizer to soil
50%	58%	+8%	+16%	Water grass 1/4 inch after fertilizing
47%	48%	+1%	+2%	Test soil to see if fertilizing is necessary
42%	50%	+8%	+23%	Leave 10-foot buffer around water
37%	43%	+6%	+16%	Use low phosphorous fertilizer
20%	15%	+5%	+25%	Fertilize before storms
7%	3%	+4%	+57%	Sweep excess fertilizer into storm drain
5%	3%	+2%	+40%	Use as much fertilizer as possible

\*Median distance from water where fertilizer was applied.

## Attitudes about Fertilizing

While no specific goals were set for attitudinal change, the advertising campaign positively changed attitudes about fertilizing including fertilizer is a major cause of water pollution, individuals' fertilizing techniques can substantially harm the environment, and that slow-release fertilizer takes longer to show beneficial impacts on lawns.

<i>PRE-TEST</i>	<i>POST-TEST</i>	<i>RAW DIFFERENCE</i>	<i>% DIFFERENCE</i>	<i>ATTITUDES</i>
77%*	81%	-4%	-5%	All fertilizers work about the same
46%	51%	+5%	+11%	Fertilizer is a major cause of water pollution
18%	16%	+2%	+11%	More fertilizer makes lawn greener & fuller
81%	79%	+2%	+2%	Having a healthy lawn is important
83%	84%	-1%	-1%	Appearance of front lawn says something about the homeowner
93%	90%	-3%	-3%	Would change fertilizer if I knew it was harmful to the environment
36%	52%	+16%	+44%	The way I fertilize can substantially harm the environment
93%	95%	+2%	+2%	It is important to use the right amount of fertilizer
15%	12%	-3%	+20%	Don't care about science - just want my lawn green
31%	40%	+9%	+29%	Slow-release fertilizer takes longer to show results

## Other Findings

### FLORIDA-FRIENDLY FERTILIZER GUIDE

- 30% of residents had heard of the Florida-Friendly Fertilizer Guide.
- 15% of residents who had heard of the Florida-Friendly Fertilizer Guide acquired a copy.
- 1 in 3 residents who received the Guide obtained it online.
- 96% of residents who had a Guide found it helpful.

### SWIFTMUD

The percentage of residents for whom "Swiftmud" had a positive meaning dropped from 48% to 39% from the pre-test to the post-test, while the percentage of residents for whom Swiftmud had a neutral meaning increased from 30% to 40%. Only 8% of residents had a negative opinion of Swiftmud after the advertising campaign compared to 9% prior to the campaign. Over half of the residents (53%) gave the District an "Excellent" or "Very Good" rating.

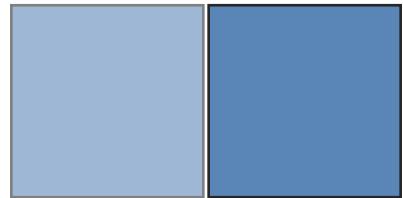
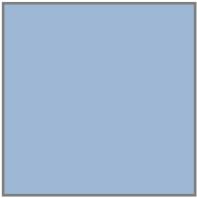
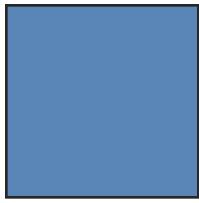
\*Disagree.

## PROFILE OF RESIDENTS

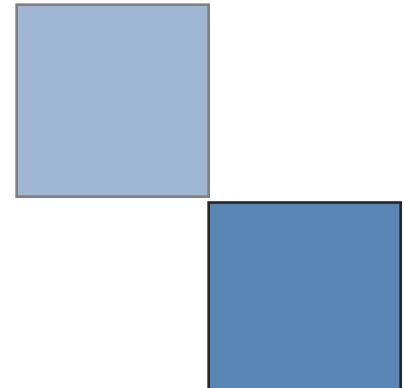
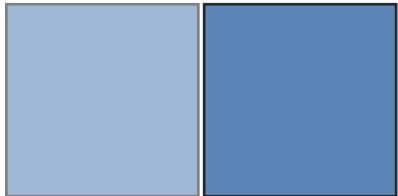
The “typical”<sup>2</sup> resident who responded to the survey was:

<i>MEDIAN</i>	<i>PROFILE OF RESIDENTS</i>
53 years	Age
78%	Caucasian
52%	Female
87%	A homeowner
52%	Has a lawn of 1/4 acre
48%	Lives in a suburban area
62%	Does not belong to a homeowners association
16 years	Has lived in their county
47%	Is employed full time
\$63,500	Household income

<sup>2</sup> “Typical” refers to the median or modal response.



## RECOMMENDATIONS





## **2011 FERTILIZER PRE- AND POST-ADVERTISING CAMPAIGN STUDY**

### **Recommendations for Southwest Florida Water Management District**

#### **INTRODUCTION**

Most of the recommendations emanating from this study are based on Structural Equation Modeling (SEM) of survey results. SEM is a type of predictive modeling in which factors that drive behavior, attitudes or knowledge are identified through sophisticated and powerful mathematical algorithms.

The behavior (or attitudes or knowledge) of interest is the dependent variable. Demographic characteristics, attitudes about fertilizing, knowledge about fertilizing, and behaviors followed during the last time a resident fertilized served as independent variables. Structural Equation Modeling (SEM) discovers factors that have the most impact on dependent variables. In this study, there were two dependent variables:

1. Proper fertilizing knowledge and behavior as stated in the six advertising campaign objectives
2. Improper fertilizing behavior based on the last time one fertilized

#### **MODEL 1: PREDICTING BEHAVIORAL AND KNOWLEDGE ADVERTISING CAMPAIGN GOALS**

Model 1 was designed to predict which factors drive adherence to the six advertising campaign objectives established by the District, namely:

- Know to read and follow fertilizer package instructions (knowledge objective)
- Know to use slow-release fertilizer (knowledge objective)
- Know not to fertilize before heavy rain (knowledge objective)
- Read and follow fertilizer package instructions (behavioral objective)
- Use slow-release fertilizer (behavioral objective)
- Do not fertilize before heavy rain (behavioral objective)

An index variable was established with each of the six campaign objectives equal to one point if the desired knowledge or behavior was present (and zero if the desired knowledge or behavior was not present). Index scores ranged from 0 to 6. The index, which is the dependent variable in Model 1, is labeled “Displays correct knowledge and behaviors” in the model shown on page 14.

#### **Model 1: Interpretation & Recommendations**

Interpretation - Residents' ages and incomes have direct and powerful impacts on whether or not they possess desired knowledge and behavior.

Recommendation – The District should focus advertising messages toward younger and lower-income home owners.

Interpretation – Income drives knowledge of, and attitudes about, proper fertilizing techniques such as knowing it matters which type of fertilizer to use, thinking it is important to use the right amount of fertilizer, and knowing incorrect fertilizing can pollute nearby water bodies.

Recommendation – The District should focus these specific messages toward lower-income households.

Interpretation – Younger residents are more aware of the damaging impacts of fertilizing on water pollution and more aware of the Florida-Friendly Fertilizing Guide.

Recommendation – The Guide should be the conduit for increasing, broad-based knowledge about fertilizing among

young residents. The District can capitalize on young people's social media presence and their awareness of the Guide by creating an app for the Guide and by increasing and promoting the Guide's presence in the social media sphere.

**Interpretation** – The “middle” column of attitudes and behaviors in Model 1 are all directly correlated with correct knowledge and behavior as stated in the six advertising campaign goals. In other words, knowing some correct knowledge, or exhibiting some correct behavior, drives an overall greater knowledge of proper fertilizing or appropriate fertilizing behavior.

**Recommendation** – Focus on teaching one or two correct fertilizing behaviors in a given campaign. Once this knowledge is digested by the target market, other correct attitudes, knowledge and behavior will be more easily assimilated.

### **MODEL 2: PREDICTING BAD FERTILIZING BEHAVIOR**

Model 2 was designed to predict improper fertilizing techniques – the following improper techniques were used to create an index variable:

- Over fertilizing
- Fertilizing too close to water
- Over watering after fertilizing,
- Not using a spreader
- Not testing one's soil
- Not matching fertilizer to soil

An index variable was established with each of the six improper fertilizing behaviors equal to one point. Index scores ranged from 0 to 6. The index, which is the dependent variable in Model 2, is labeled “Displays ‘bad’ fertilizing behaviors” in the model shown on page 15.

### **Model 2: Interpretation & Strategic Implications**

**Interpretation** – Yard size has a strong impact on fertilizing behavior – people with larger lawns are more likely to fertilize properly.

**Recommendation** – Inform people with small lawns that improper fertilizing techniques not only hurt their lawns, but also hurt the environment. Plus, it should be mentioned that improper fertilizing on small lawns can damage the environment just as much as improper fertilizing on large lawns.

**Interpretation** – People who have heard of the Florida-Friendly Fertilizing Guide are more likely to fertilize properly. Older people, who tend to use proper fertilizing techniques, nonetheless are less likely to have heard of the Guide and less likely to read fertilizer package instructions. It seems that older people have already learned everything about fertilizing that they intend to learn.

**Recommendation** – The message to older people should be “You think you know it all, but ...” The focus of messages to older people should be on the relationship between fertilizing and water pollution (see Model 1).

**Interpretation** – Income and race drive fertilizing attitudes, which drive improper fertilizing behavior.

**Recommendation** – Educate low income residents and minorities that using more fertilizer will not produce a better looking lawn.

**Interpretation** – Certain attitudes and behaviors are stronger drivers of improper fertilizing techniques.

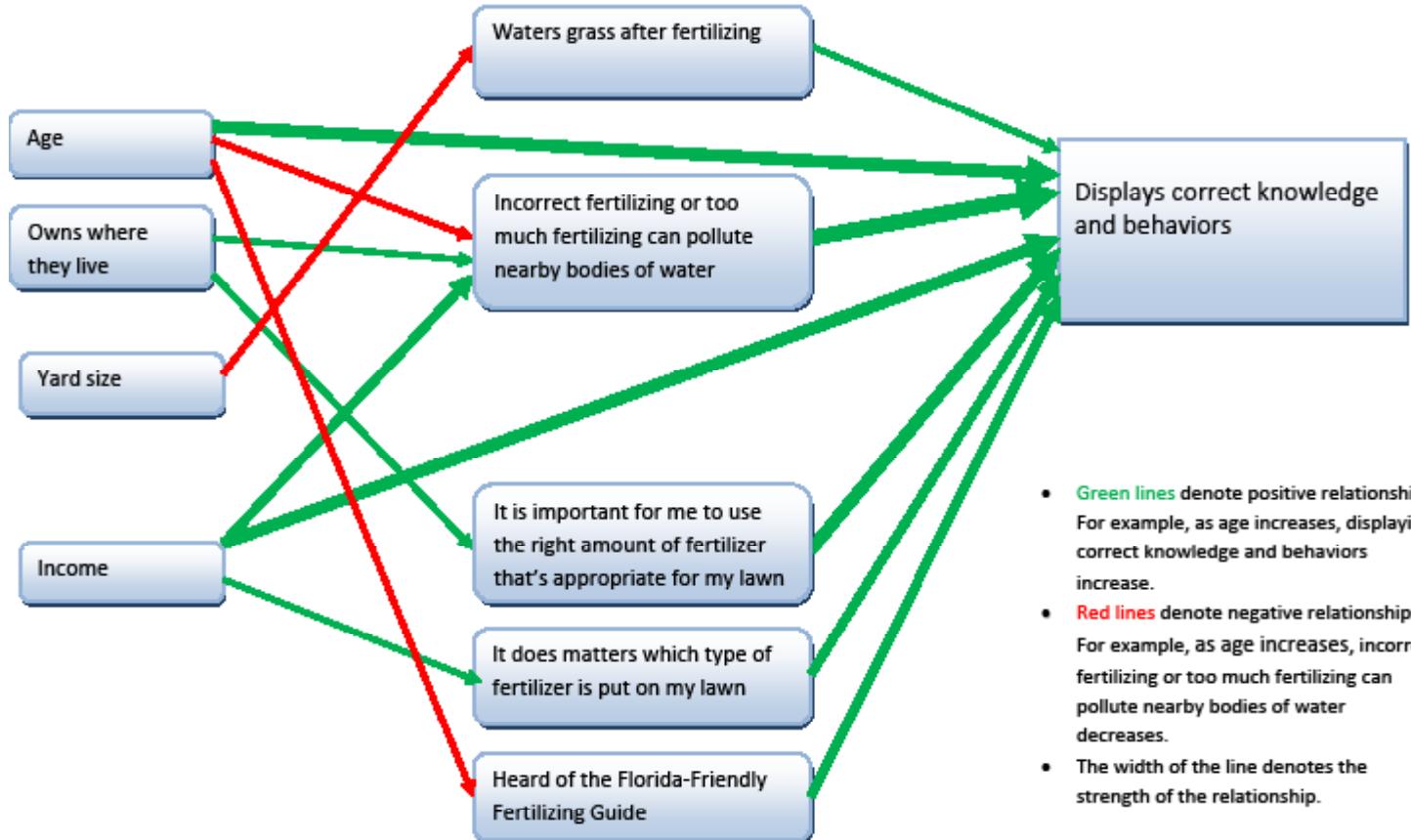
**Recommendation** – Focus messages on: 1. Getting people to read and follow package instructions, 2. Using slow-release

fertilizer, 3. Believing that more fertilizer is not necessary, and 4. Getting a copy of the Guide.

### **ADDITIONAL RECOMMENDATIONS**

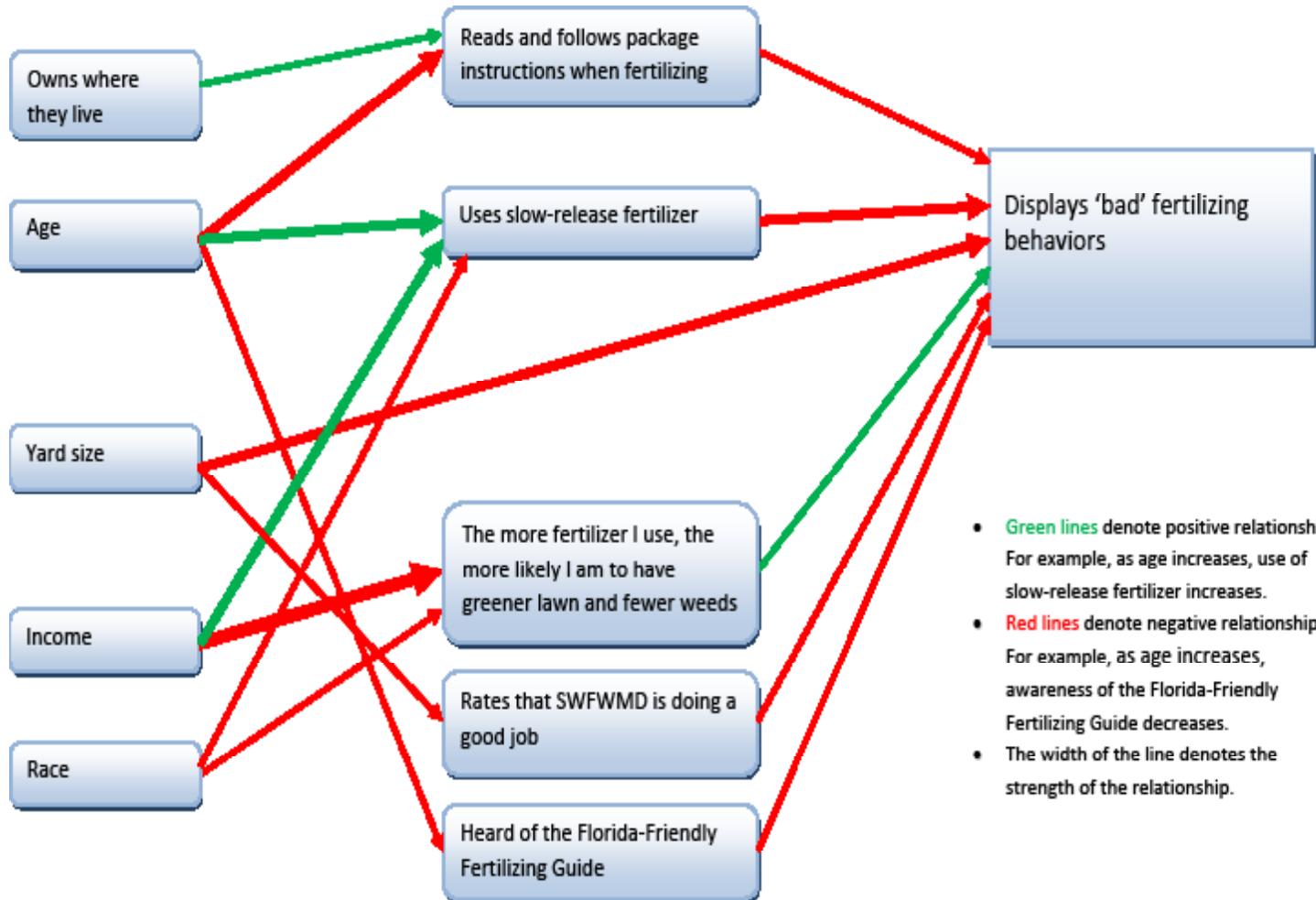
In future studies, pretest results should be examined before setting future recommendations. In the present study, 88% of residents read and followed fertilizer package instructions in the pre-test. Increasing this percentage is very difficult since it is so high. Rather than a 10% increase on this measure, a more realistic goal would be a 2% point increase.

**Model 1:**  
**Predicting Behavioral and Knowledge Advertising Campaign Goals**

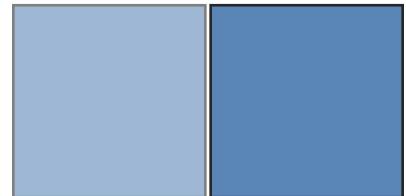
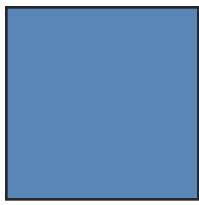


- **Green lines** denote positive relationships. For example, as age increases, displaying correct knowledge and behaviors increase.
- **Red lines** denote negative relationships. For example, as age increases, incorrect fertilizing or too much fertilizing can pollute nearby bodies of water decreases.
- The width of the line denotes the strength of the relationship.

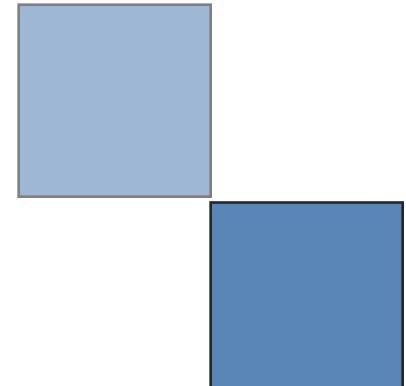
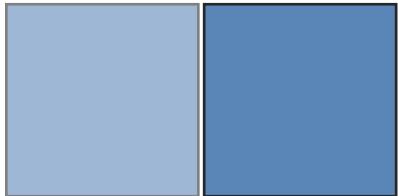
**Model 2:**  
Predicting bad fertilizing behavior







## PAST FERTILIZER BEHAVIOR





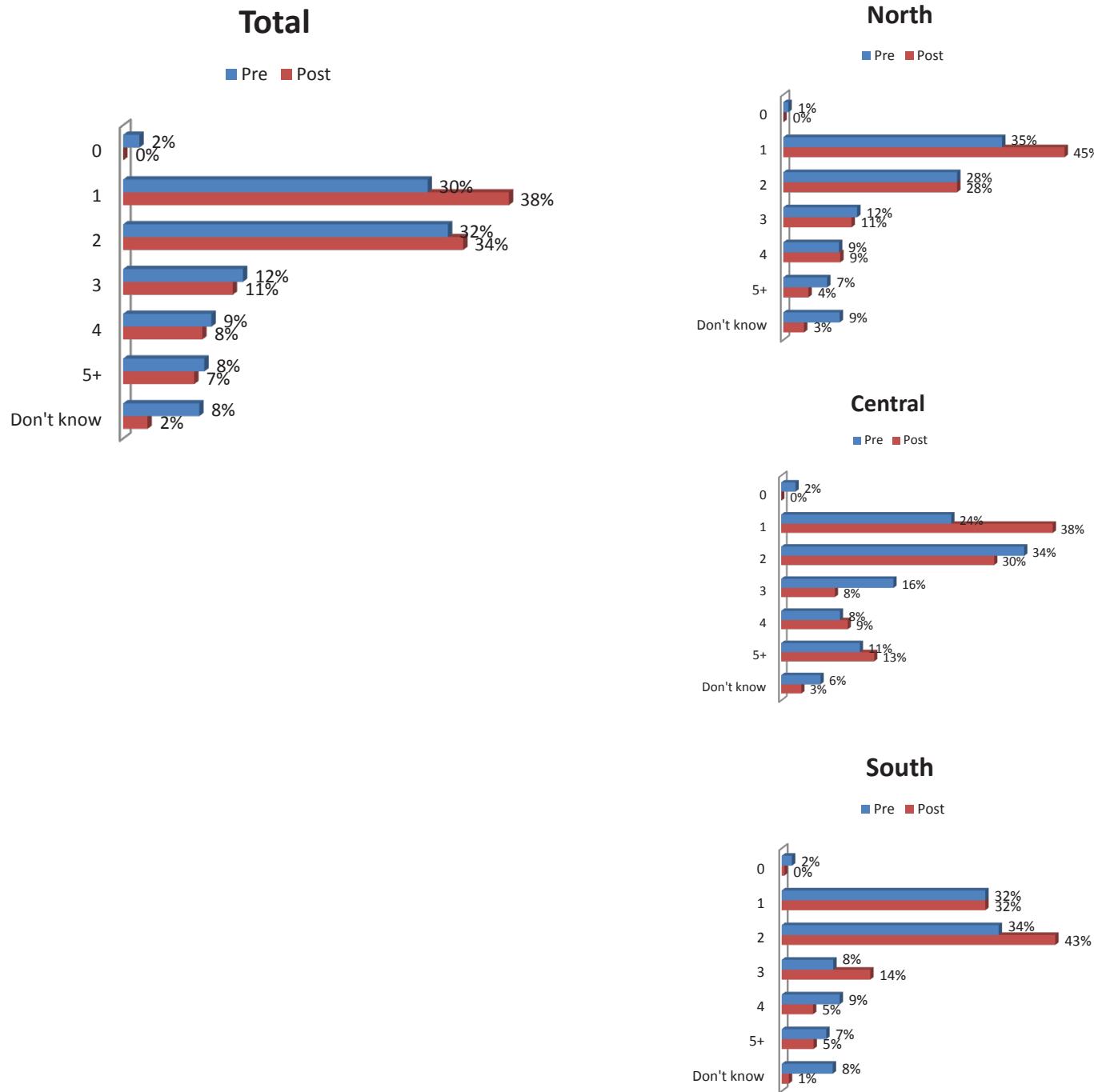
## Past Fertilizer Behavior

Residents were asked a series of questions about their most recent efforts to fertilize their lawns, which include:

- Number of times they fertilized
- Why they fertilized more than twice
- How close to a body of water they fertilized
- Did they water their grass after fertilizing, if so, how much
- Read and follow fertilizer package instructions
- Fertilize before a heavy rain, if so, why
- Use a spreader to distribute fertilizer evenly
- Have soil tested to determine the proper type of fertilizer
- Match fertilizer to soil, if so, why
- Use slow-release fertilizer, if not, why not
- Sweep excess fertilizer into storm drain or sewer

## *In 2010, how many times was your lawn fertilized?*

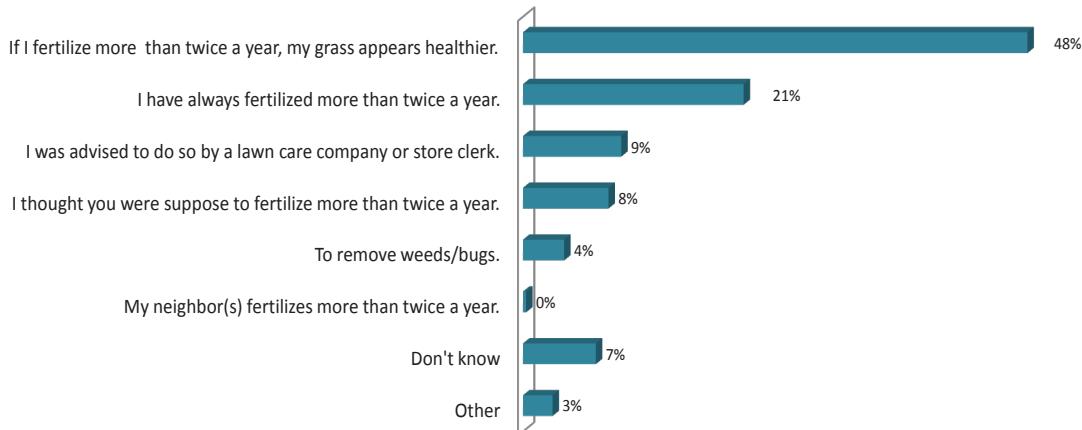
In the post-test survey, typical residents fertilized their lawns 1.4 times per year, which was a decrease from 1.6 times per year in the pre-test. Typical residents in the north region fertilized their lawns slightly fewer times per year (1.2).



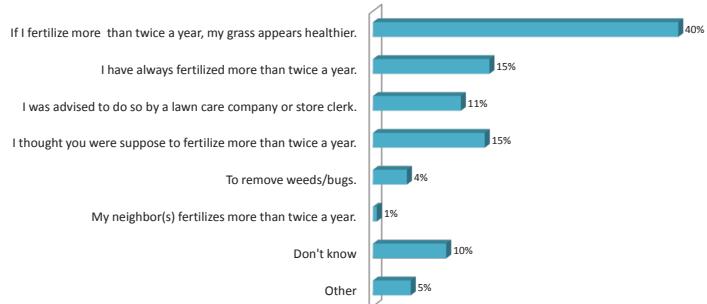
## Why did you fertilize your lawn two or more times in 2010?

Residents who fertilized their lawns at least two times per year were asked to explain their behavior. A plurality of residents (48%) claimed that their lawns looked healthier and greener as a result of frequent fertilizing. People in the central region were more likely to offer this explanation (60%). One in five residents who fertilized at least twice per year had always fertilized that frequently; just over one in four residents in the south region gave this reason. Just less than one in ten residents (9%) who fertilizes at least twice a year maintained that a lawn company or store clerk had recommended this frequency.

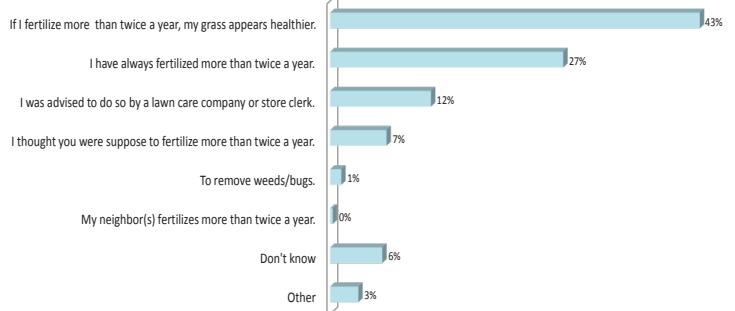
**Total** (Based on people who fertilize their lawn)



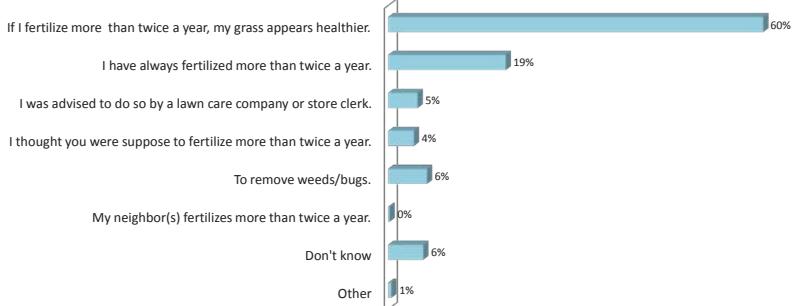
**North**



**South**

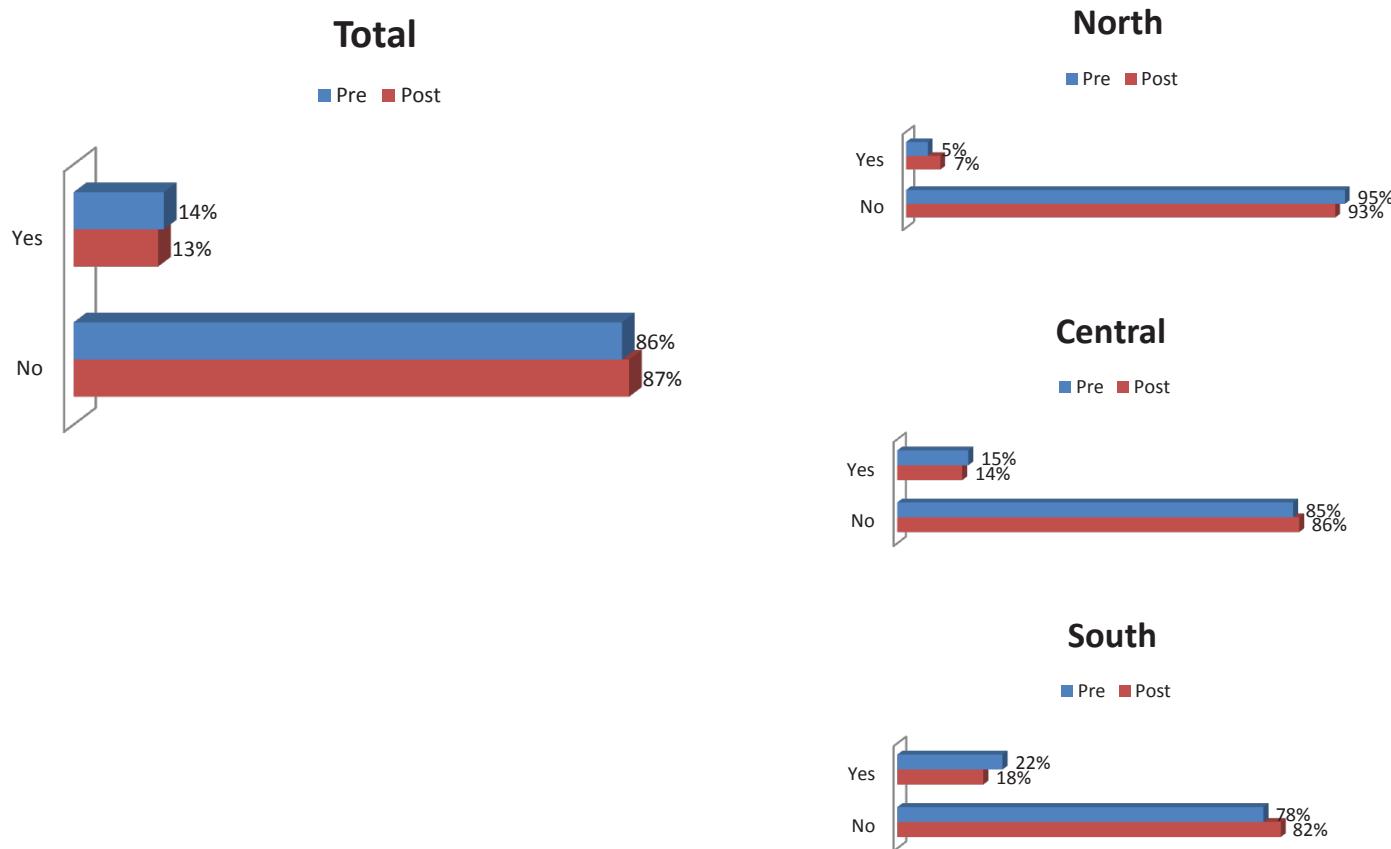


**Central**



## *Do you live on a body of water?*

Thirteen percent (13%) of all residents in the study indicated that they live on a body of water. This result was virtually identical to the figure in the pretest (14%). Residents in the south region (18%) and central region (14%) were more likely to live on a body of water.



*Last time you fertilized, how close to the body of water did you fertilize?*

In the post-test survey, typical residents\* who live on a body of water fertilized within twenty feet of the water – this compares to within 15 feet during the pre-test survey. The average distance residents fertilized from water changed from 48 feet in the pre-test to 42 feet in the post-test. Only one in four households (25th percentile) in each of the three regions in the post-test fertilized within 10 feet of a body of water.

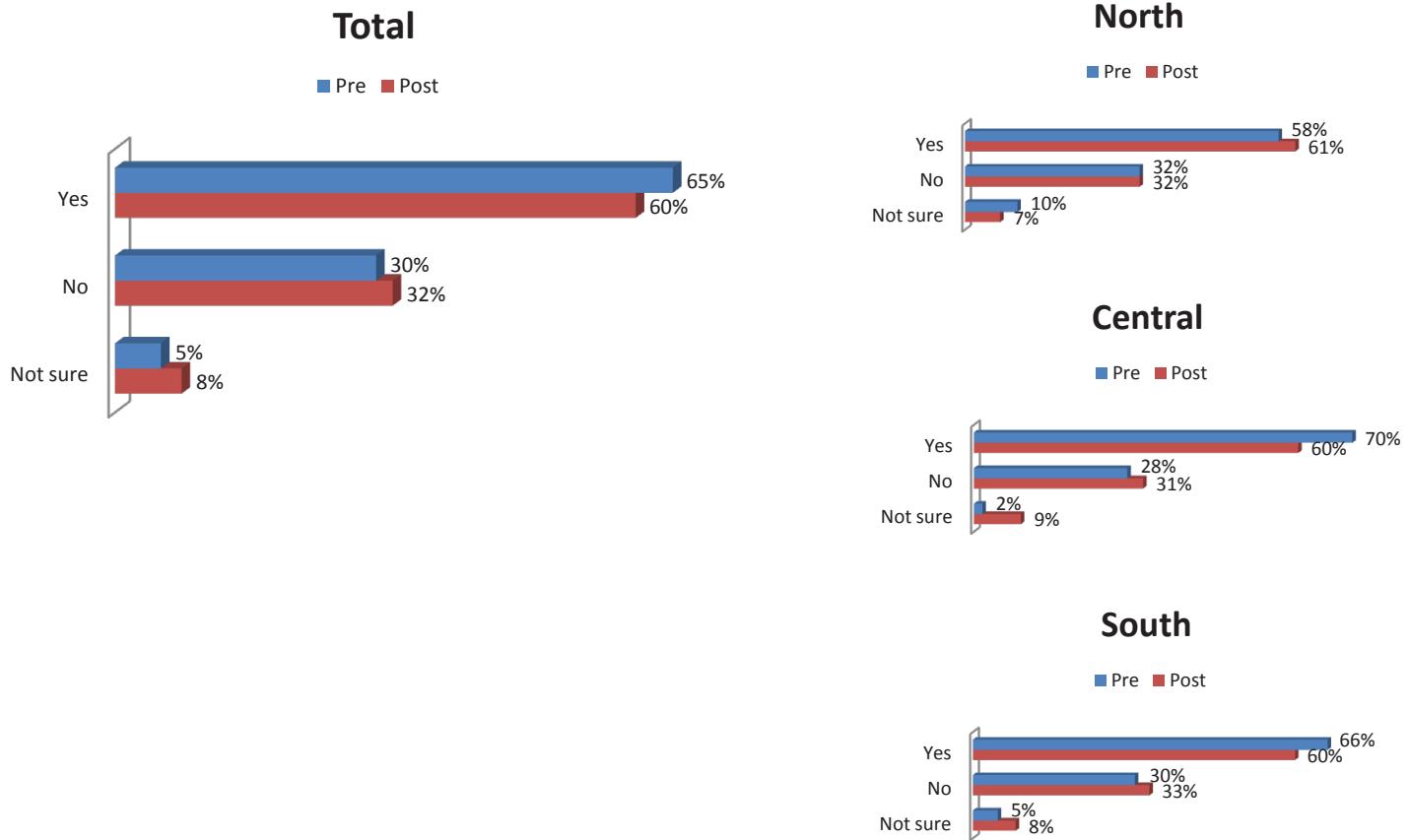
<i>PRE-TEST</i>				
	<b>TOTAL</b>	<b>NORTH</b>	<b>CENTRAL</b>	<b>SOUTH</b>
MEAN	48FT	120FT	48FT	35FT
PERCENTILE				
10TH	5FT	7FT	0FT	5FT
25TH	9FT	13FT	5FT	10FT
50TH	15FT	50FT	18FT	11FT
75TH	50FT	200FT	50FT	23FT
90TH	150FT	440FT	156FT	100FT

<i>POST-TEST</i>				
	<b>TOTAL</b>	<b>NORTH</b>	<b>CENTRAL</b>	<b>SOUTH</b>
MEAN	42FT	48FT	56FT	28FT
PERCENTILE				
10TH	5FT	6FT	10FT	5FT
25TH	10FT	10FT	10FT	10FT
50TH	20FT	30FT	18FT	18FT
75TH	50FT	85FT	50FT	30FT
90TH	100FT	100FT	150FT	63FT

\*“Typical resident” refers to the 50th percentile result. Half of the residents fertilized closer to water, and half fertilized further away from water than residents at the 50th percentile.

## *Last time you fertilized your lawn, did you water your grass after fertilizing?*

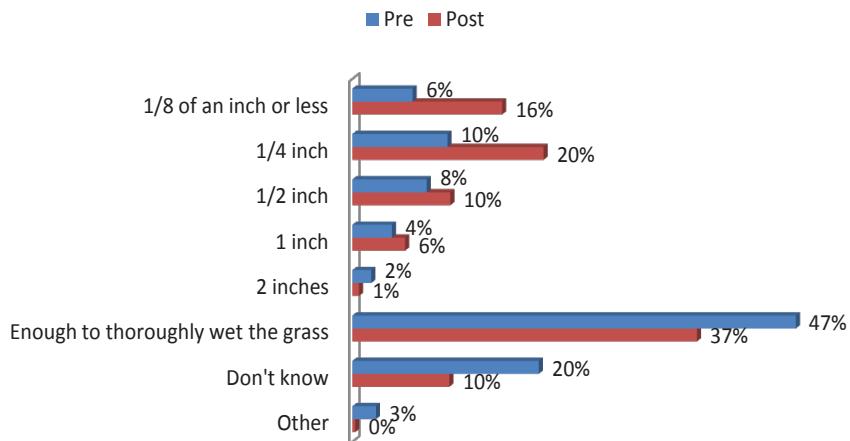
In the post-test, six in ten households watered their lawns after fertilizing. This ratio compares with 65% who did so during the pre-test survey. Incidence of watering lawns after fertilizing was nearly identical in all three regions.



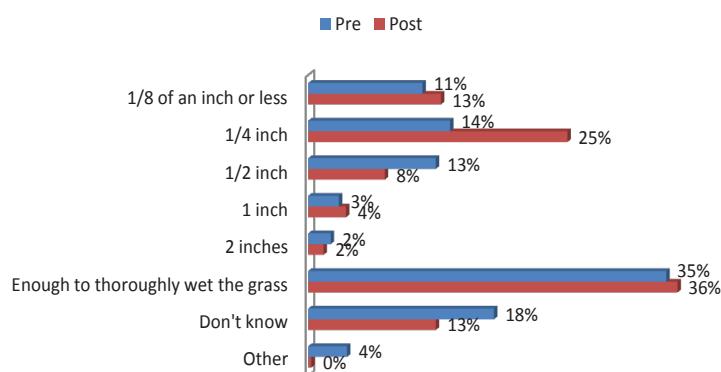
## About how much did you water your lawn after fertilizing?

The percentage of residents who watered their lawns a quarter of an inch after fertilizing increased from 10% in the pre-test to 20% in the post-test. However, the percentage of residents who overwatered their lawns after fertilizing also increased from 14% in the pre-test to 17% in the post-test. Residents in the central region (22%) were more likely to overwater their lawns after fertilizing during the post-test survey.

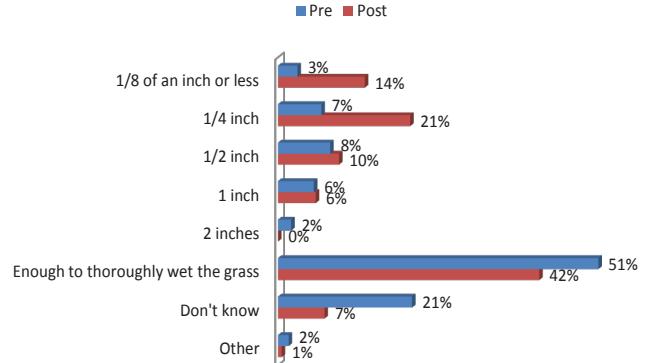
### Total



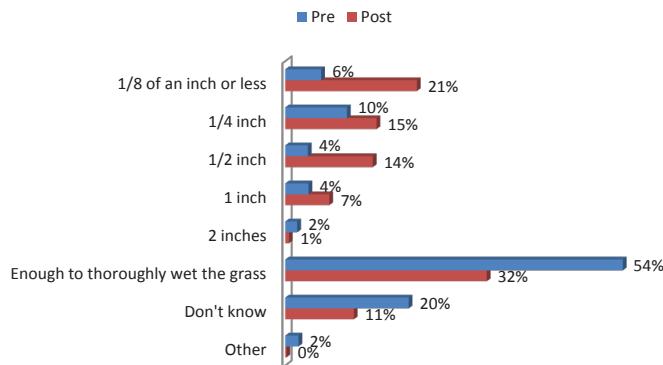
### North



### South



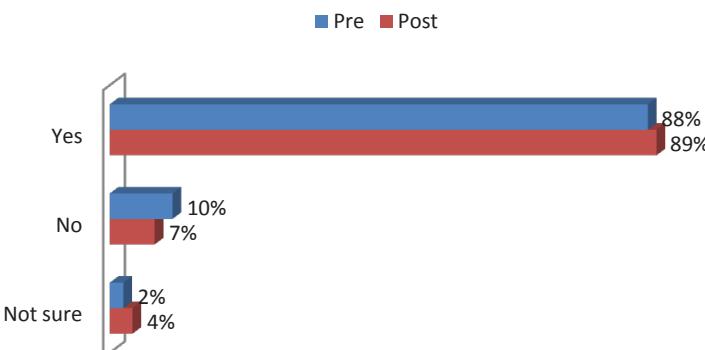
### Central



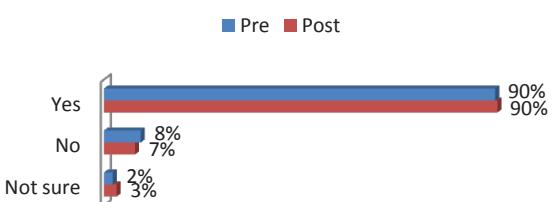
*Last time you fertilized your lawn, did you read and follow package instructions on the fertilizer bag?*

Nearly nine in ten residents in the pre- (88%) and post-tests (89%) indicated they read and followed fertilizer bag instructions when fertilizing their lawns. Compliance was high in all three regions, but it increased significantly from 83% to 89% pre- and post-test in the central region.

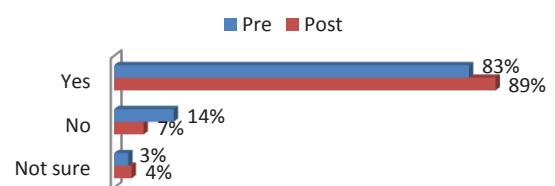
**Total**



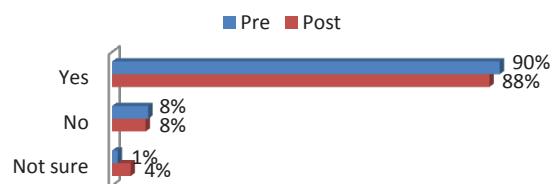
**North**



**Central**

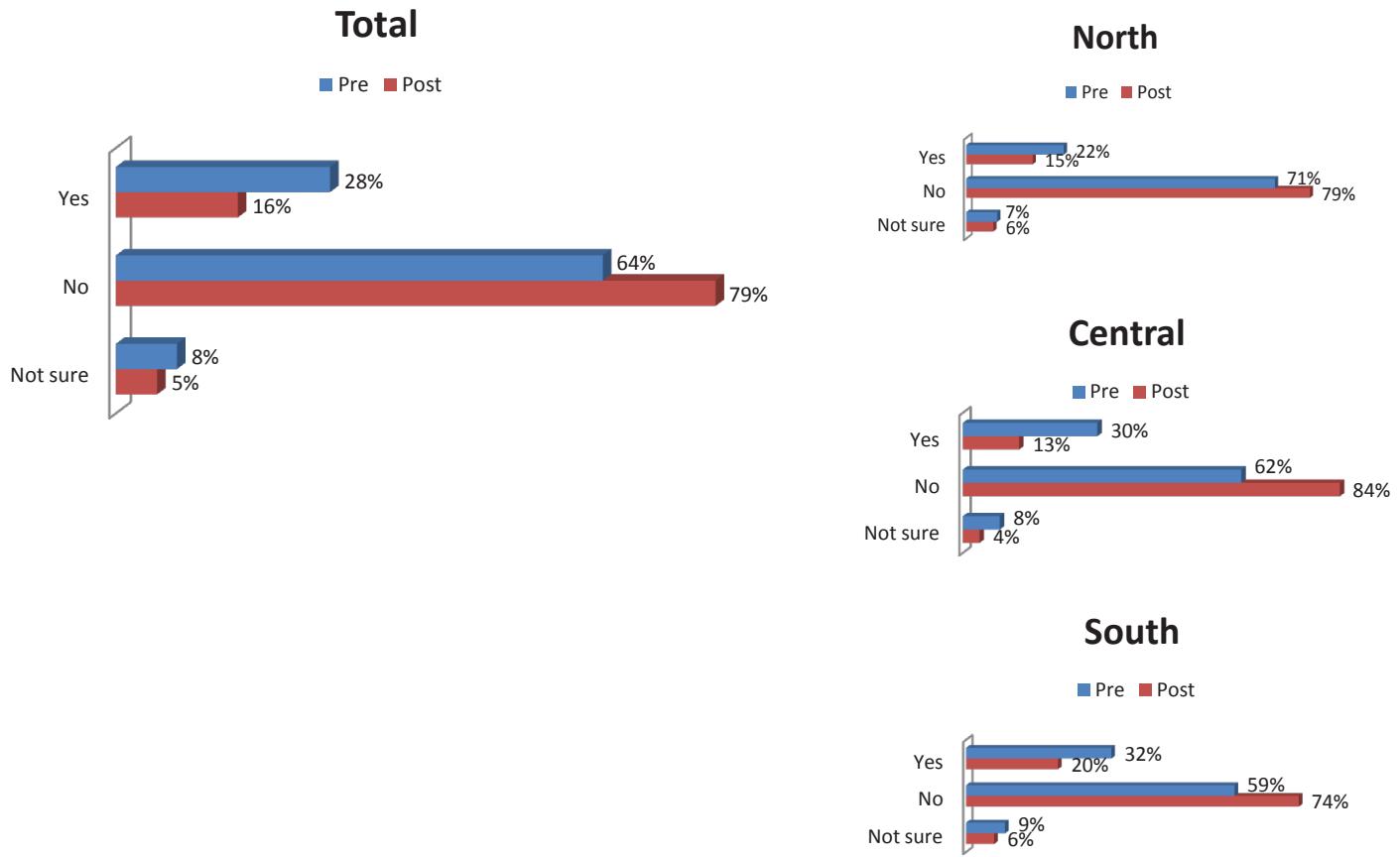


**South**



## *Fertilize before heavy rain?*

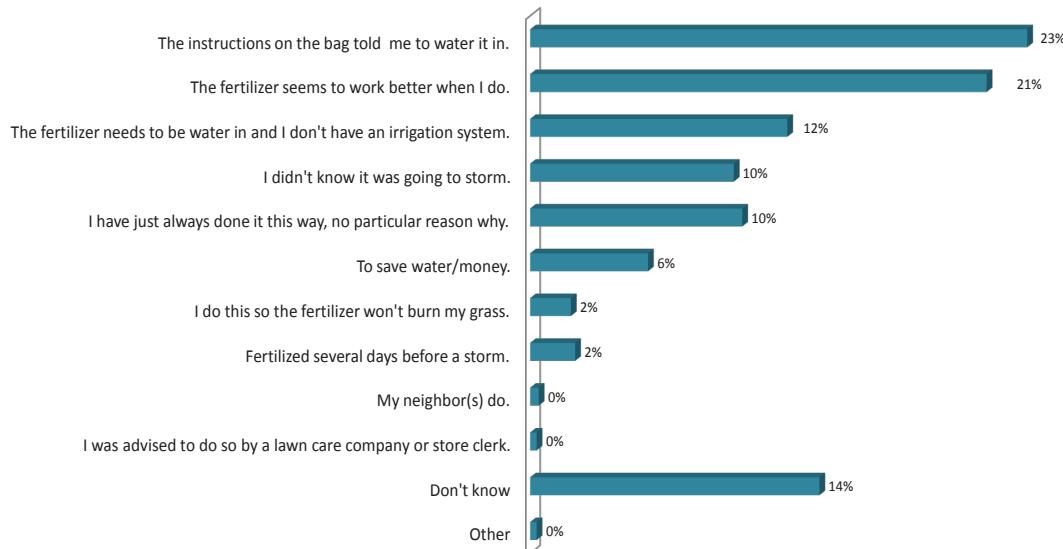
The percentage of residents who fertilized before an approaching storm dropped dramatically from the pre-test (28%) to the post-test (16%). Decreases in the percentages of residents who fertilized their lawns prior to storms were significant across all three regions, as there was a seven percentage point drop in the north region, a seventeen percentage point drop in the central region, and a twelve percentage point drop in the south region.



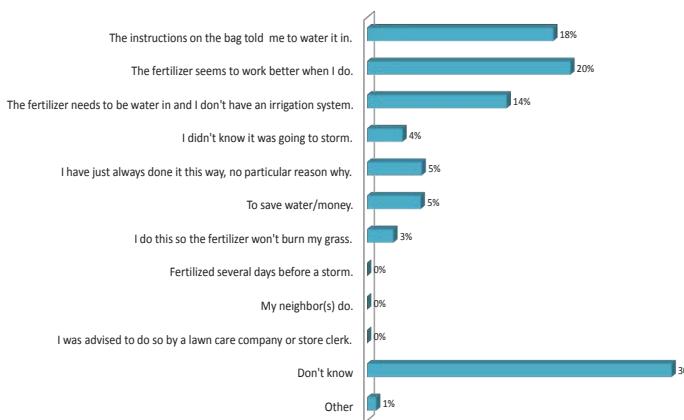
## Why did you fertilize before heavy rain?

The one in six households that still fertilize their lawns when storms approach were asked to explain. Nearly one fourth (23%) of these individuals (4% of all households) claim they were following fertilizer bag instructions. Another 22% of these individuals (3% of all households) maintain that fertilizer works better under these conditions.

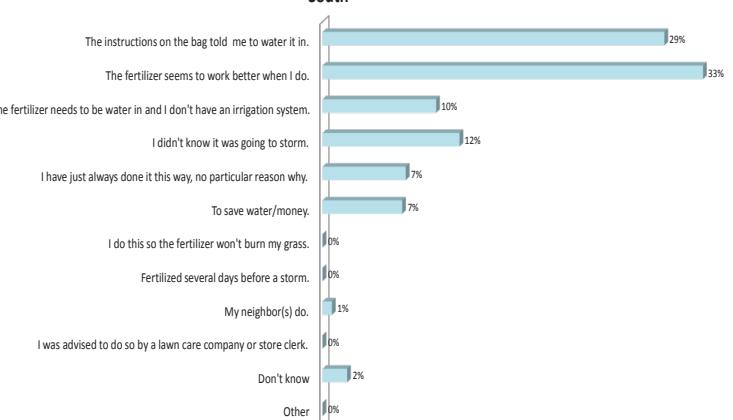
**Total** (Based on people who fertilize before heavy rain)



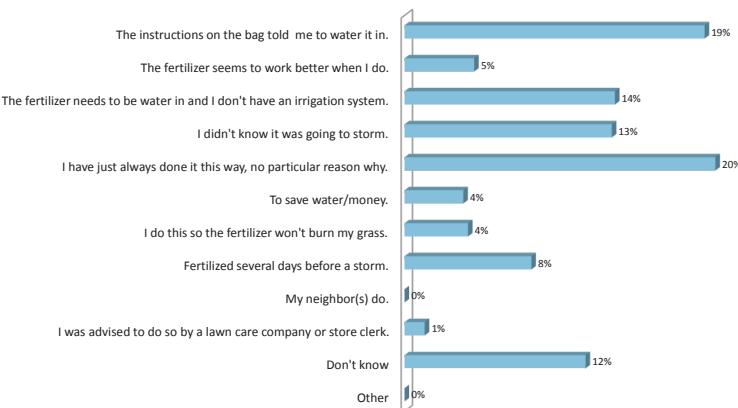
**North**



**South**

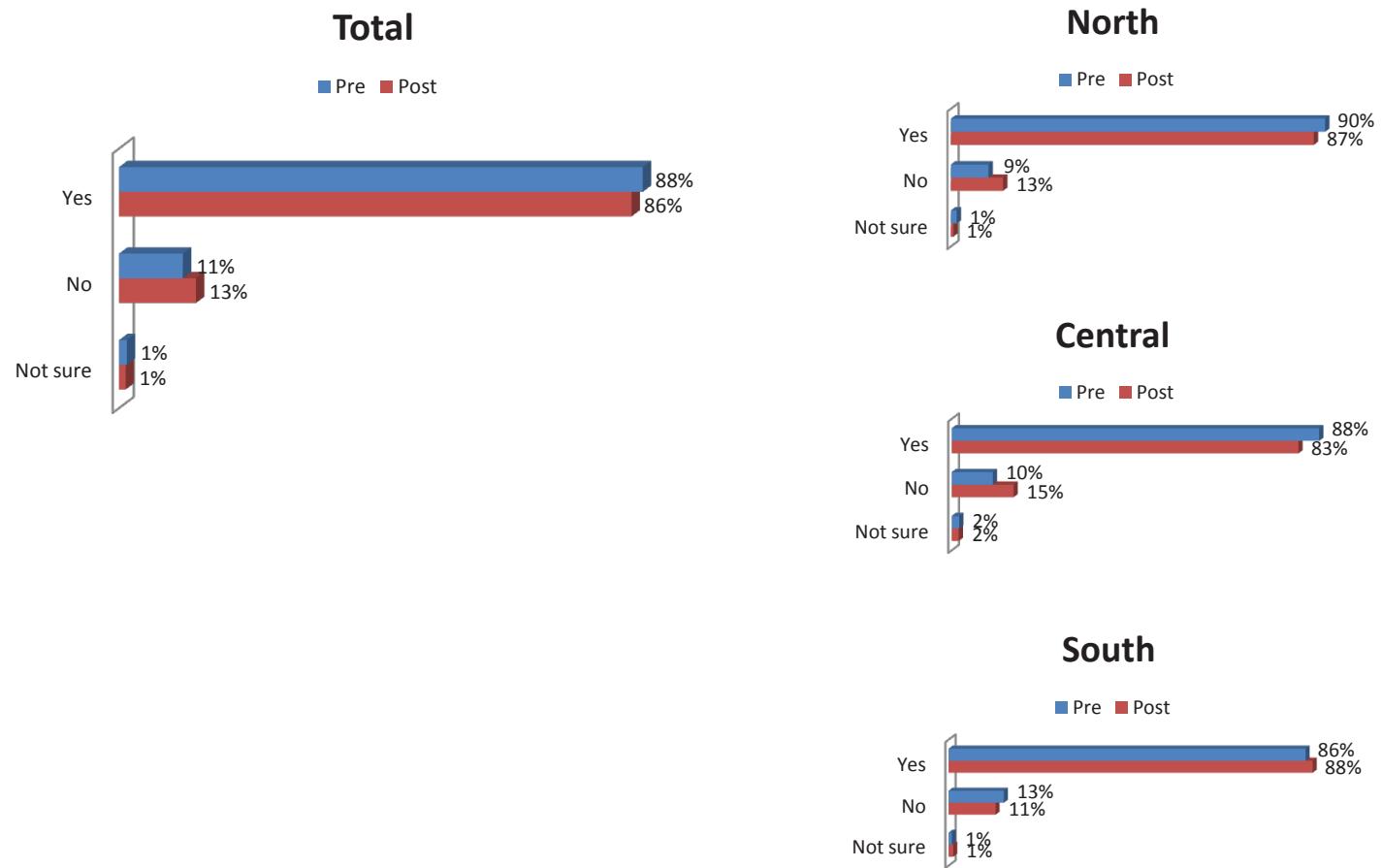


**Central**



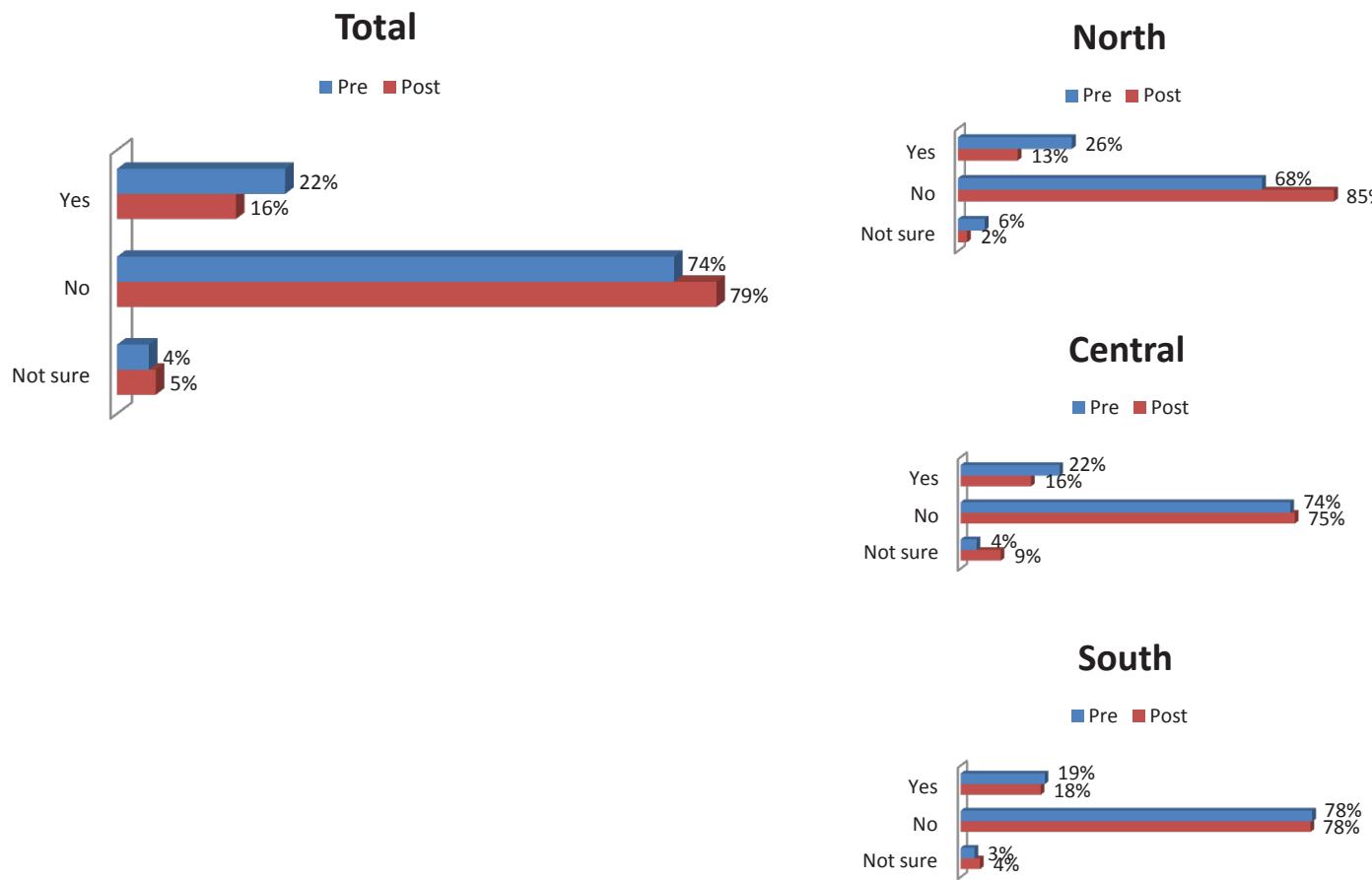
### *Did you use a spreader so fertilizer got distributed evenly?*

The percentages of households that use spreaders to evenly distribute fertilizer remained virtually constant between the pre- and post-test surveys. Residents in the central region were slightly less likely to use a spreader.



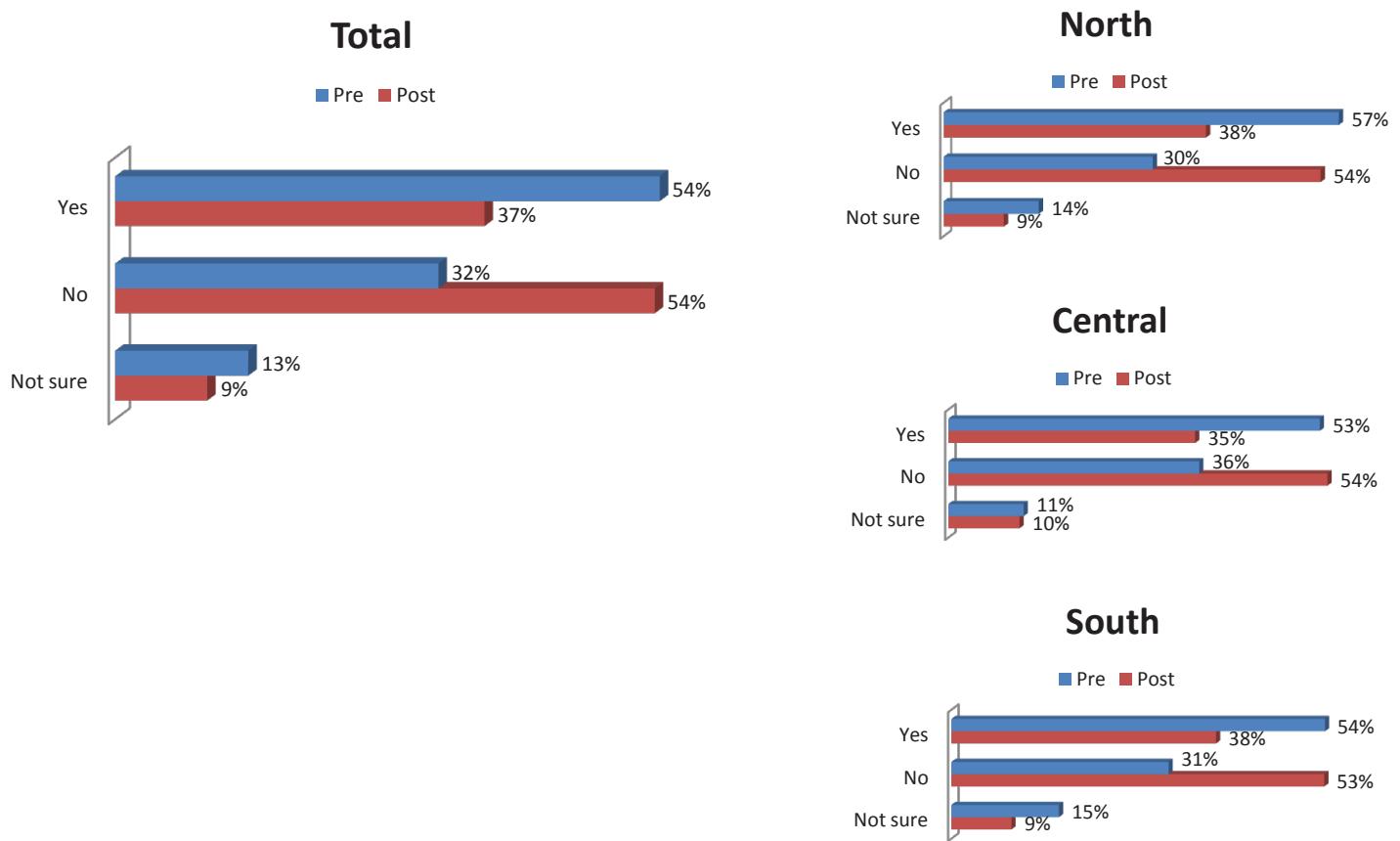
### *Did you have your soil tested to determine if fertilizing was needed?*

Compared to the pre-test (22%), fewer residents in the post-test (16%) reported having their soil tested to determine which fertilizer was needed. Incidence of having soil tested was diminished by half (26% to 13%) in the north region but also dropped significantly (22% to 16%) in the central region.



## *Did you match your fertilizer to your soil?*

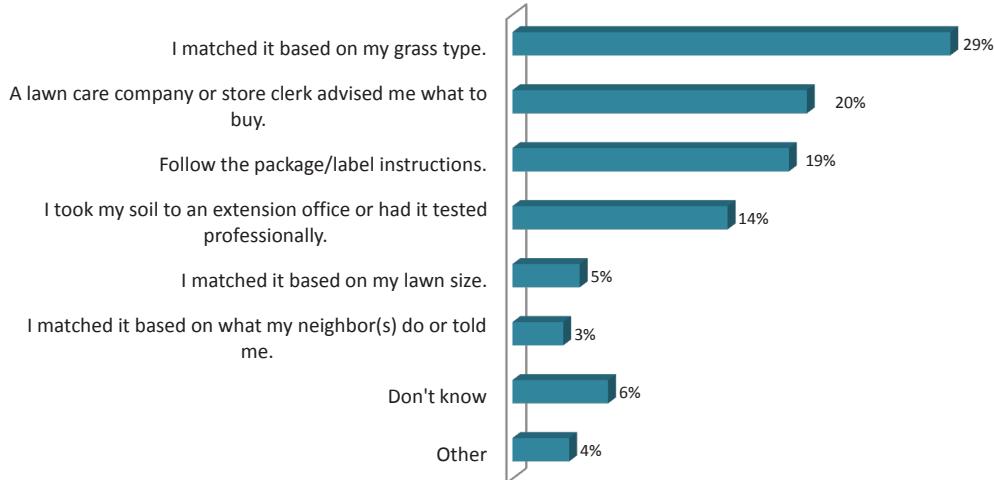
Significantly fewer residents in the post-test (37%) than in the pre-test (54%) maintained they matched their fertilizer to their soil. Likelihood of matching fertilizer to soil dropped in all three regions, and the likelihood of doing so was in the high thirty percent range in all three regions.



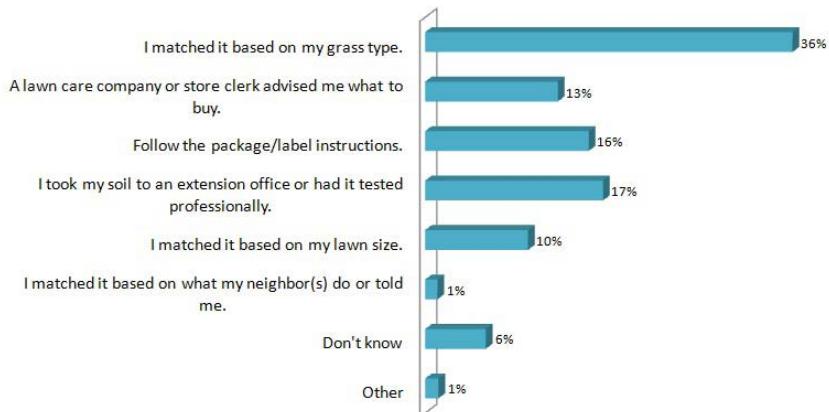
## How do you match your fertilizer to your soil?

Residents who matched their fertilizer to their soil were asked how they do so. Three in ten (29%) said they matched their fertilizer to their grass type, while one in five stated they followed package instructions or asked a lawn company or store clerk what to buy. Another one in seven (14%) who claimed to match their fertilizer to their soil actually had their soil professionally tested. This latter group represented 5% of all households. Comparitively more residents in the north (6.5% of all households) and south (6.8% of all households) actually had their soil professionally tested.

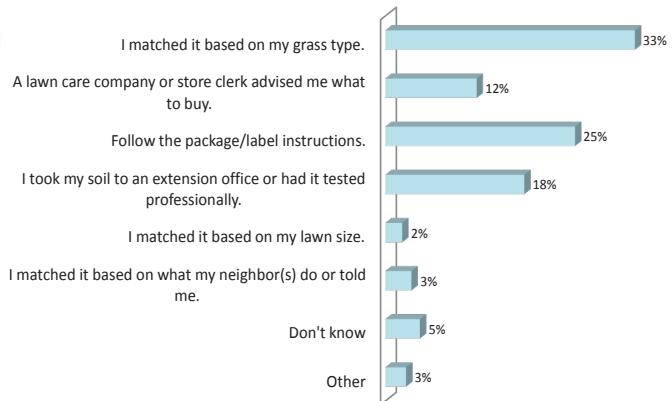
**Total** (Based on people who match their fertilizer to the soil)



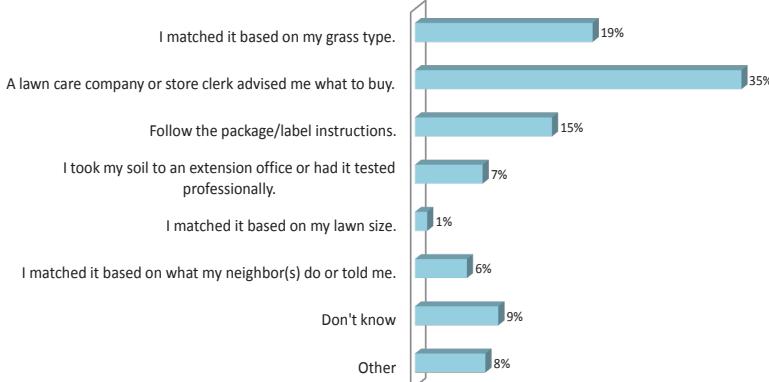
**North**



**South**

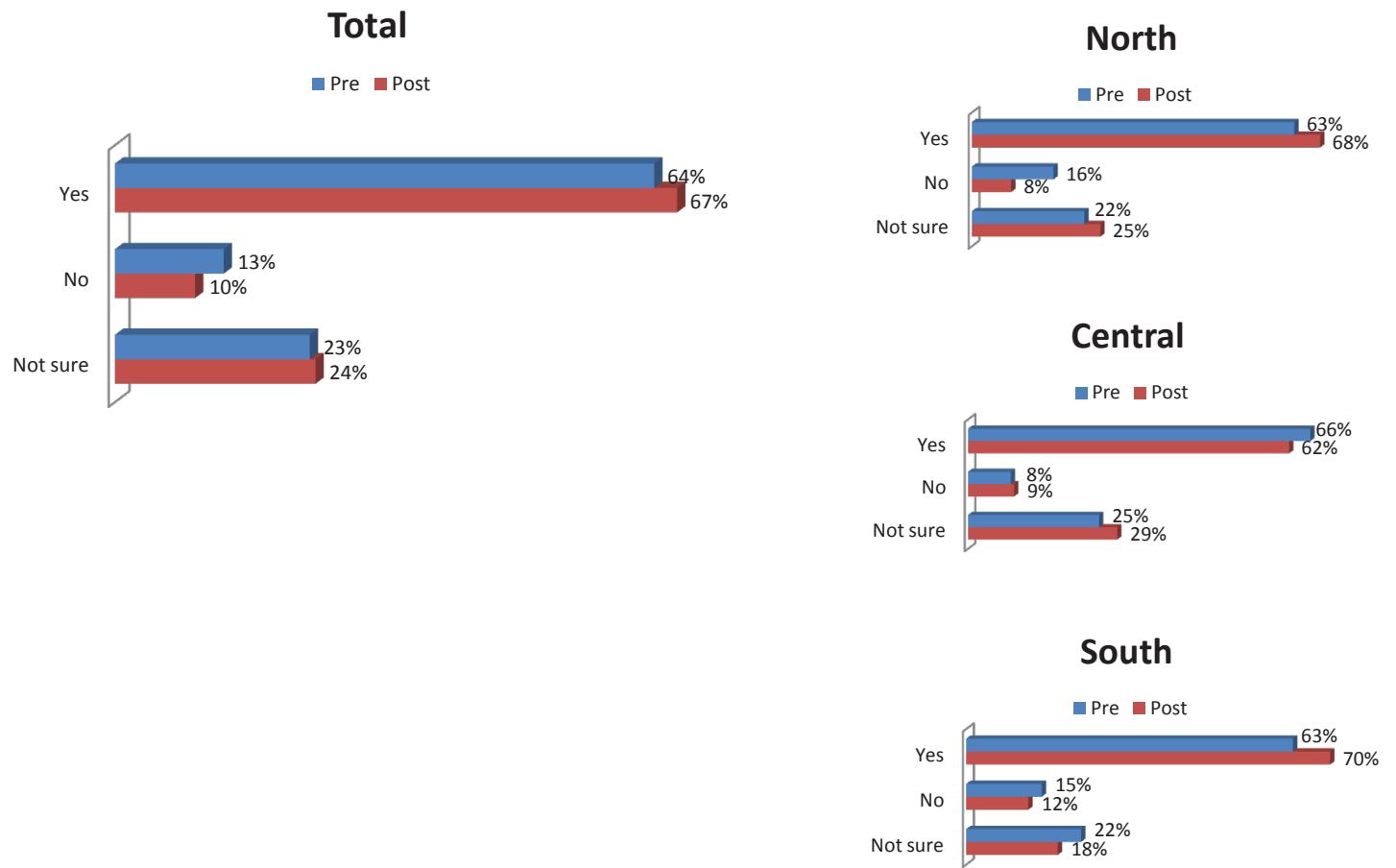


**Central**



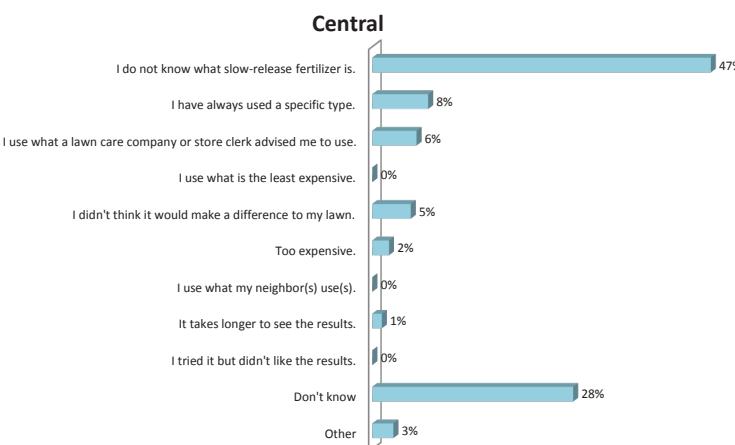
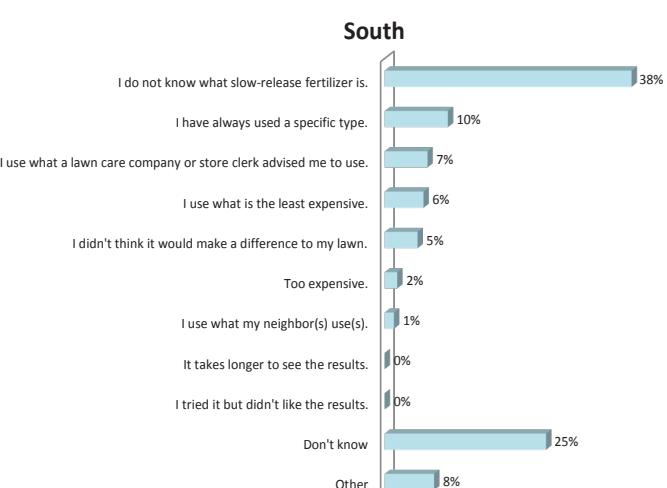
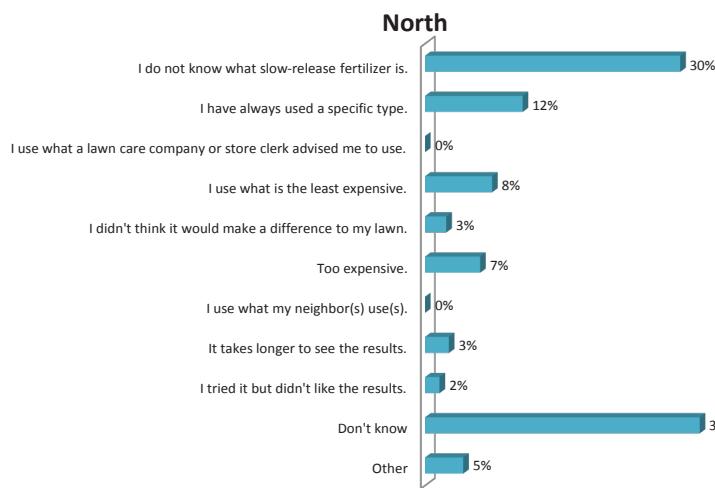
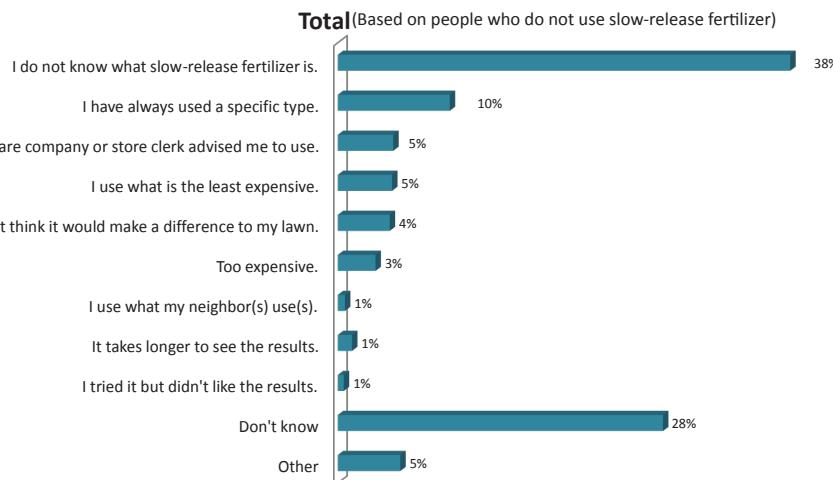
## Did you use slow-release fertilizer?

In the post-test, residents were slightly more likely to use slow-release fertilizer (67%) than in the pre-test (64%). There were pre-/post-test increases in the percentages of residents who used slow-release fertilizer in the north (63%/68%) and south (63%/70%) regions.



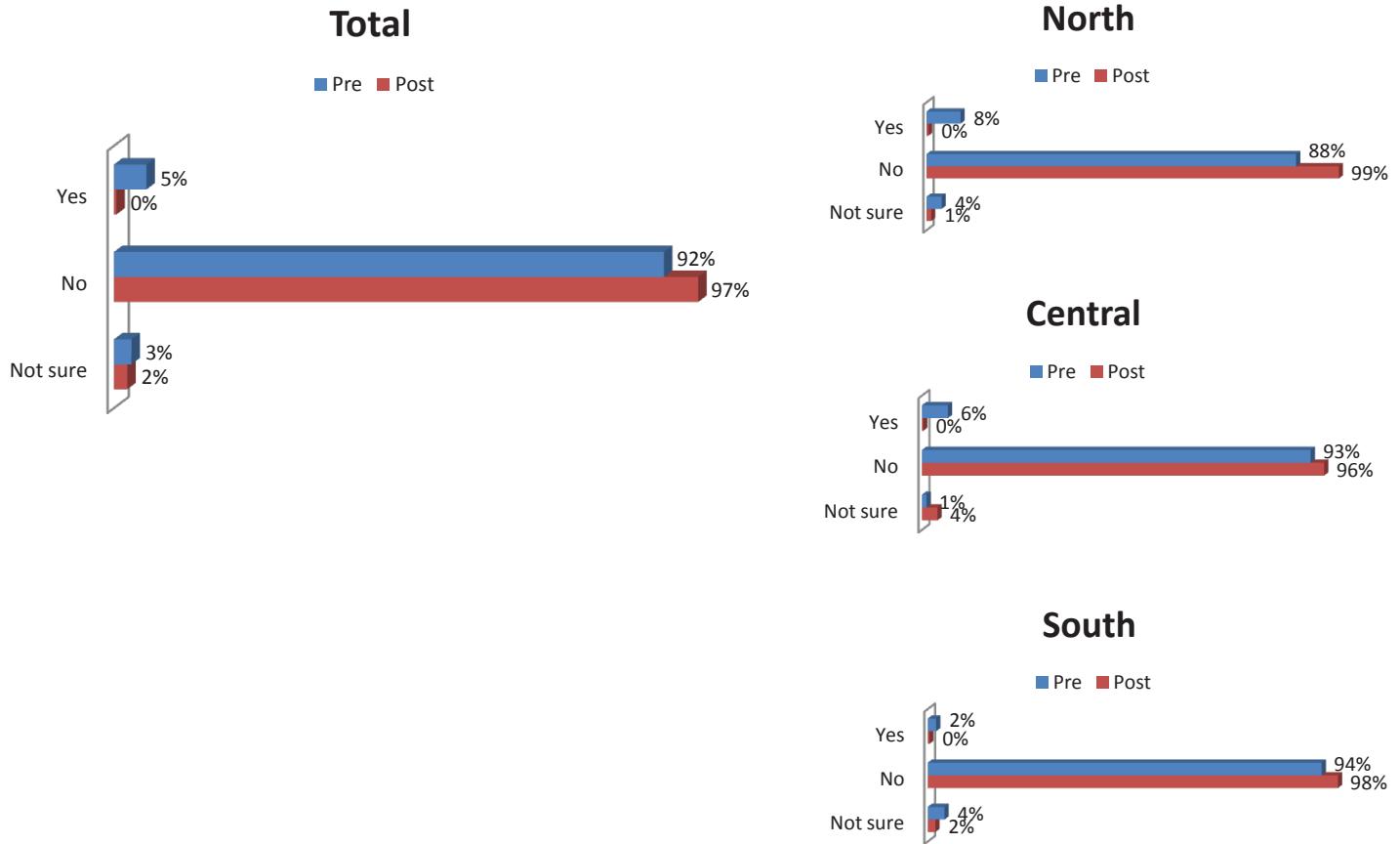
## Why don't you use slow-release fertilizer?

The one-third of residents who did not use slow-release fertilizer where asked to explain their behavior. A plurality of these households (38%) did not know what slow-release fertilizer was (13% of all households), and another 28% offered no explanation. Lack of knowledge about slow-release fertilizer was highest in the central region where 47% of those who did not use it were not aware of it. Fifteen percent of all households did not know what slow-release fertilizer was.

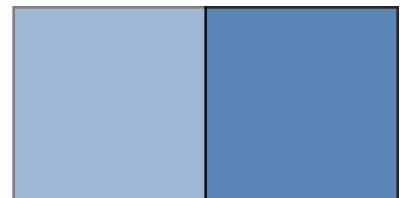
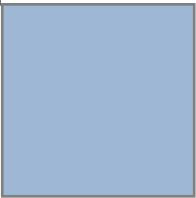
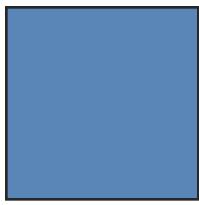


*Did you sweep the excess fertilizer into the storm drain or sewer?*

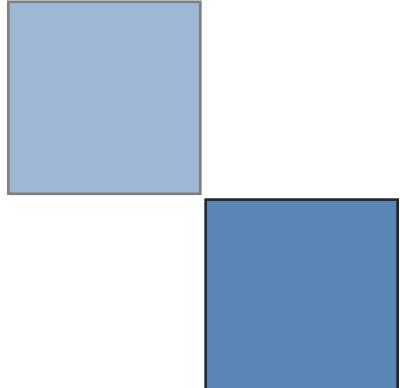
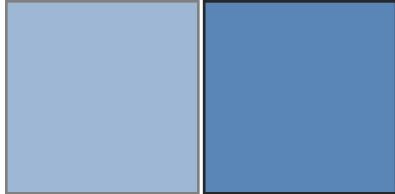
In the post-test, absolutely no residents reported sweeping excess fertilizer into the storm drain or sewer compared to 5% who claimed they did so in the pre-test.







## FERTILIZER KNOWLEDGE





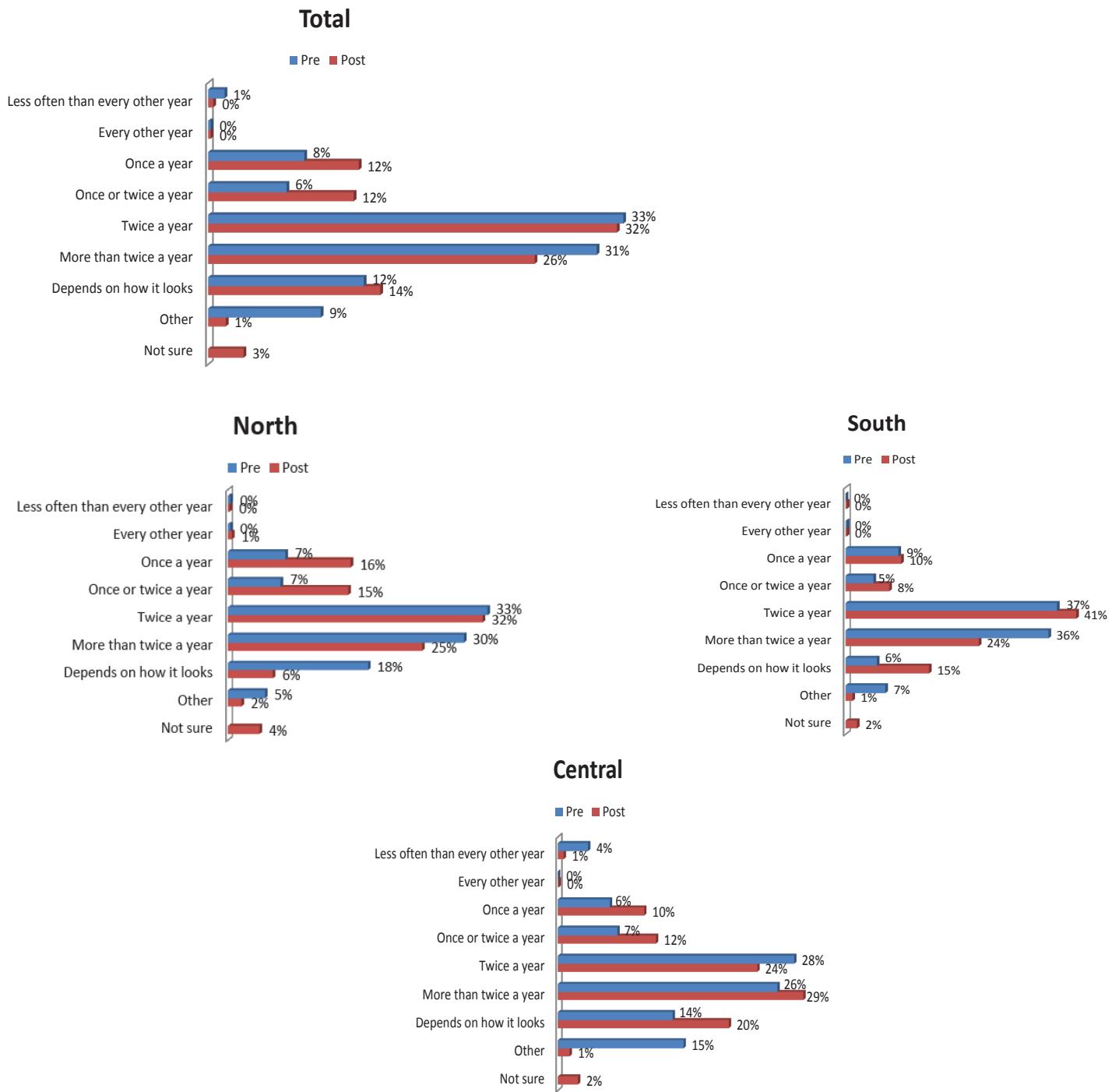
## Fertilizer Knowledge

Residents were queried about their fertilizer knowledge on the following topics:

- Best place to get fertilizer-related information
- How often one should fertilize
- Awareness of times or situations when one should not fertilize
- How one knows when it is time to fertilize
- Potential adverse impact of incorrect fertilizing including:
  - Thatch build up
  - Polluting nearby water bodies
  - Causing cinch bugs
  - Discoloring a lawn
  - Algae growth
- Knowledge of proper fertilizing techniques including:
  - Use slow-release fertilizer
  - Don't fertilize before storms
  - Leave a 10-foot buffer between fertilized area and bodies of water
  - Distribute fertilizer evenly across the lawn
  - Don't use as much fertilizer as possible
  - Water the lawn lightly (1/4 inch) after fertilizing
  - Have soil tested to see if fertilizing is necessary
  - Match fertilizer to soil
  - Don't sweep excess fertilizer into storm drains or sewers
  - Read and follow package instructions
  - Use fertilizer with low levels of phosphorous

## How often should your lawn be fertilized?\*

A plurality of residents (32%) in the post-test believed twice a year was the right fertilizing frequency. The percentage of residents who thought once, once or twice, or twice a year was the appropriate fertilizing frequency increased from 47% in the pre-test to 56% in the post-test. Conversely, the percentage who believed that it was appropriate to fertilize more than two times a year decreased from 31% in the pre-test to 26% in the post-test. From pre- to post-test the percentage of residents who believed they should fertilize more than twice a year decreased by five percentage points and twelve percentage points in the north and south regions, respectively.

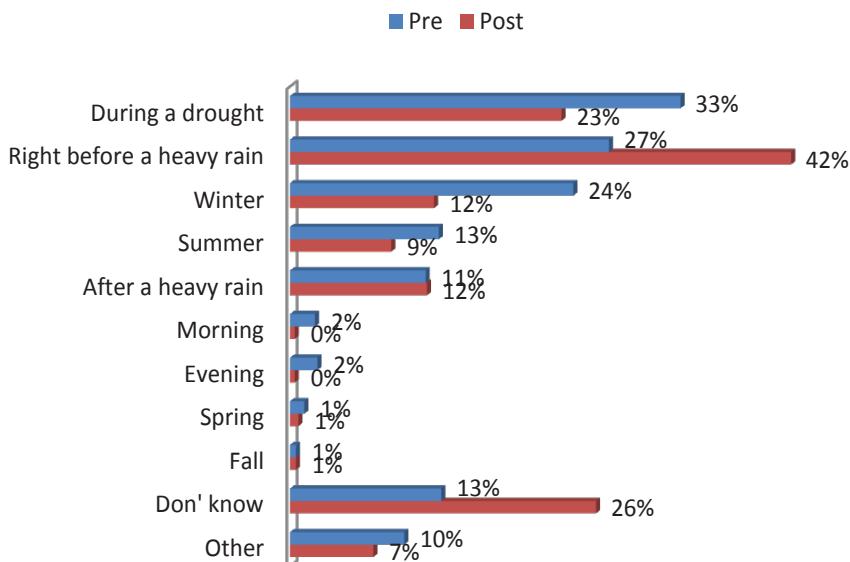


\* "Not sure" was an option only in the post-test.

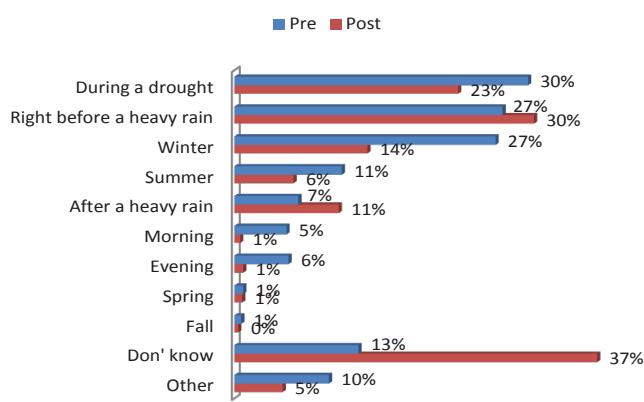
*Are you aware of any times or situations when you should NOT fertilize your lawn?\**

Significantly more residents after the advertising campaign (42%) were aware that lawns should not be fertilized right before heavy rains, only 27% of residents were aware of this fact prior to the campaign. Awareness that lawns should not be fertilized prior to storms more than doubled during the advertising campaign in the central region (25% to 54%) and increased significantly in the south region (29% to 42%).

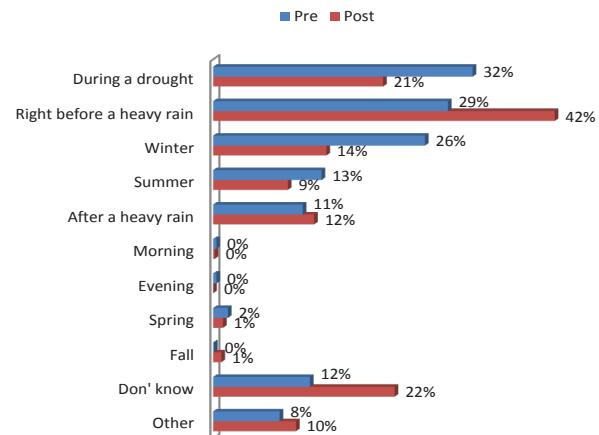
### Total



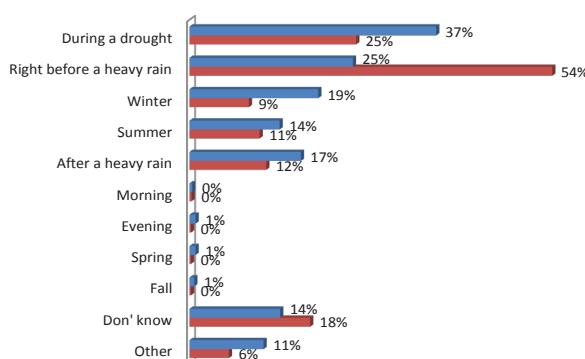
### North



### South



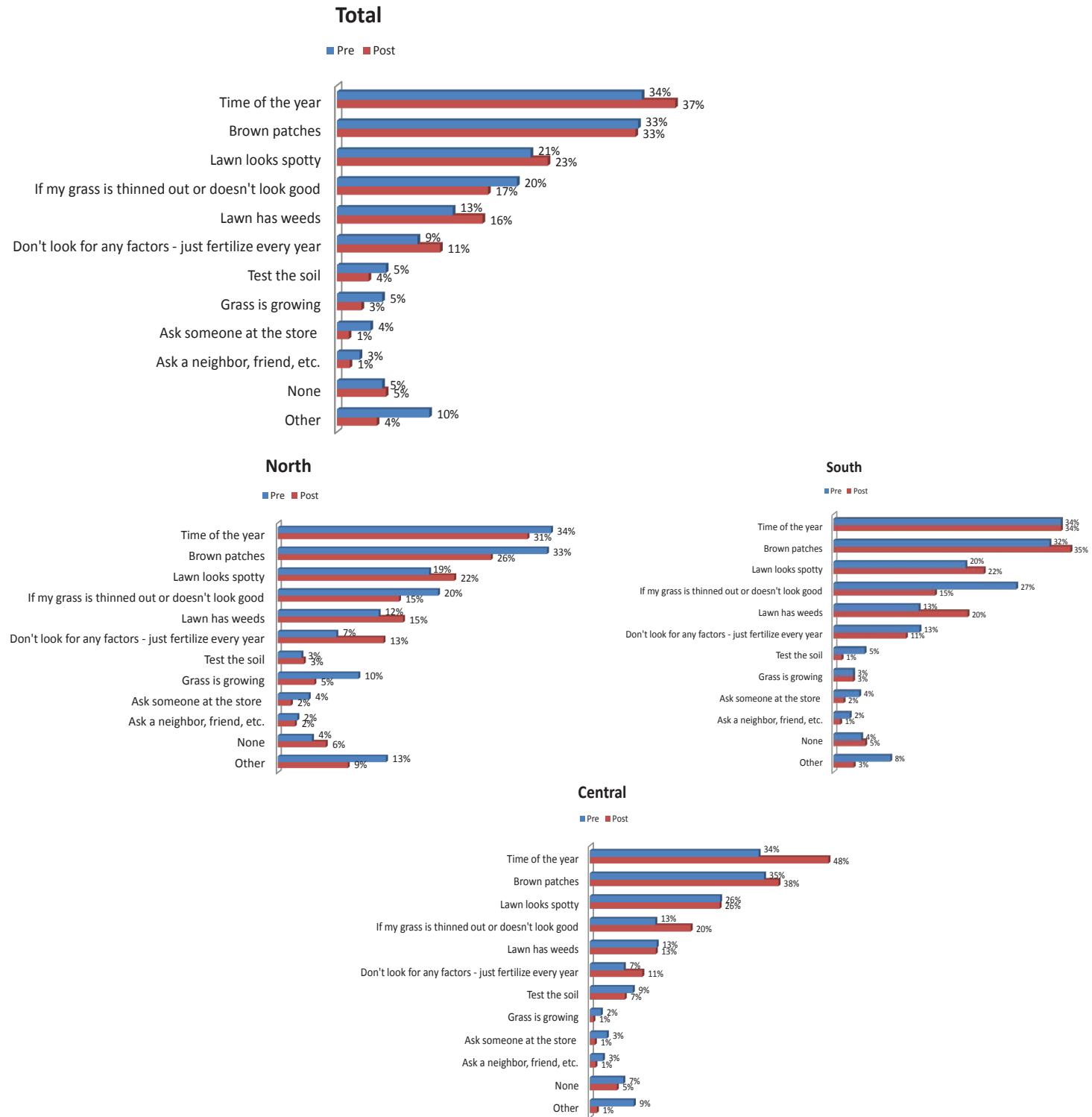
### Central



\*Multiple responses permitted.

## How do you know when your lawn needs to be fertilized?\*

While there were minor differences in residents' knowledge about when to fertilize their lawns prior to and after the advertising campaign, differences were not significant. Slightly more residents after the campaign indicated that time of year, appearance of the lawn, and presence of weeds were reasons for fertilizing. There was a significant jump in the percentage of residents in the central region who thought time of year was the primary indicator of when to fertilize.

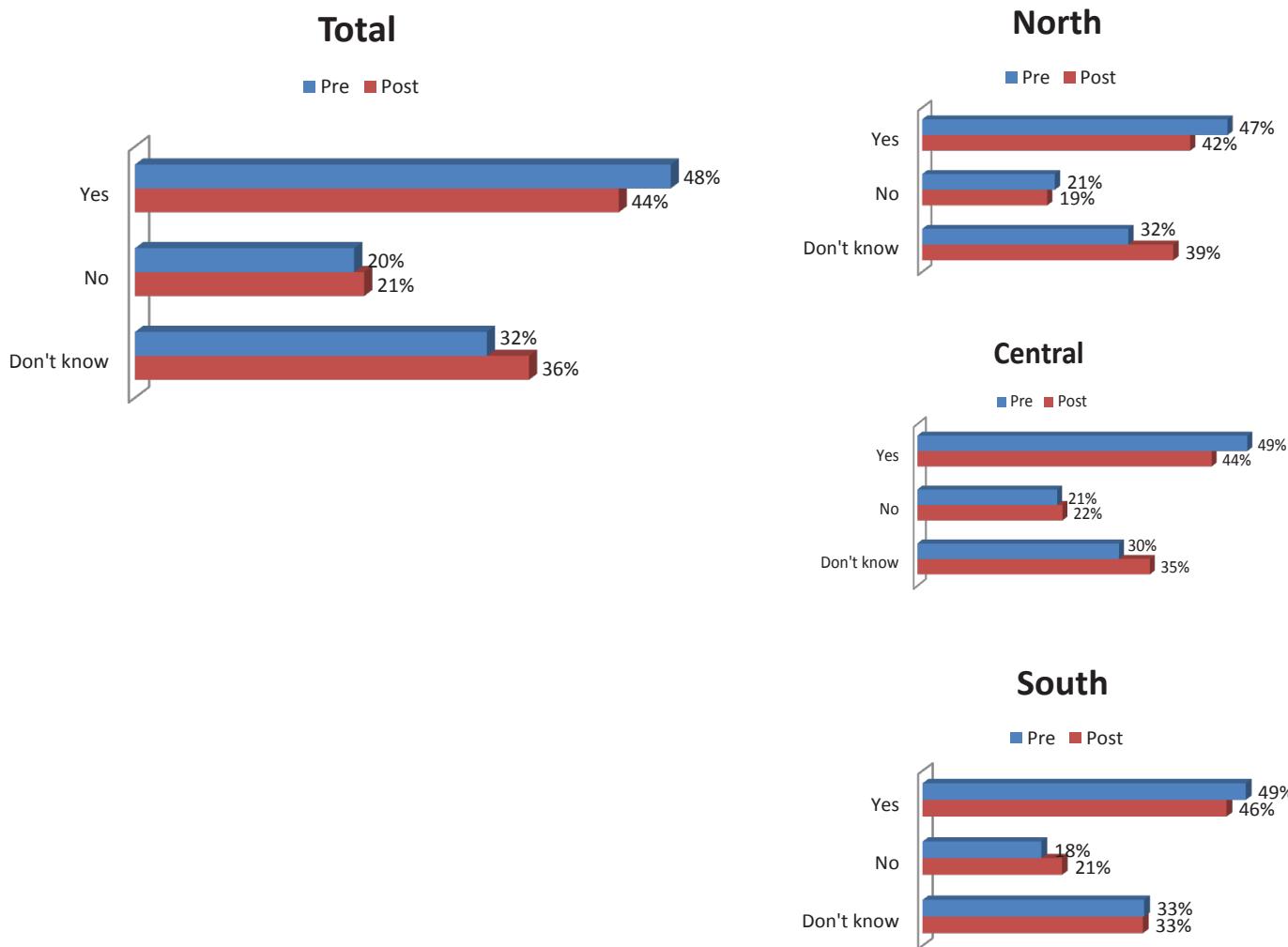


\*Multiple responses permitted.

*Will fertilizing your lawn the wrong way or using too much fertilizer:*

*Cause thatch build up?*

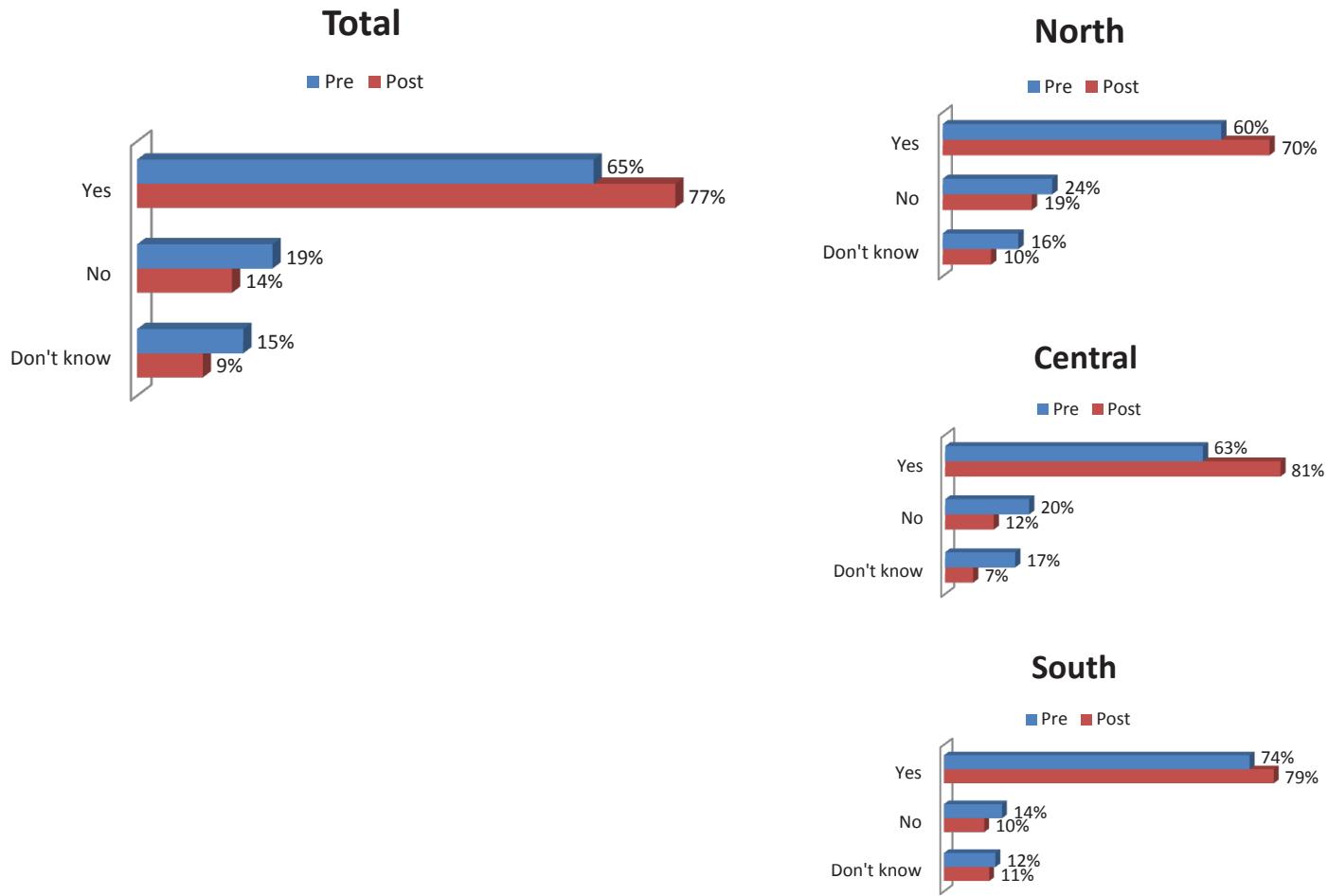
Slightly fewer residents after the advertising campaign (44%) —compared to prior to the campaign (48%) —thought that incorrect fertilizing techniques can result in thatch build up. There were small drops in the percentage of residents in all three regions who were aware that incorrect fertilizing can cause thatch build up.



*Will fertilizing your lawn the wrong way or using too much fertilizer:*

*Pollute nearby bodies of water?*

There was a substantial increase in the percentage of residents from pre-test (65%) to post-test (77%) who believed that using incorrect fertilizing techniques would pollute nearby water bodies. While residents in all three regions became more aware of the relationship between incorrect fertilizing techniques and water body pollution, the biggest change in knowledge occurred in the central region (63% aware in the pre-test, and 81% aware in the post-test).

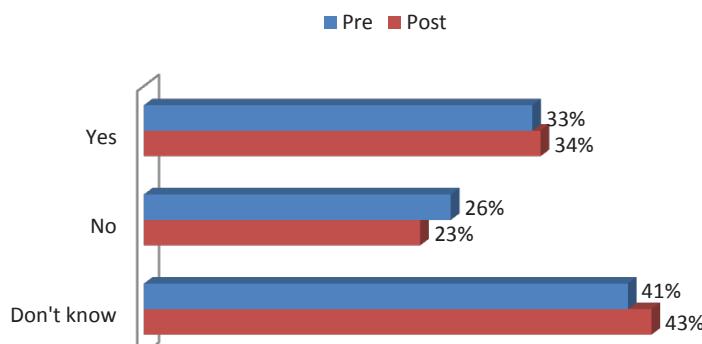


*Will fertilizing your lawn the wrong way or using too much fertilizer:*

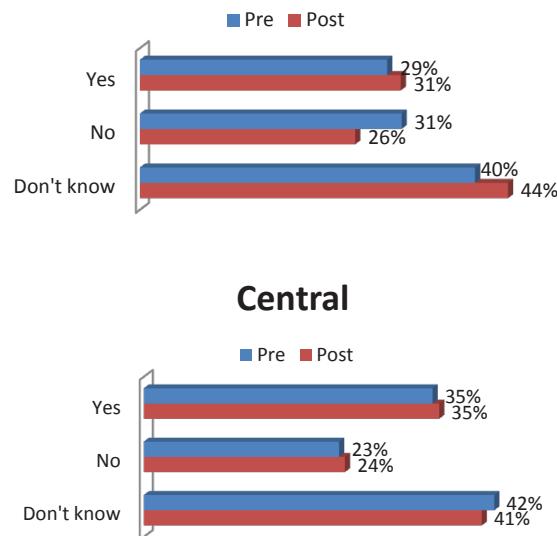
*Cause cinch bugs?*

The advertising campaign resulted in no appreciable change in residents' knowledge that fertilizing the wrong way can lead to cinch bugs. Awareness levels of the relationship between cinch bugs and incorrect fertilizing techniques remained virtually unchanged from pre-test to post-test in all three regions.

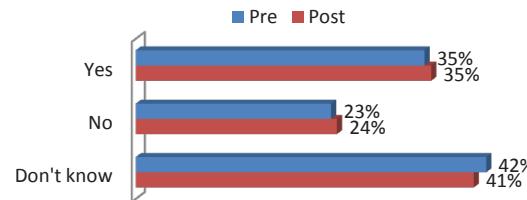
**Total**



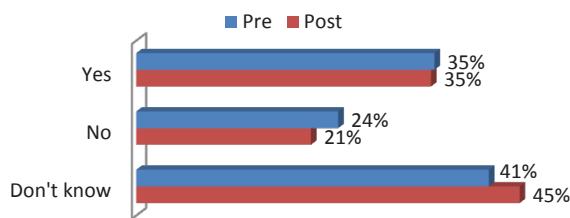
**North**



**Central**



**South**

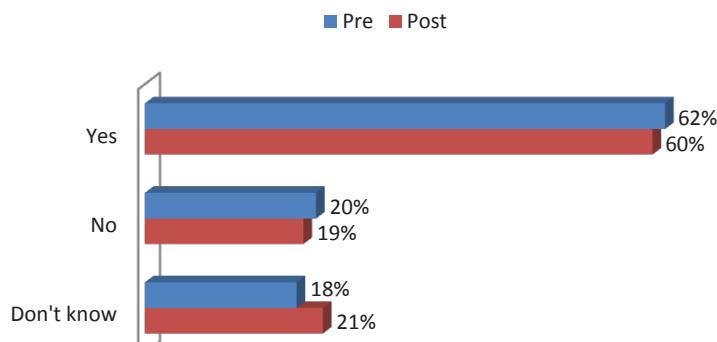


*Will fertilizing your lawn the wrong way or using too much fertilizer:*

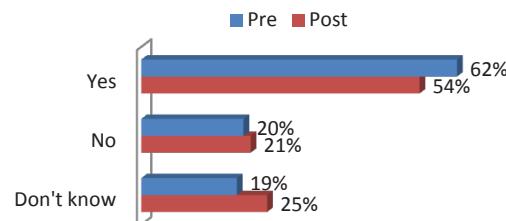
*Turn your lawn an orangey brown color?*

Residents' opinions about the relationship between fertilizing techniques and discoloration of lawns remained virtually the same prior to and after the advertising campaign. Residents in the central region were more likely after the campaign to believe that incorrect fertilizing techniques can cause lawns to turn an orangey brown color, while residents in the south region were less likely to believe this relationship after the advertising campaign.

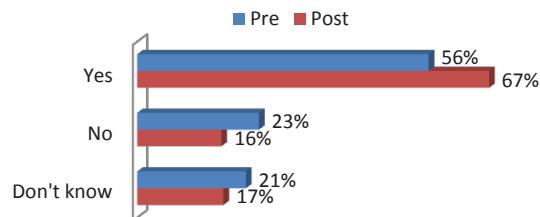
**Total**



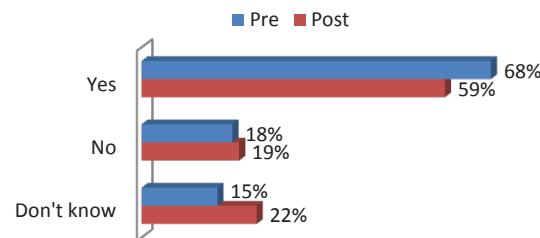
**North**



**Central**



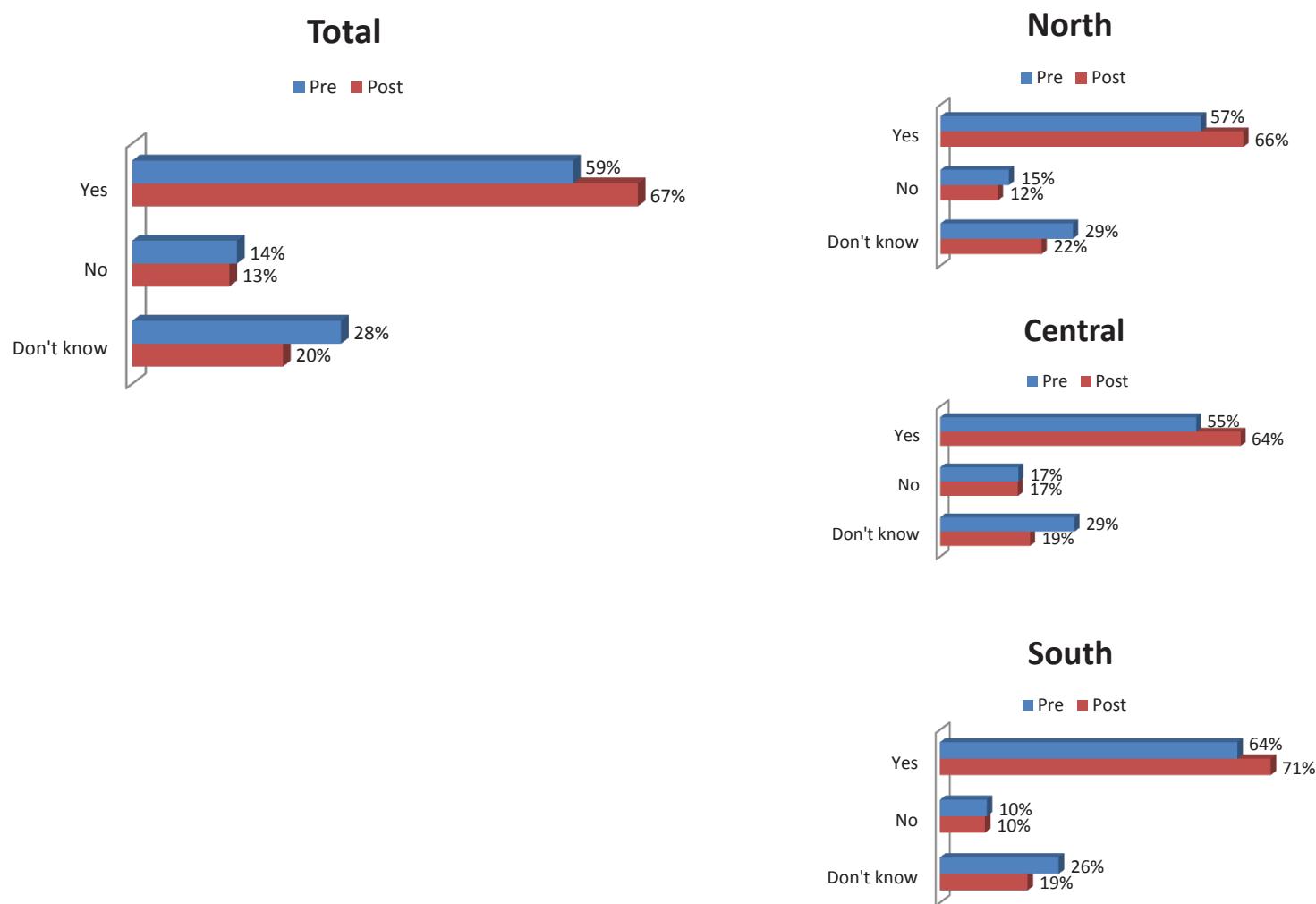
**South**



*Will fertilizing your lawn the wrong way or using too much fertilizer:*

*Cause algae growth in bodies of water?*

Compared to prior to the campaign (59%), significantly more residents after the advertising campaign (67%) believed that using too much fertilizer or otherwise using incorrect fertilizing techniques could cause algae in water bodies. Residents in all three regions were more aware after the advertising campaign of the relationship between incorrect fertilizing and algae growth.



*Which of the following are the correct things to do when fertilizing your lawn?\**

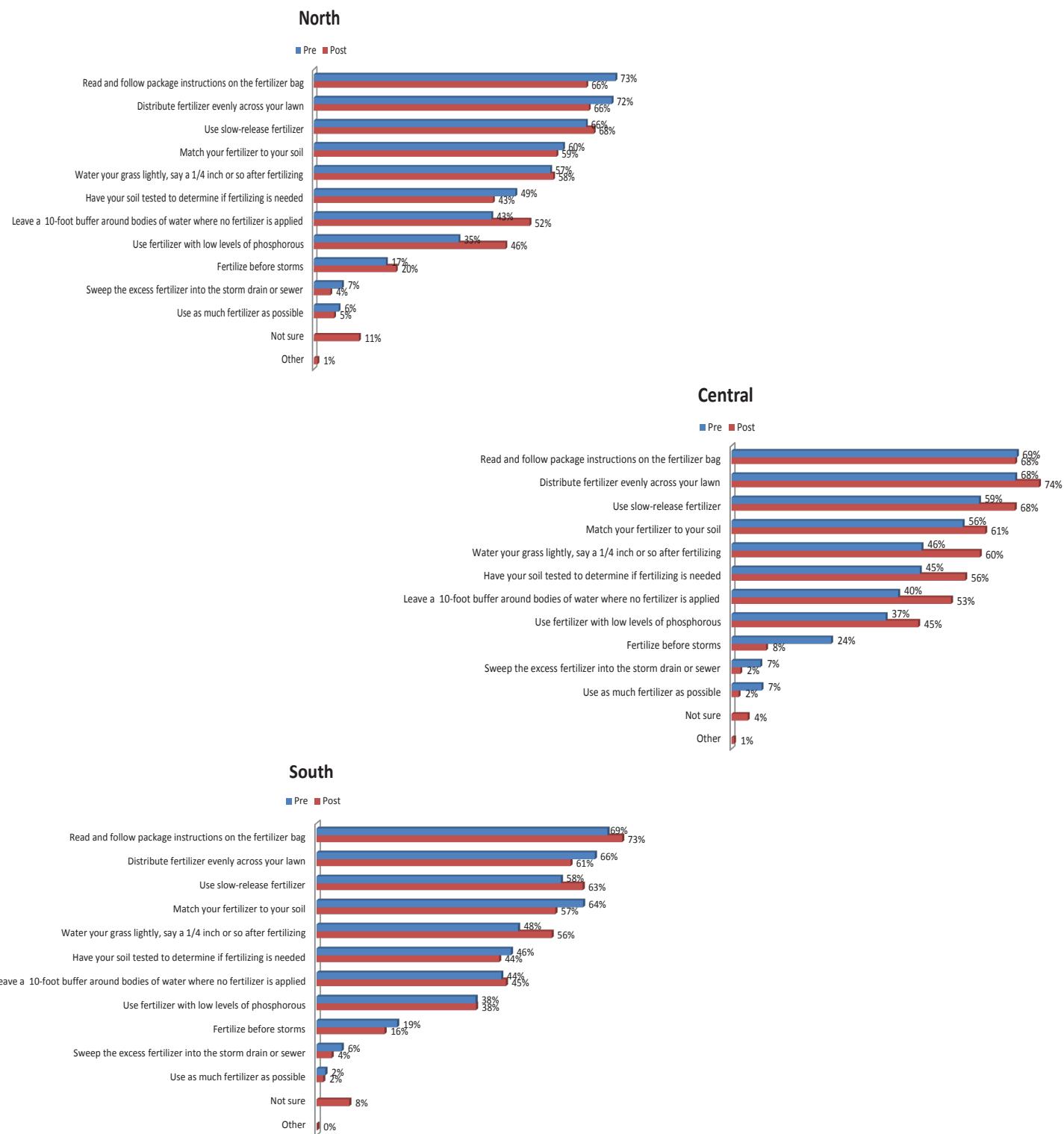
Residents were read eleven (11) lawn fertilizing actions and asked to indicate which were proper lawn fertilizing techniques. For seven of the eleven fertilizing techniques, residents' responses after the campaign had shifted in the desired direction; there were no perceptible changes in opinions for the other four actions. The most dramatic change in attitudes related to leaving a 10-foot buffer around water bodies and watering the lawn lightly after fertilizing – for each of these there was an eight percentage point positive shift in attitudes. After the advertising campaign, residents were also more likely to know to use slow-release fertilizer, use fertilizers with low levels of phosphorous, not to fertilize before heavy rain, and not to sweep excess fertilizer into storm drains or sewers.

Total	Pre	Post
Read and follow package instructions on the fertilizer bag	70%	69%
Distribute fertilizer evenly across your lawn	69%	67%
Use slow-release fertilizer	61%	66%
Match your fertilizer to your soil	60%	59%
Water your grass lightly, say a 1/4 inch or so after fertilizing	50%	58%
Have your soil tested to determine if fertilizing is needed	47%	48%
Leave a 10-foot buffer around bodies of water	42%	50%
Use fertilizer with low levels of phosphorous	37%	43%
Fertilize before heavy rain	20%	15%
Sweep the excess fertilizer into the storm drain or sewer	7%	3%
Use as much fertilizer as possible	5%	3%

\*Multiple responses permitted.

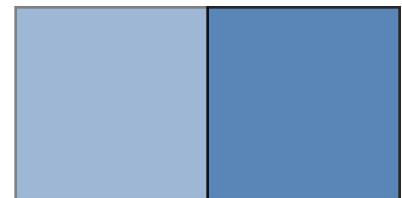
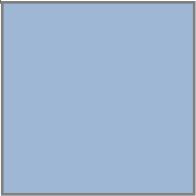
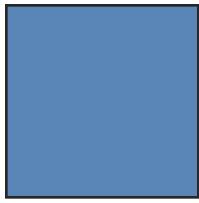
## Which of the following are the correct things to do when fertilizing your lawn?\*

Residents in the central region experienced significantly greater positive attitude shifts regarding proper fertilizing techniques as a result of the advertising campaign. Residents in the north region were least impacted by the advertising campaign.

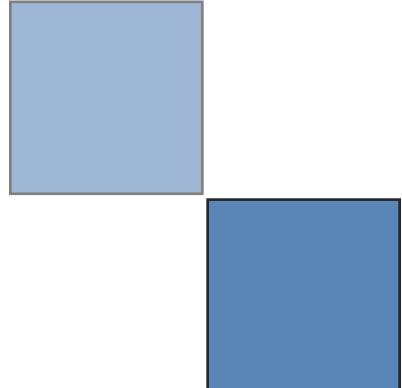
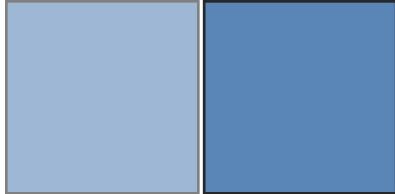


\*Multiple responses permitted.





## ATTITUDES ABOUT FERTILIZING





## Fertilizer-Related Attitudes

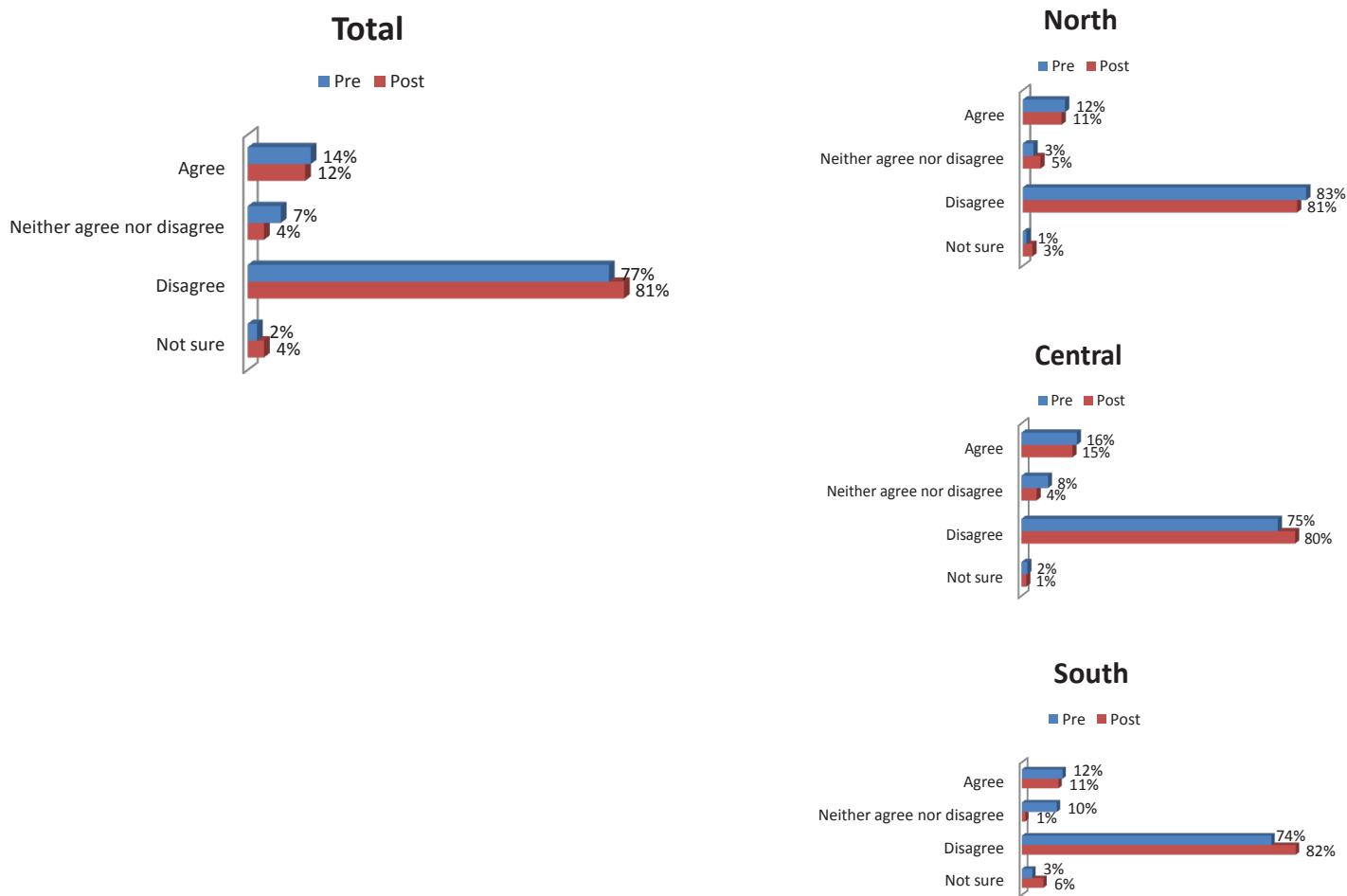
Several questions in the study investigated residents' attitudes about fertilizing. Issues covered included:

- Whether type of fertilizer matters
- Whether fertilizing techniques can harm the environment
- Changed fertilizing method in past three months, if so, what and why or why not
- How to motivate residents to use proper fertilizing techniques
- If type of fertilizer matters to people
- Awareness of experts' recommendations
- Whether or not people like how lawns look if expert advice is followed
- Attitudes about costs associated with proper fertilizing techniques
- Extent to which fertilizer contributes to water pollution
- Relationship between amount of fertilizer used and appearance of lawn
- Importance of having a healthy looking lawn
- Whether or not lawn appearance reflects on the homeowner
- Willingness to change fertilizers if it were known that the current fertilizer harmed the environment
- Importance of using the correct amount of fertilizer
- Value of science in determining proper fertilizer
- How quickly slow-release fertilizer works

*Tell me if you agree, disagree, or neither agree nor disagree with the following statements:*

*It doesn't matter which type of fertilizer is put on my lawn; they all work about the same.*

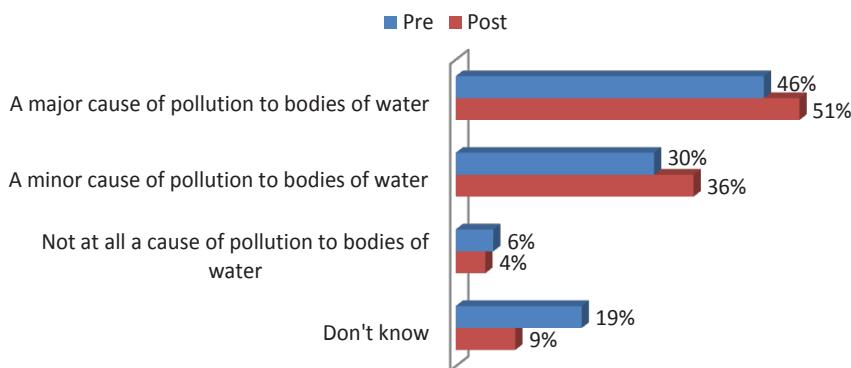
Attitudes about the impact of different types of fertilizer did not change significantly during the advertising campaign, yet slightly more residents after the campaign (81%) disagreed that the type of fertilizer made no difference. The appropriate attitude shift occurred among residents in the central and south regions.



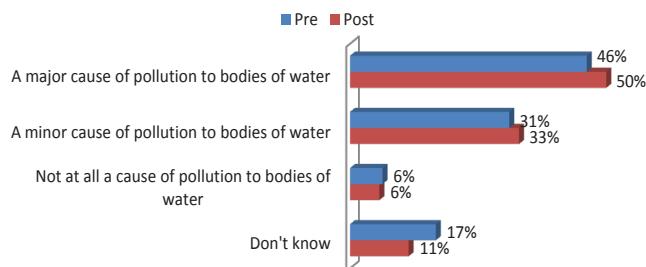
*Compared to all things that might pollute bodies of water, is fertilizer a major cause, minor cause, or not a cause of pollution?*

After the advertising campaign, residents were more likely to believe that fertilizing is a major cause of water pollution. Residents after the campaign were also more likely to think of fertilizer as a minor cause of water pollution. The percentage of residents who were not certain if fertilizing impacted water pollution dropped dramatically during the campaign from 19% to 9%, which is a 53% decrease from pre- to post-test. Residents in all three regions experienced the desired knowledge shift, but it was most dramatic among residents in the south region.

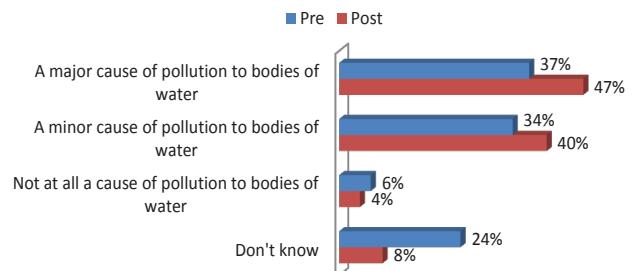
### Total



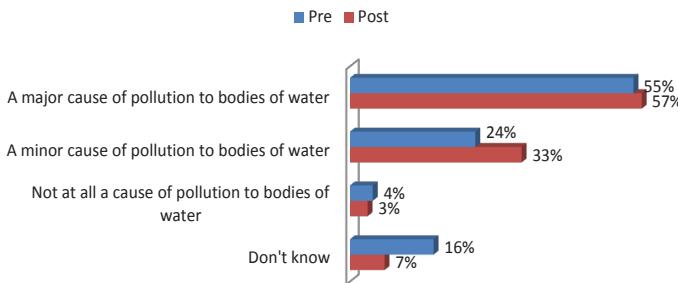
### North



### South



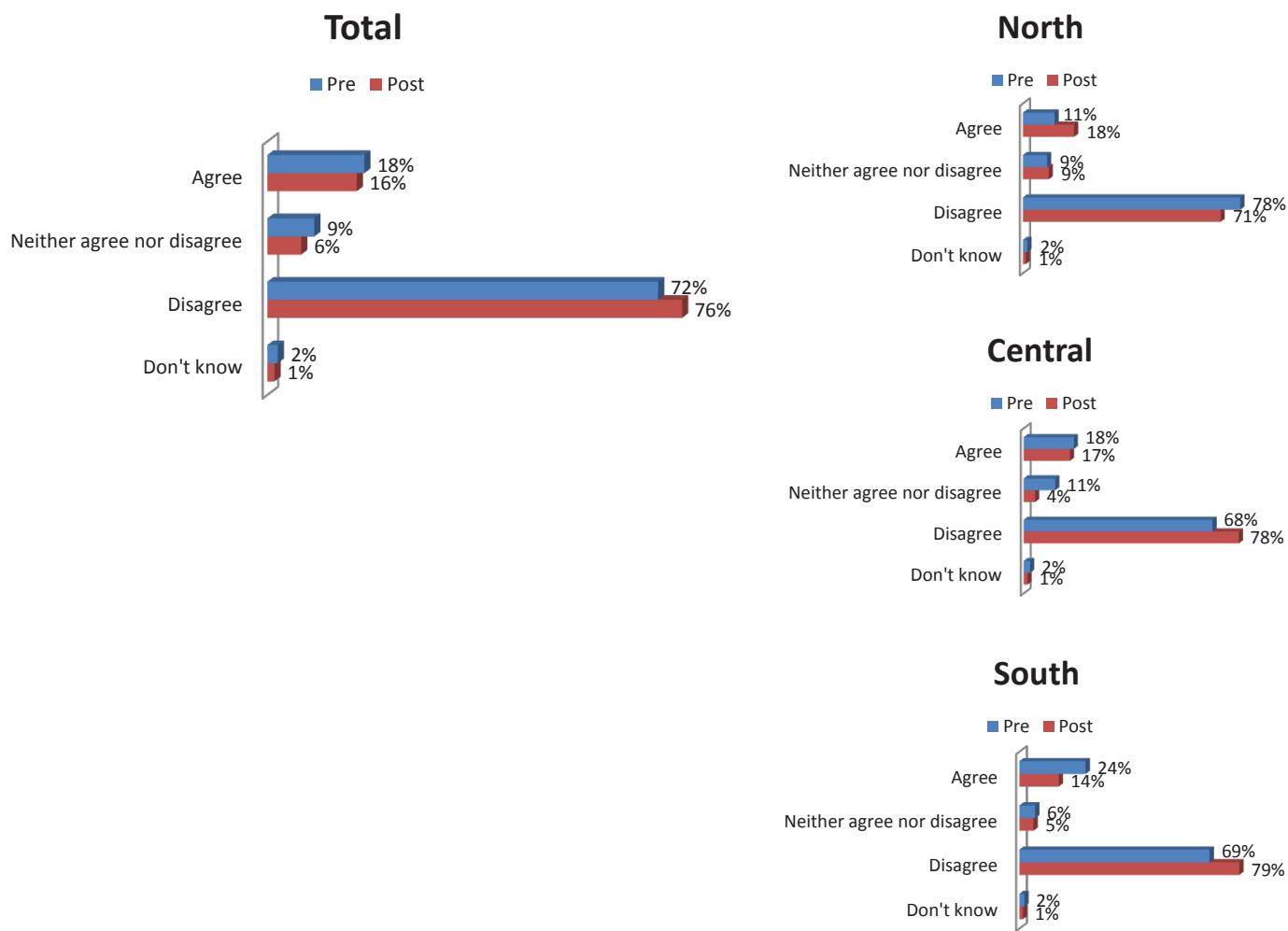
### Central



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

*The more fertilizer I use, the more likely I am to have a greener, fuller lawn with fewer weeds.*

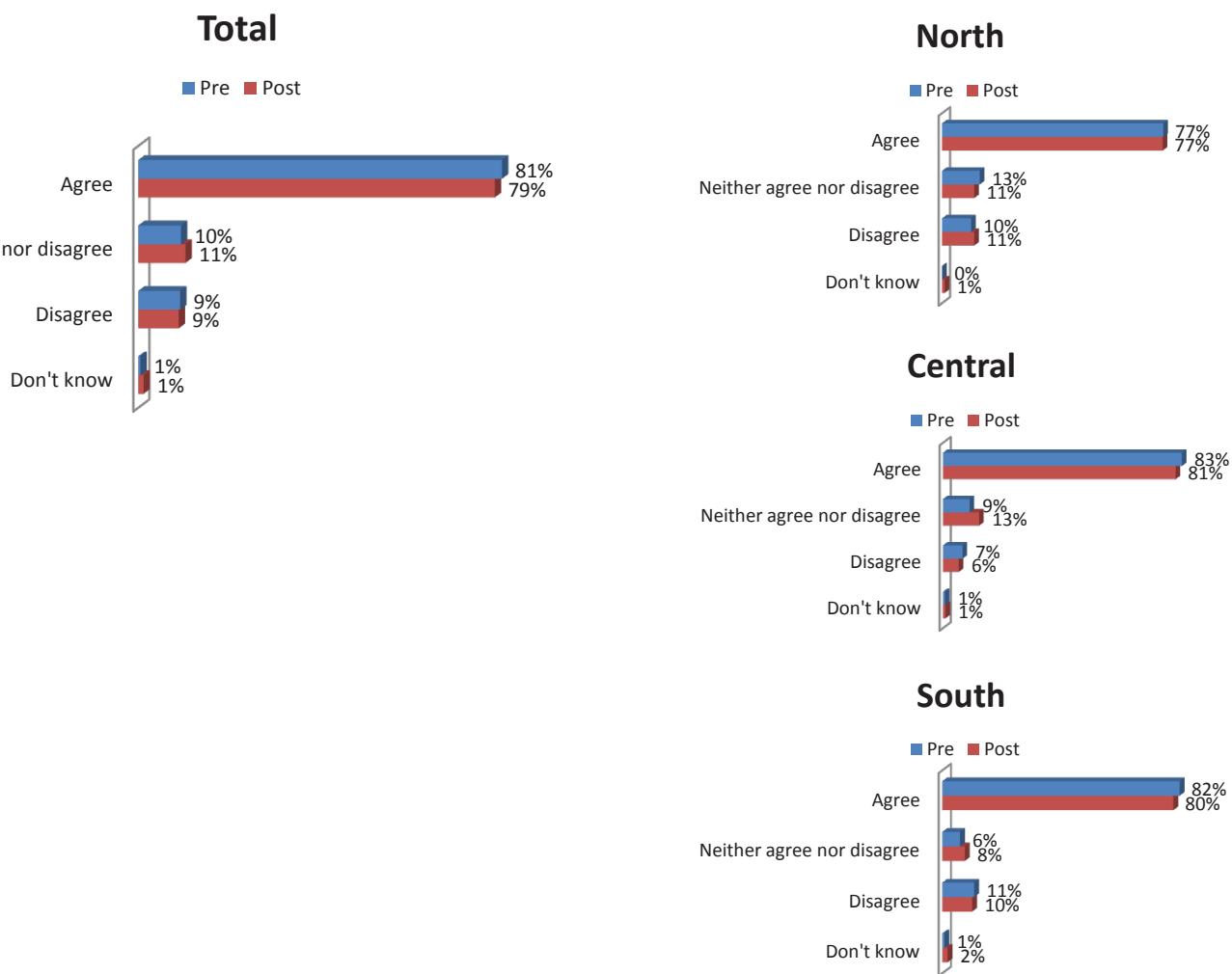
As a result of the advertising campaign more residents disagreed that using more fertilizer results in fuller lawns with fewer weeds. The desired attitudinal change occurred in the central and south regions but not in the north region.



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

*Having a healthy lawn is important to me.*

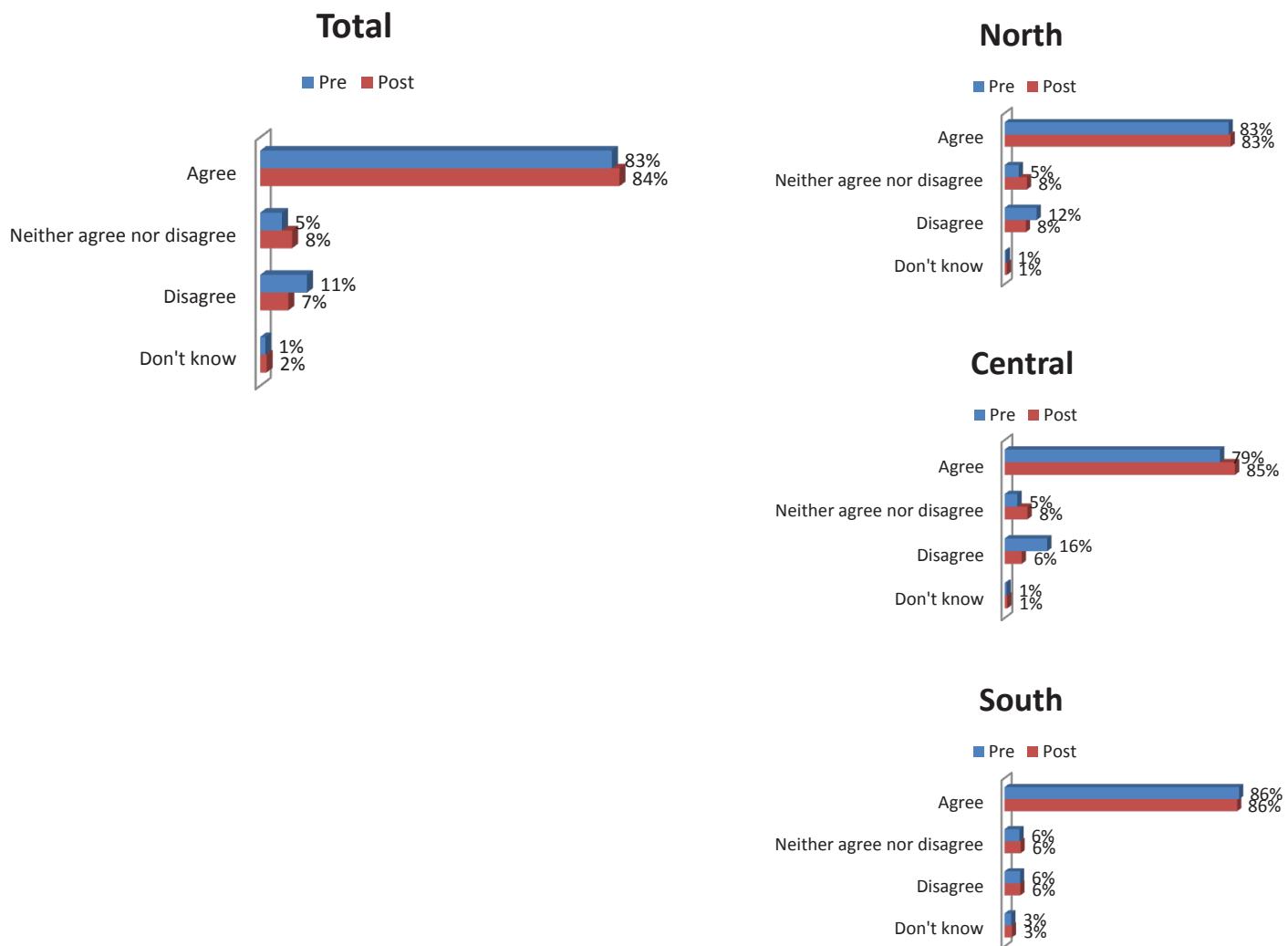
There was virtually no change in residents' feelings about the importance of a healthy lawn prior to and after the advertising campaign. Results did not vary much from the pre-test to the post-test in any of the three regions.



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

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

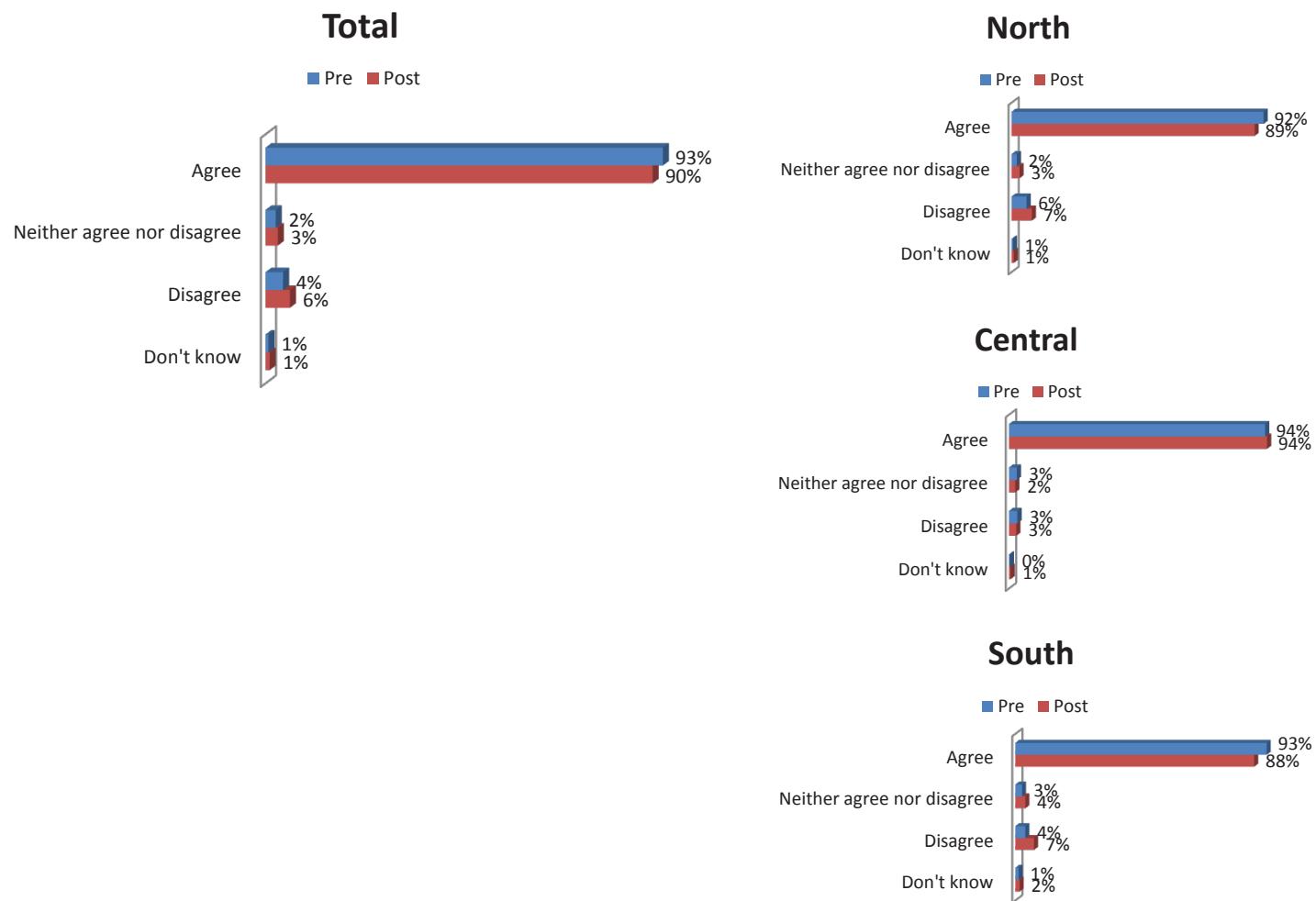
While only 11% of residents disagreed prior to the advertising campaign that one's lawn makes a statement about the homeowner, even fewer (7%) felt this way after the campaign.



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

*I would change my fertilizer if I knew it was harmful to the environment.*

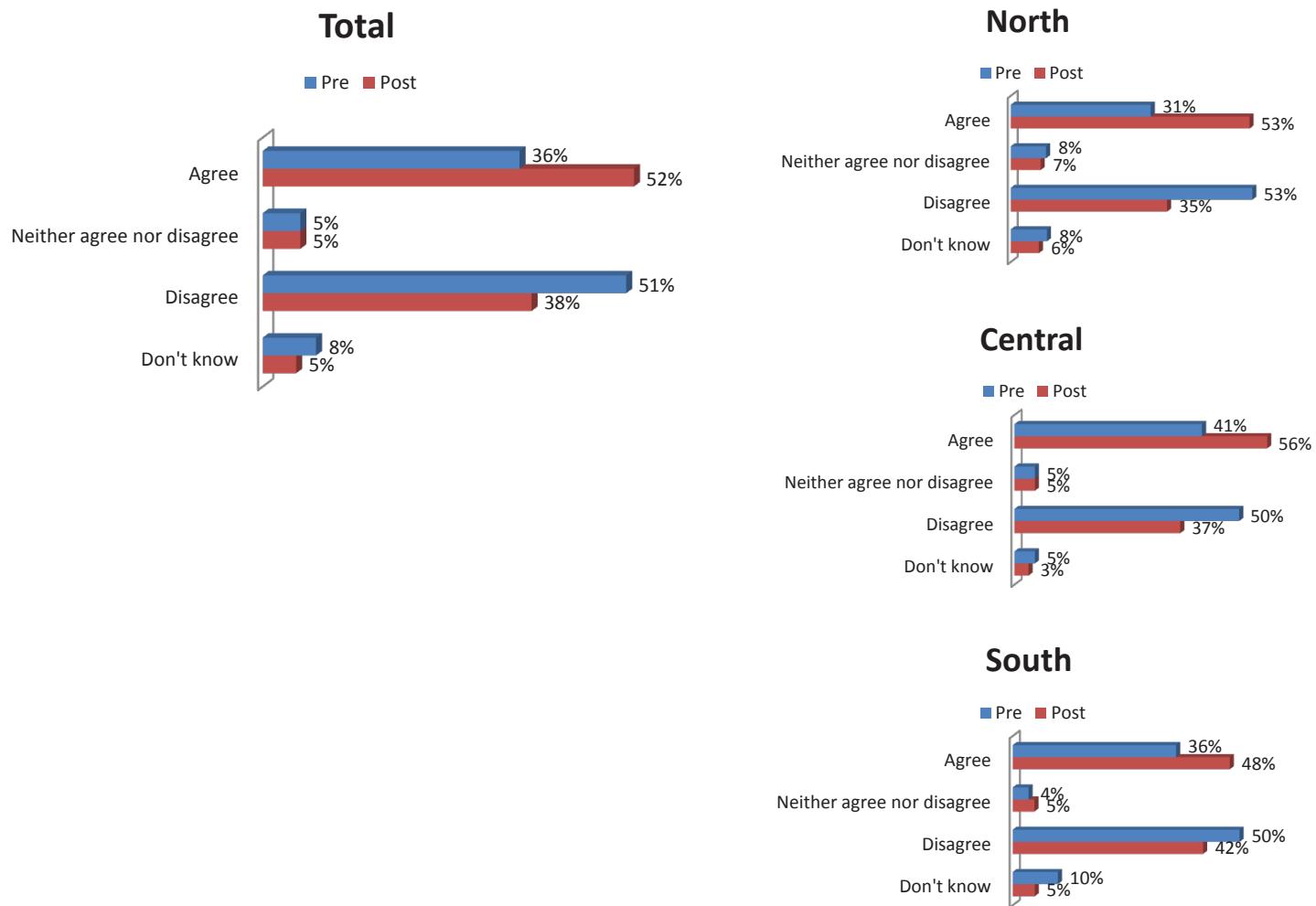
There was a slight drop during the advertising campaign in the percentage of residents who would change fertilizers if they knew their fertilizers were harming the environment. Residents in the north and south regions shifted their opinions slightly in contrast to the desired goals of the campaign.



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

*The way I fertilize my lawn can harm the environment in a substantial way.*

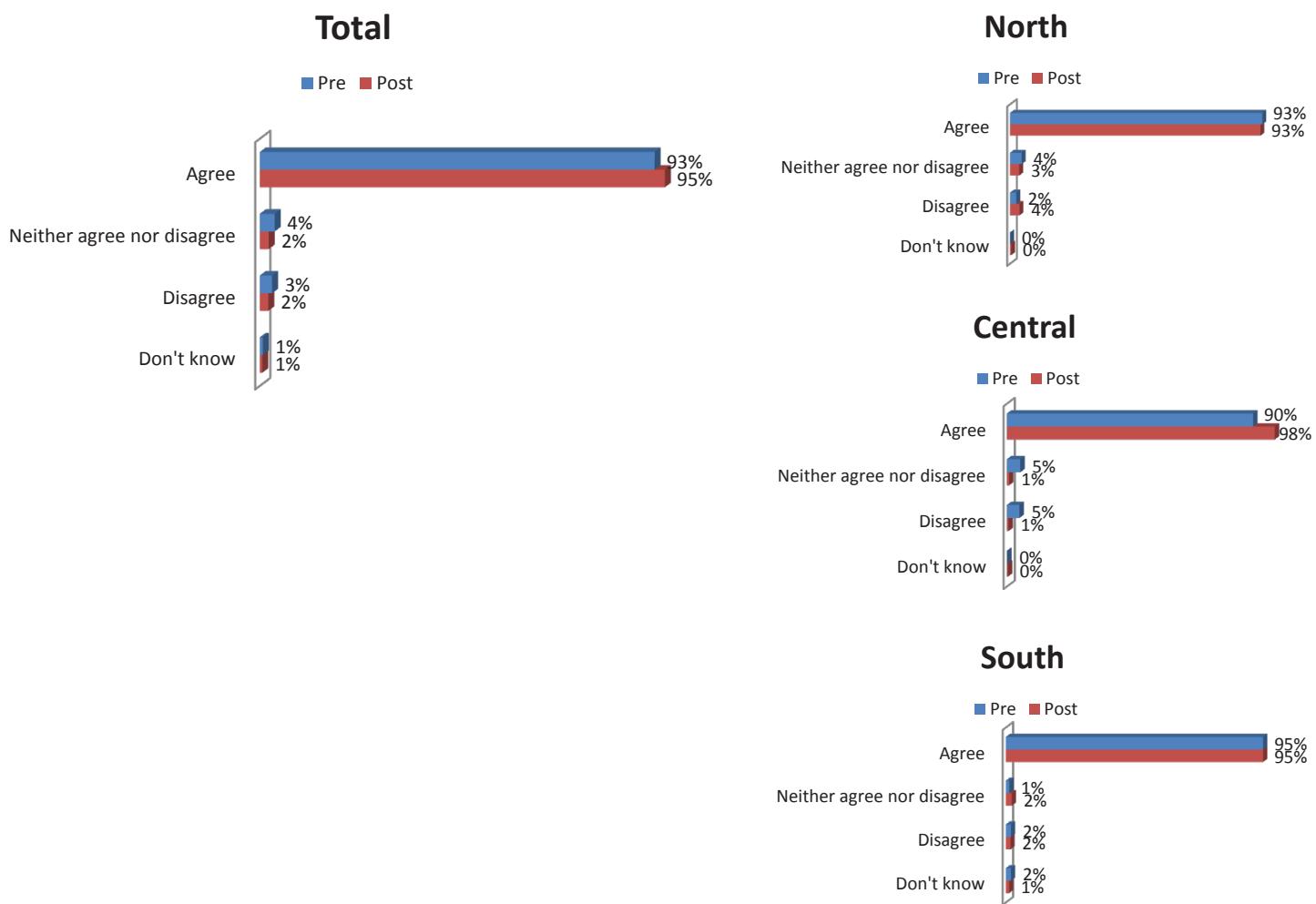
There was a dramatic increase during the advertising campaign in the percentage of residents who believed that how they fertilize their lawns can harm the environment (36% to 52%) and a corresponding decrease in the percentage of residents who disagreed that their fertilizing efforts might harm the environment. Each region experienced a significant increase in the percentage of residents who thought their fertilizing actions could harm the environment.



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

*It is important to me to use the right amount of fertilizer that's appropriate for my lawn.*

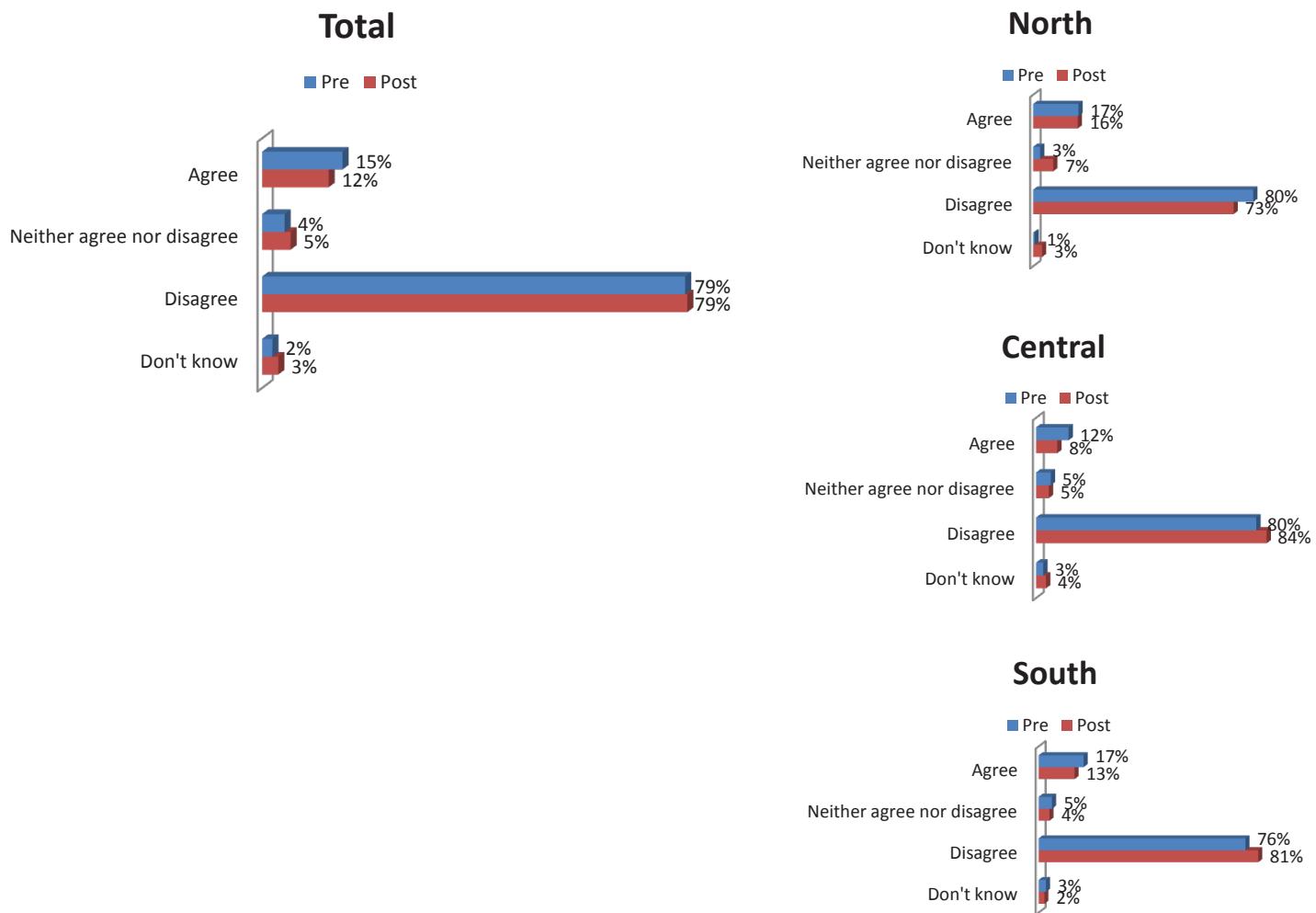
Since such a high percentage of residents (93%) prior to the advertising campaign agreed it was important to use the right amount of fertilizer, it was difficult for the advertising campaign to have much impact. Yet, the post-test results were even more positive, as 95% of residents believed that using the correct amount of fertilizer was important.



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

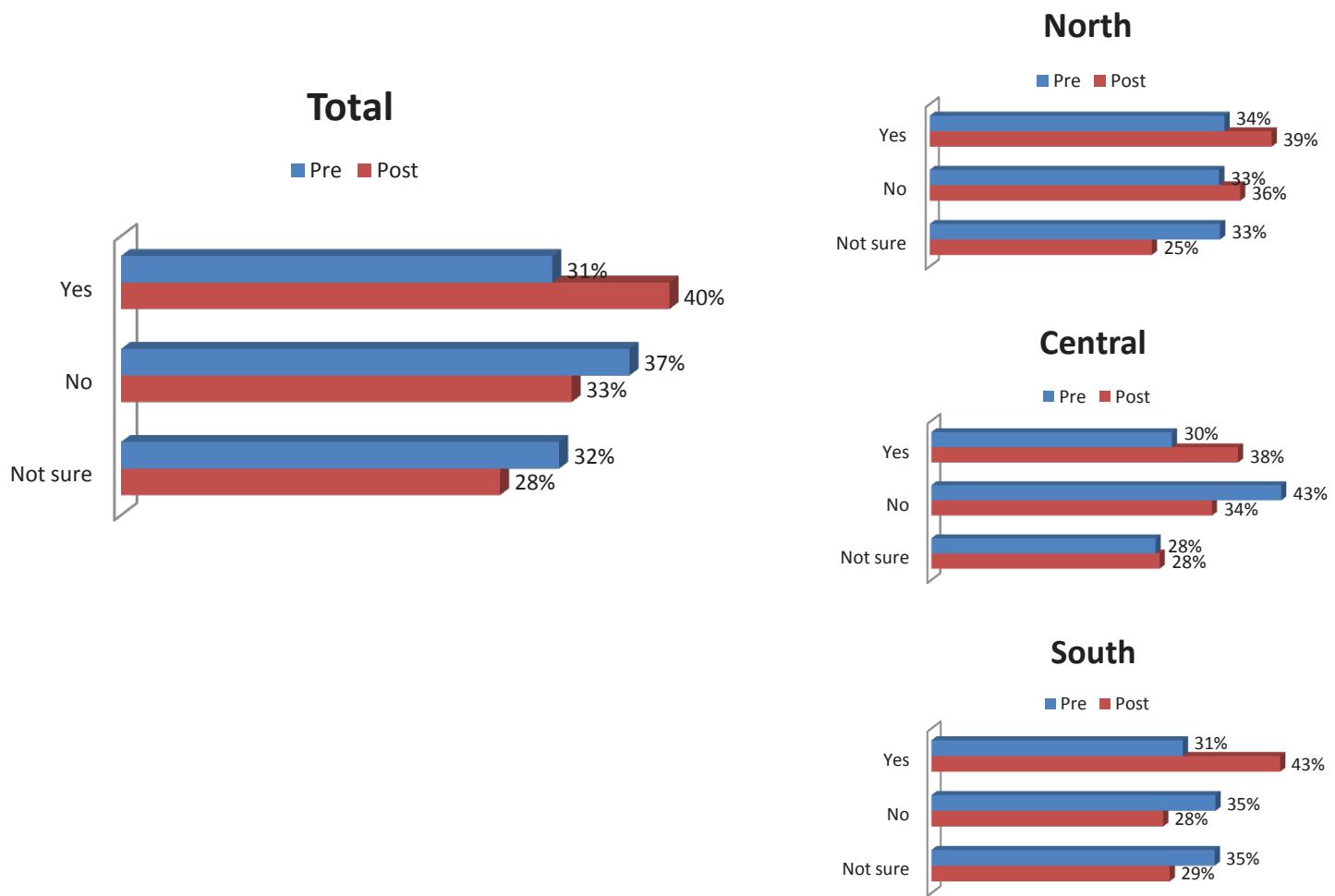
*I don't care about the science behind fertilizers; I just want my lawn green.*

The advertising campaign resulted in fewer residents agreeing (15% in the pre-test and 12% in the post-test) with the inappropriate attitude that having a green lawn superseded all other issues regarding fertilizers. Slight, but appropriate attitudinal changes occurred in all three regions.



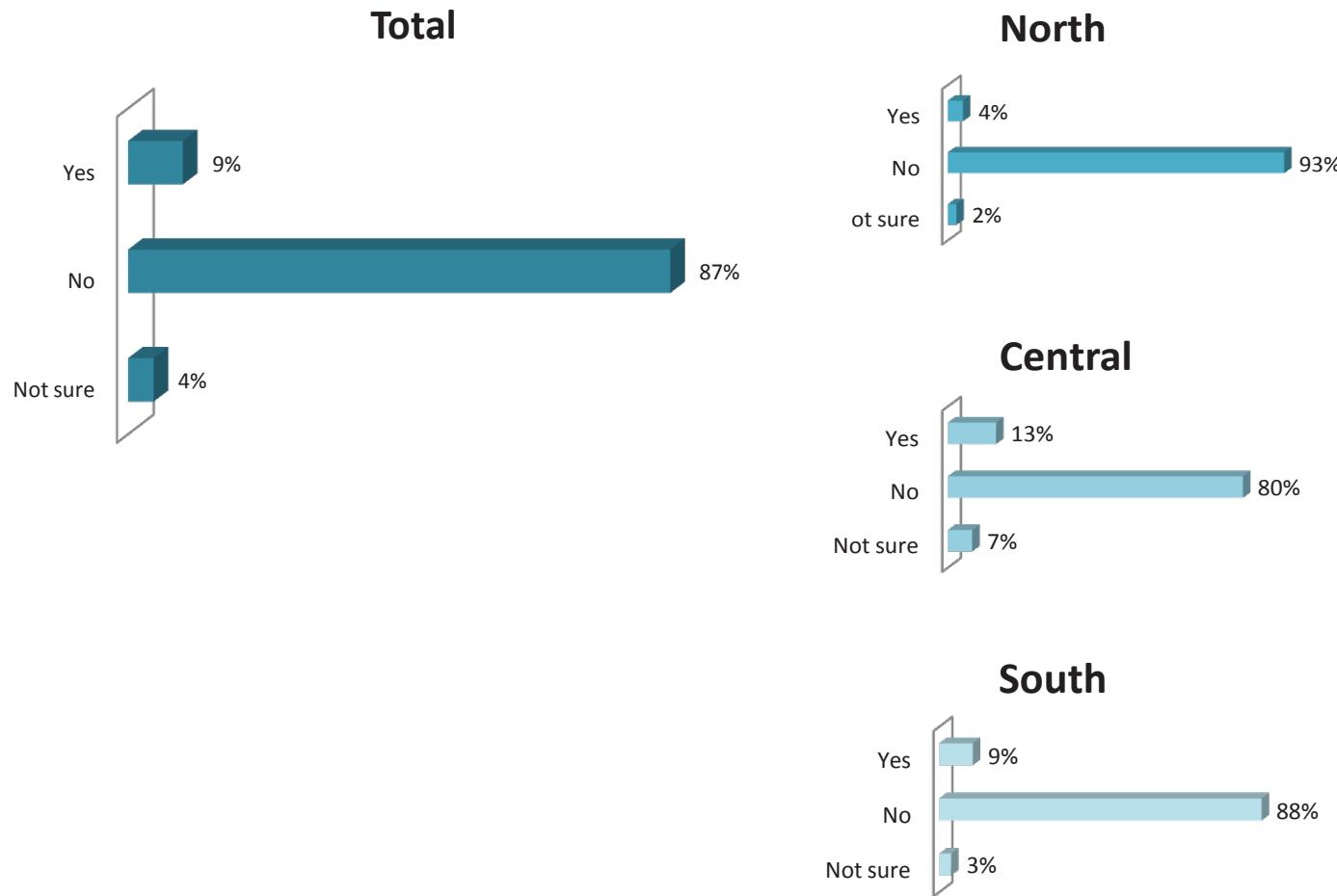
*Does slow-release fertilizer take longer than regular fertilizer for you to be able to see the results on your lawn?*

There was a significant increase as a result of the advertising campaign in the percentage of residents who agreed that it takes longer to see the salutary effects of slow-release fertilizer. There were significant increases in all three regions in the percentages of residents who were aware of additional time required to see positive effects from slow-release fertilizer.



*In the past three months, have you changed how you fertilize your lawn?*

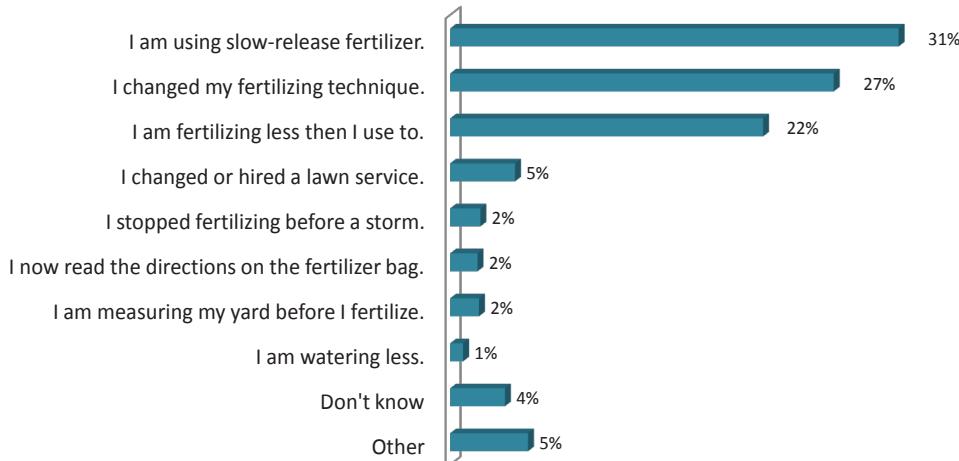
Fewer than one in ten residents (9%) had changed the way they fertilize their lawns in the past three months. Residents in the central region (13%) were more likely to have done so.



## What about your fertilizing did you change?

Three in ten residents who had changed their fertilizer use in the past several months began using slow-release fertilizer; however, this group represents only 3% of all households in the District. Nearly three in ten residents (27%) who changed their fertilizing behavior in the past few months have changed their fertilizing technique. This group represents 2% of all households.

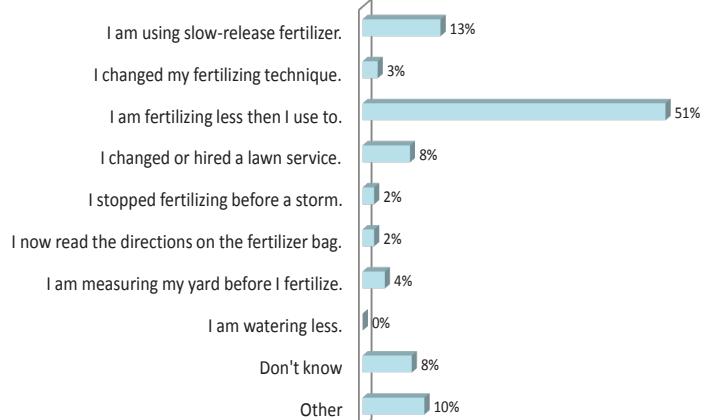
**Total** (Based on people who changed their fertilizing)



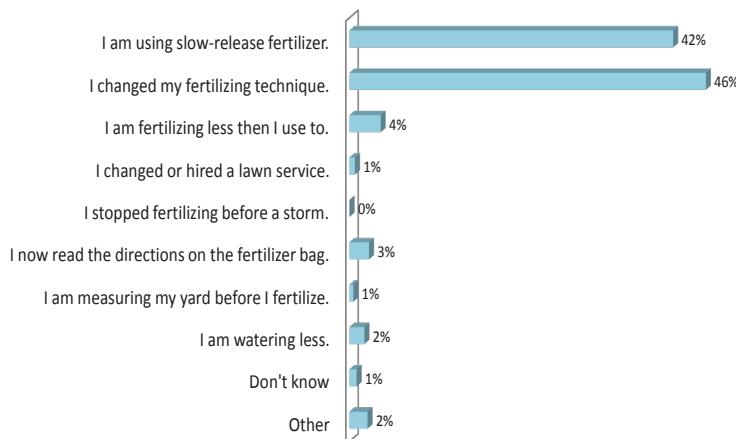
**North**



**South**



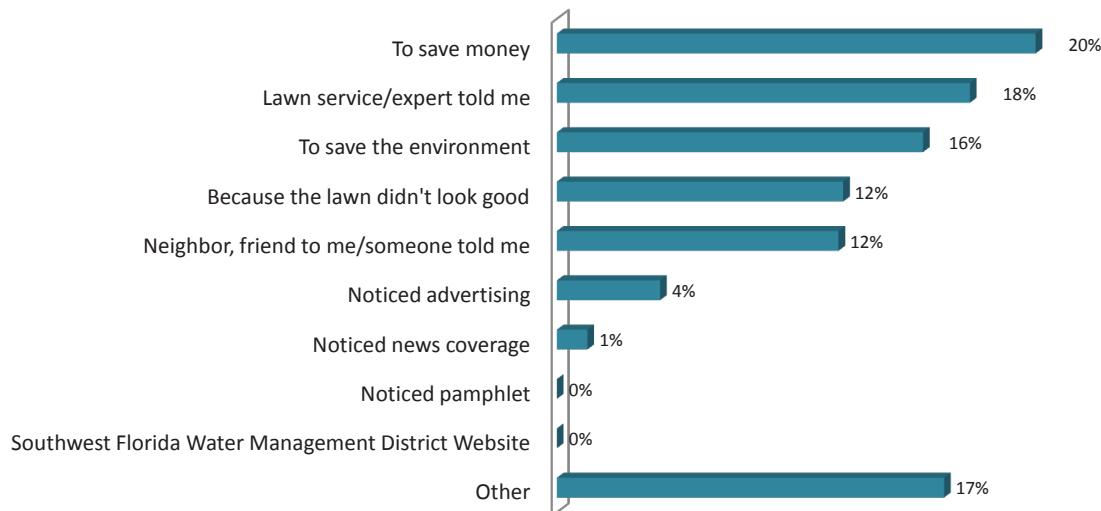
**Central**



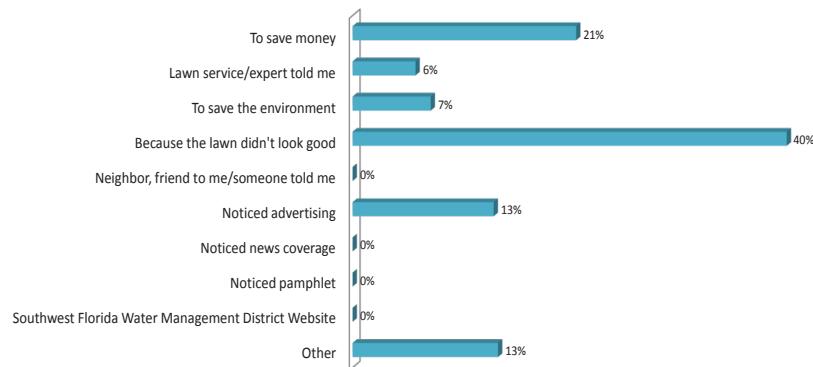
## *Why did you change your fertilizing behavior?*

Reasons for switching fertilizing behavior in the past three months were related to friends'/experts' advice, money and a concern for the environment.

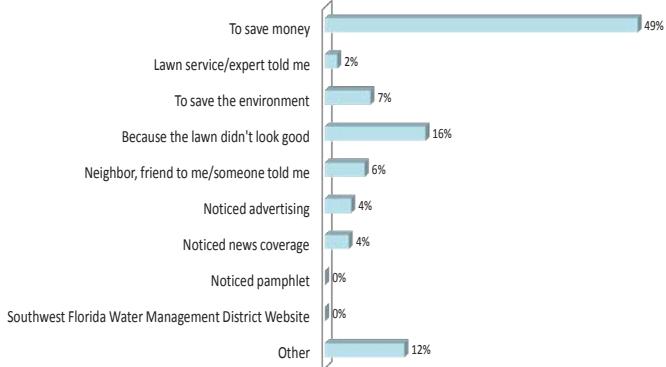
**Total** (Based on people who changed their fertilizing)



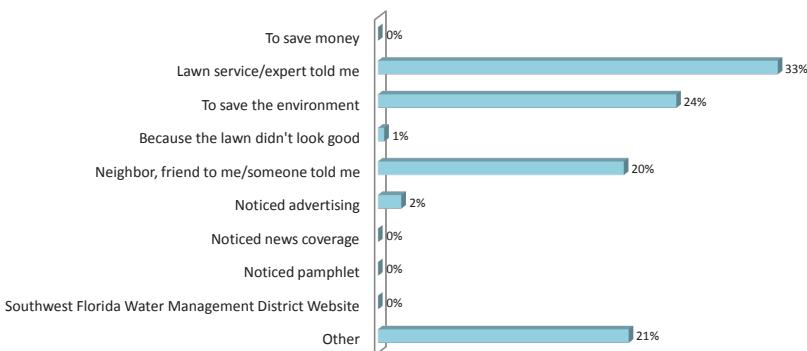
**North**



**South**



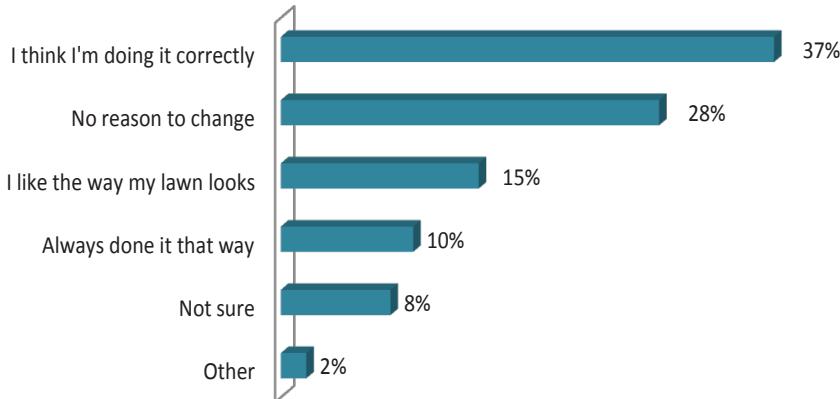
**Central**



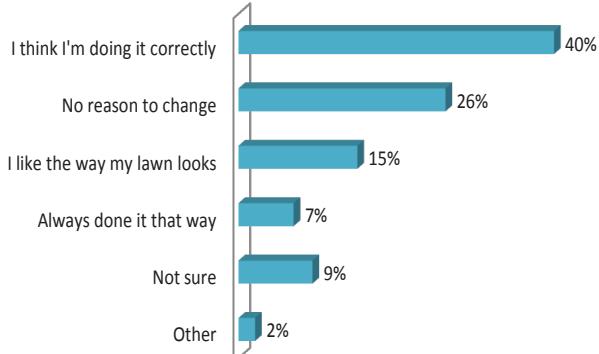
## *Why have you not changed the way you fertilize?*

Residents who did not change their fertilizing behavior thought they were fertilizing correctly or they liked the net result of their approach. Responses did not vary significantly across regions.

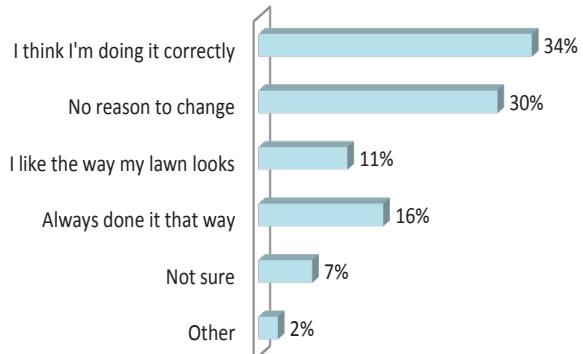
**Total** (Based on people who did not change their fertilizing)



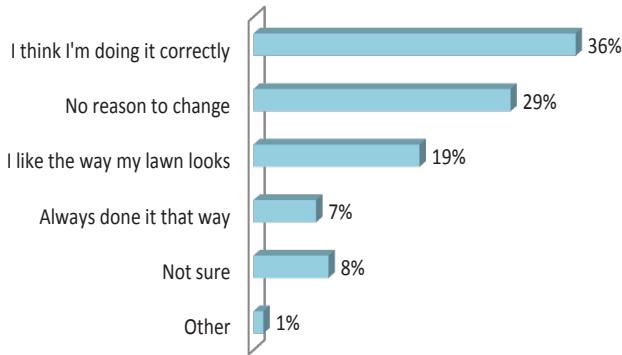
**North**



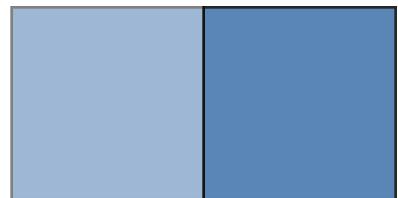
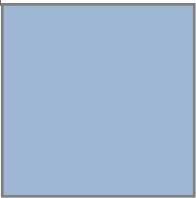
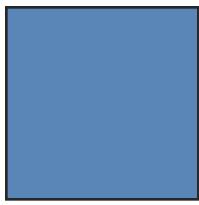
**South**



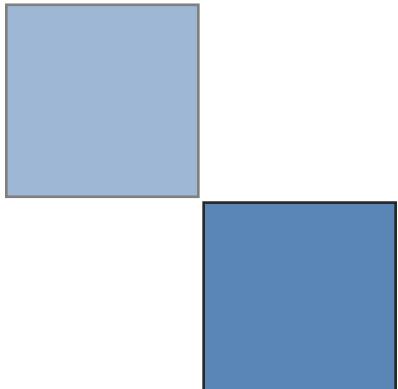
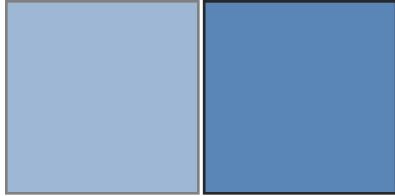
**Central**







## ADVERTISING CAMPAIGN





## Advertising Campaign

Residents of the Southwest Florida Water Management District were asked several questions about the advertising campaign including:

- Noticed any advertising about fertilizing tips
- Unaided recall of messages
- Aided recall of messages
  - Don't fertilize before a heavy rain
  - Use slow-release nitrogen
  - Always read and follow package directions
- Aware of Florida-Friendly Fertilizing Guide
  - Where they noticed the Guide
  - Received a Guide, if so, where
  - Helpfulness of the Guide
- Awareness of other messages
  - It just makes sense
  - Skip a Week
  - Florida-friendly fertilizer

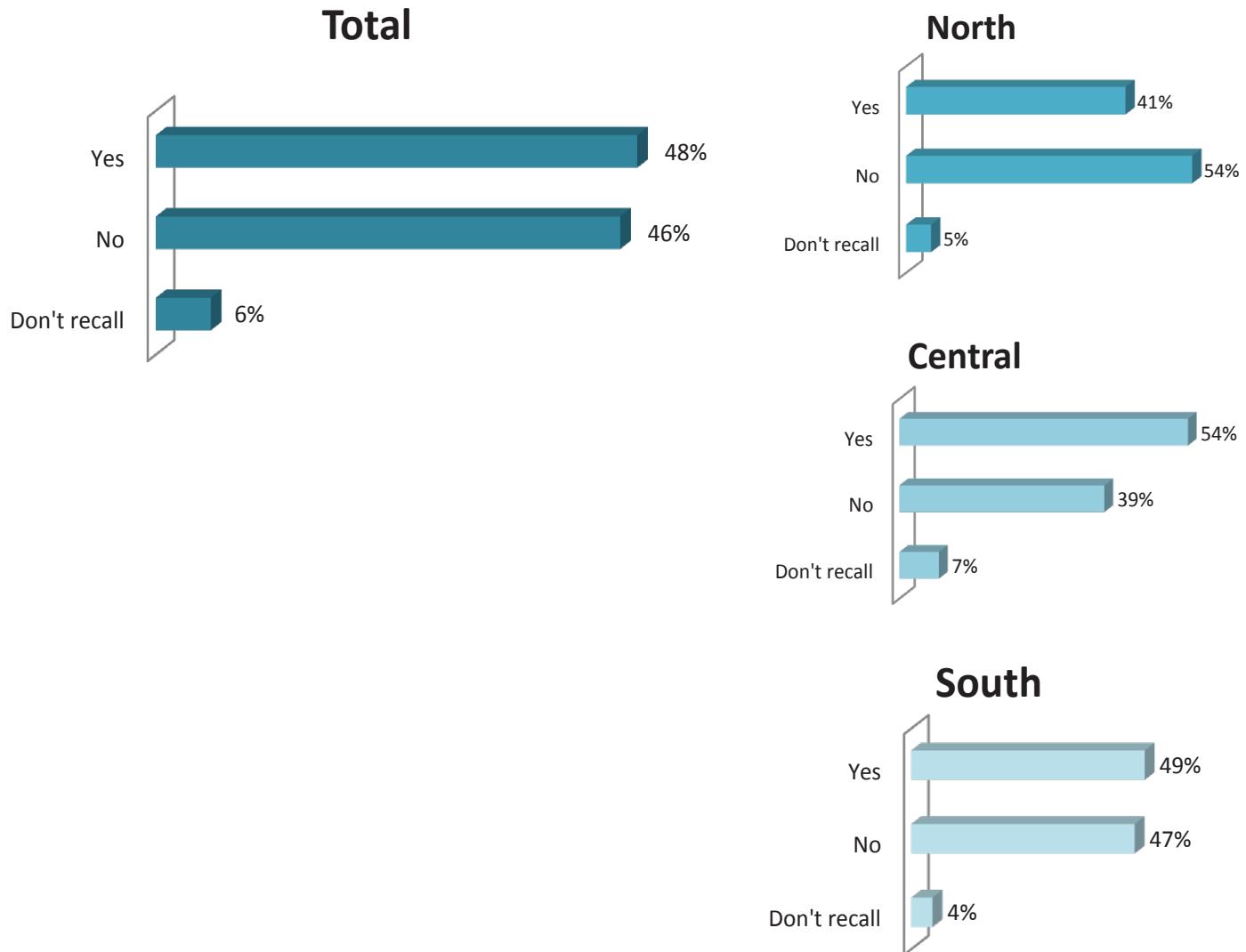
*In the past few months, have you heard or seen any advertisements that give tips on proper fertilizing techniques?*

Unaidsed awareness of the advertising campaign about proper fertilizing techniques was 48%. Unaidsed awareness of these advertisements was greatest in the central region (54%) and lowest in the north region (41%).

Unaidsed recall was highest for the following messages:

- 29% Never fertilize before a heavy rain – 14% of all citizens ( $48\% \times 29\%$ )
- 26% Read the fertilizer package instructions – 12% of all citizens ( $48\% \times 20\%$ )
- 20% Water your lawn about 1/4 inch after fertilizing – 10% of all citizens ( $48\% \times 20\%$ )
- 15% Use fertilizer that has slow-release nitrogen – 7% of all citizens ( $48\% \times 15\%$ )

Two out of five citizens (40%) in the District had heard of at least one of the messages used in the campaign.



*Unaided recall of advertising messages.\**

	Never fertilize before a heavy rain	Read the fertilizer package instructions	Water your lawn with about ¼ inch of water after fertilizing	Use fertilizer that has slow-release nitrogen	Too much fertilizer can pollute nearby waterways	Fertilize only when needed	Too much fertilizer can cause thatch build up and cinch bugs	Florida-friendly fertilizing - it just makes sense	Measure your yard to determine how much fertilizer to buy	Chemicals can wash into waterways and cause algae
Total	29%	26%	20%	15%	11%	9%	9%	5%	4%	4%
North	24%	25%	18%	14%	11%	12%	7%	4%	1%	3%
Central	32%	23%	27%	24%	11%	6%	7%	3%	8%	6%
South	29%	31%	13%	7%	11%	8%	13%	8%	1%	2%

	Free fertilizer guide	Test your soil to determine when to fertilize	Fertilize when your grass is growing	Follow local ordinances	I thought it would be more complicated than that	No, it's easy	Order free guide at watermatters.org	Not sure	Other
Total	3%	2%	1%	1%	0%	0%	0%	17%	4%
North	1%	2%	1%	1%	0%	1%	1%	24%	6%
Central	2%	1%	0%	1%	0%	0%	0%	14%	2%
South	7%	3%	2%	2%	0%	0%	0%	14%	4%

\*Multiple responses permitted. Of all respondents, 40% were able to recall at least one of the terms used in the campaign (unaided).

*Unaided recall of advertising messages.\**

	Two guys in a garage	Two guys on a nice lawn	Two guys in a hardware or lawn store	Algae	Florida-Friendly Fertilizing Guide	Someone fertilizing their lawn with a spreader	Water with fertilizer washing down the stormwater drain
Total	12%	12%	9%	2%	2%	1%	1%
North	8%	9%	5%	2%	3%	1%	1%
Central	16%	11%	10%	2%	1%	1%	1%
South	12%	14%	10%	1%	1%	1%	0%

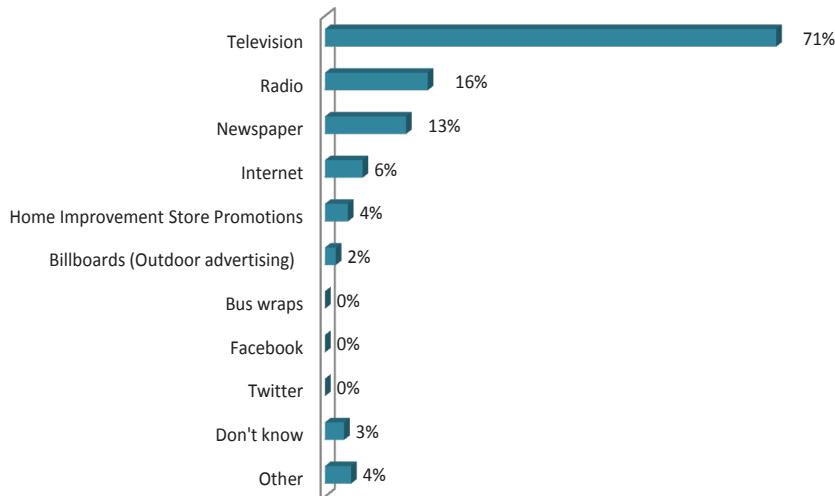
	Two guys fishing as the sun sets	Ingredients on a fertilizer bag	Cinch bugs on blades of grass	Two women kayaking	Don't know	Other
Total	1%	1%	0%	0%	63%	9%
North	0%	1%	1%	0%	74%	8%
Central	2%	3%	0%	0%	55%	7%
South	2%	0%	0%	0%	63%	11%

\*Multiple responses permitted.

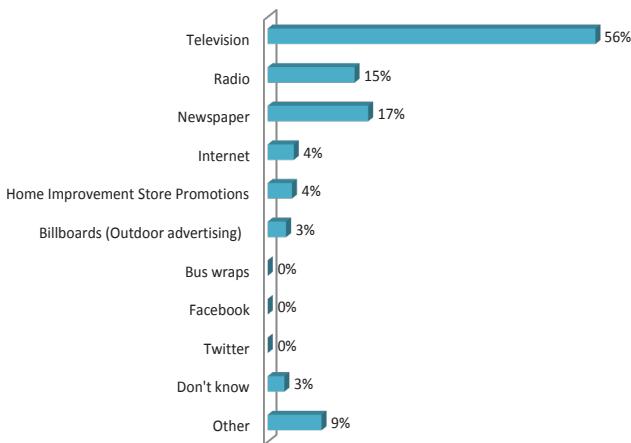
## *Where did you see or hear these fertilizing tips?*

Recall of advertisements on television was much greater than recall from other media, as seven out of ten residents (71%) recalled television ads.

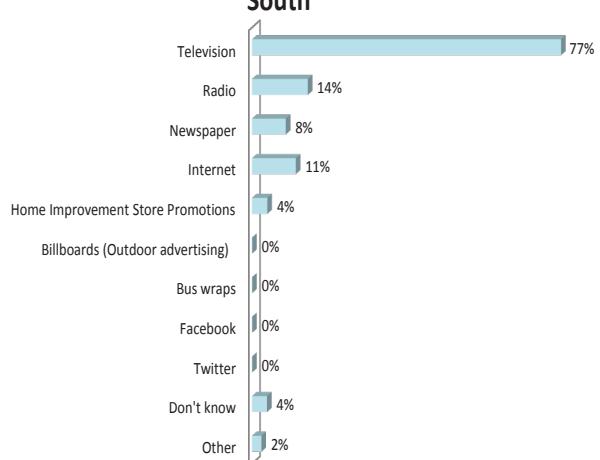
**Total**



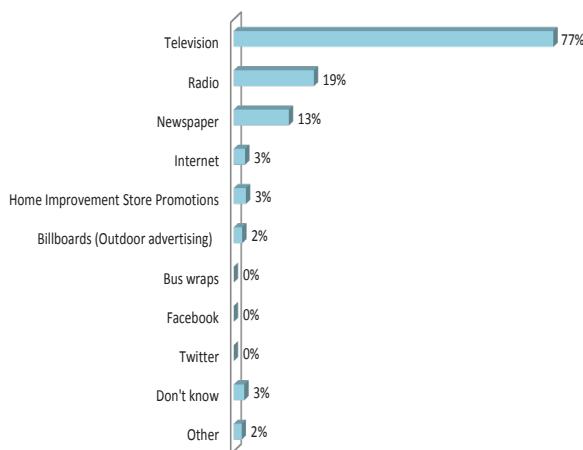
**North**



**South**



**Central**



## Aided Recall Summary

Several messages from the campaign were read to residents to measure aided recall of specific campaign elements. Aided recall for various messages was:

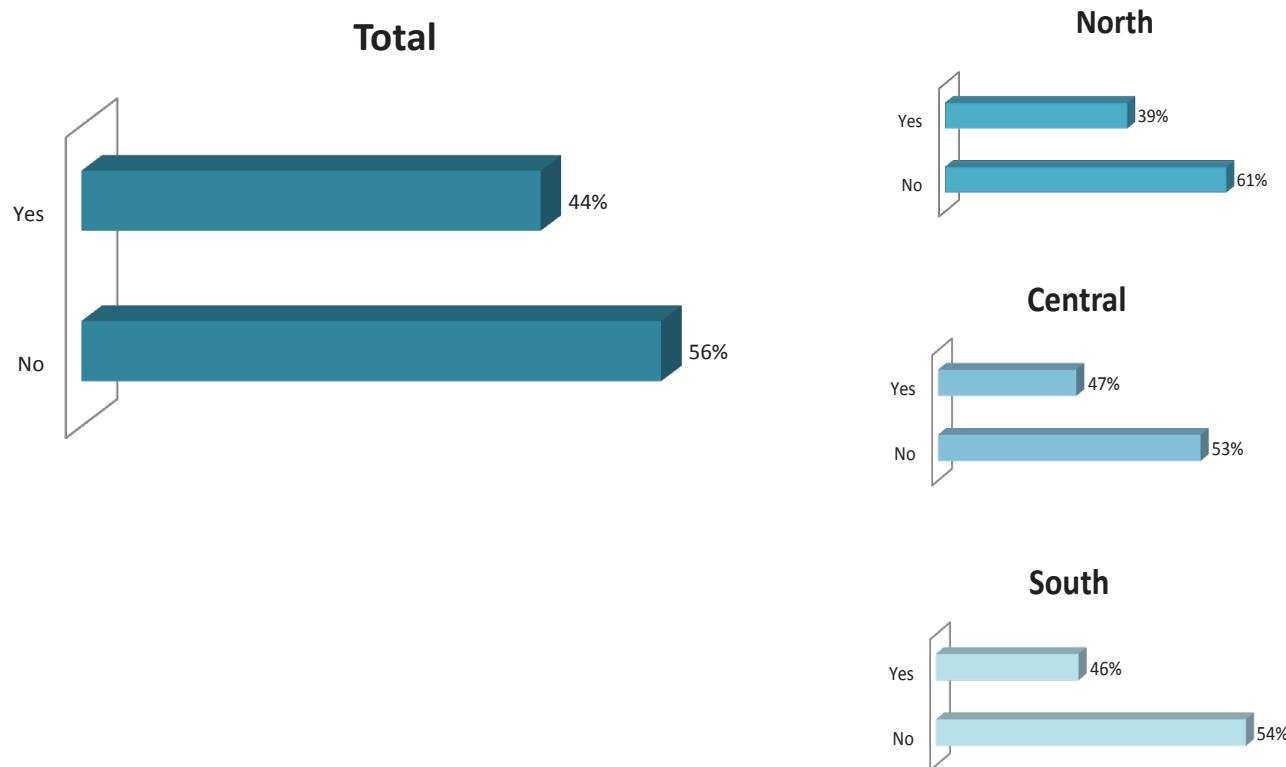
- 60% Always read and follow fertilizer package instructions
- 44% Don't fertilize before a heavy rain
- 40% Use slow-release nitrogen
- 36% Florida-Friendly Fertilizer

## Specific Aided Recall Questions

*Please tell me if you recall hearing or seeing anything in the media in the past few months about the following fertilizing tips (aided recall):*

*Don't fertilize before a heavy rain.*

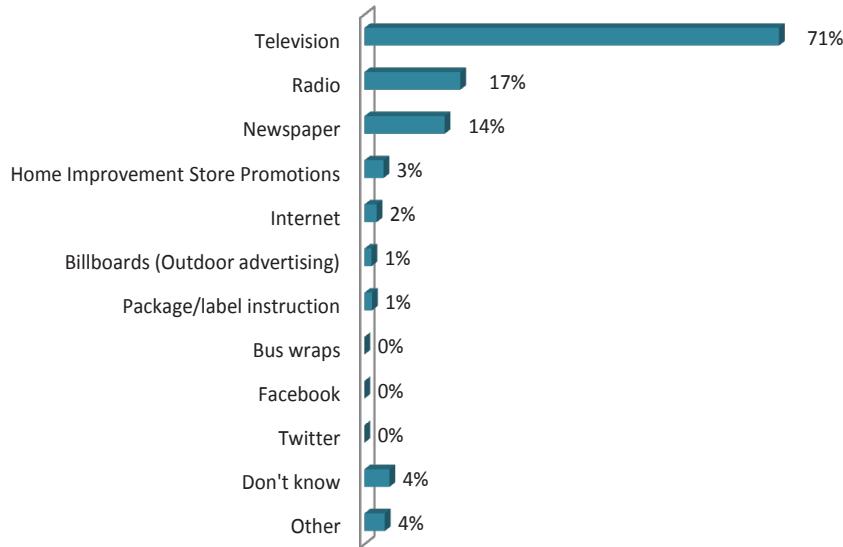
Several advertising messages were read to residents who were asked if they recalled any. Over four in ten residents (44%) recalled hearing or seeing "Don't fertilize before a heavy rain." Recall was highest in the central region (47%) and lowest in the north region (39%). As shown on the following page, seven out of ten residents (71%) recalled seeing this tip on television, and radio and newspapers were distant second and third choices.



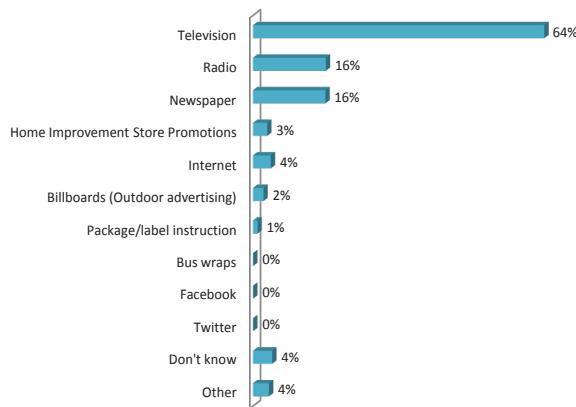
*Don't fertilize before a heavy rain.*

*Where did you see or hear this fertilizing tip?\**

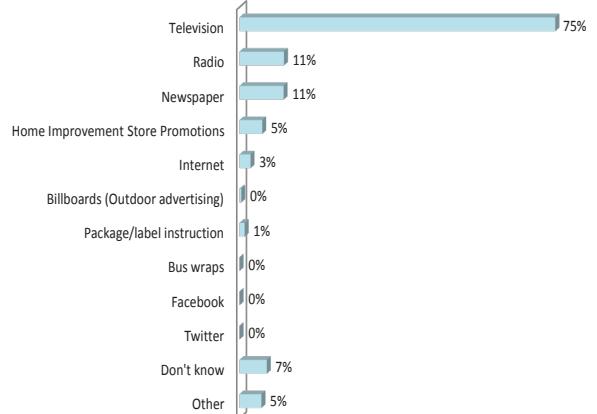
### Total



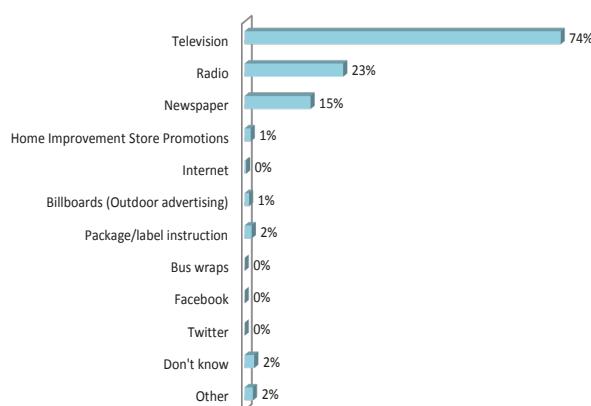
### North



### South



### Central



\*Multiple responses permitted.

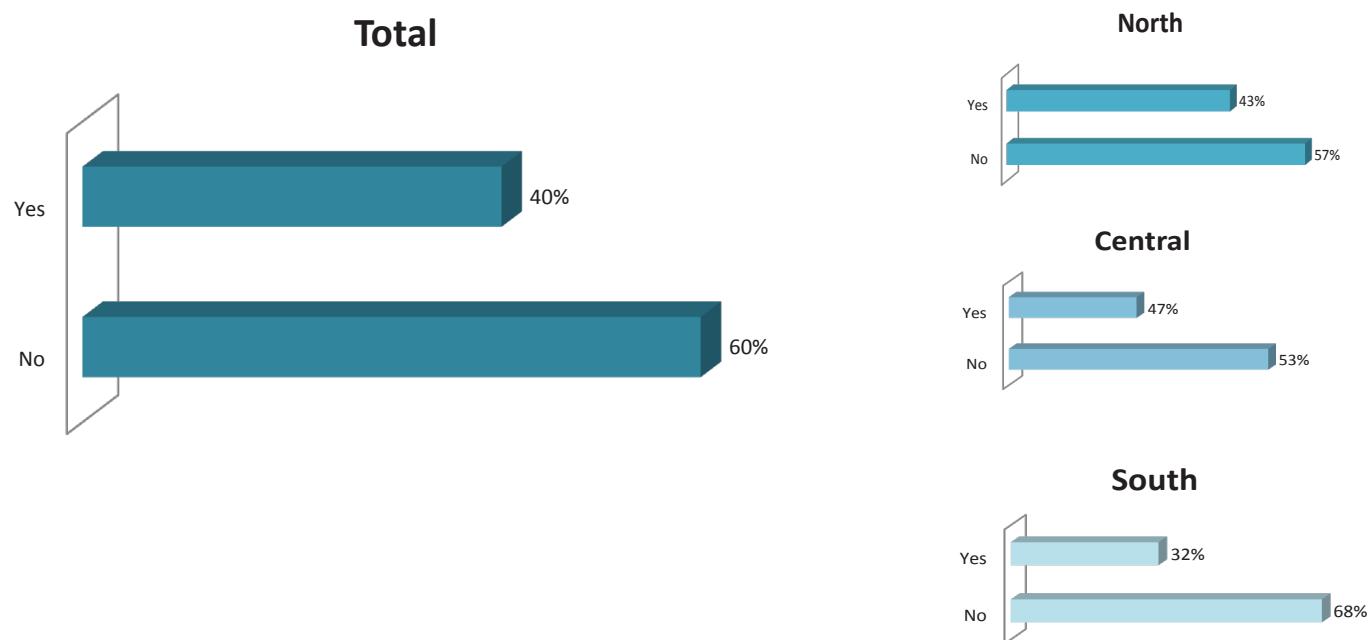
Kerr & Downs Research

SWFWMD 2011 Pre-and Post- Fertilizer Advertising Campaign Study Final Survey Report 77

*Please tell me if you recall hearing or seeing anything in the media in the past few months about the following fertilizing tips:*

### *Use slow-release nitrogen.*

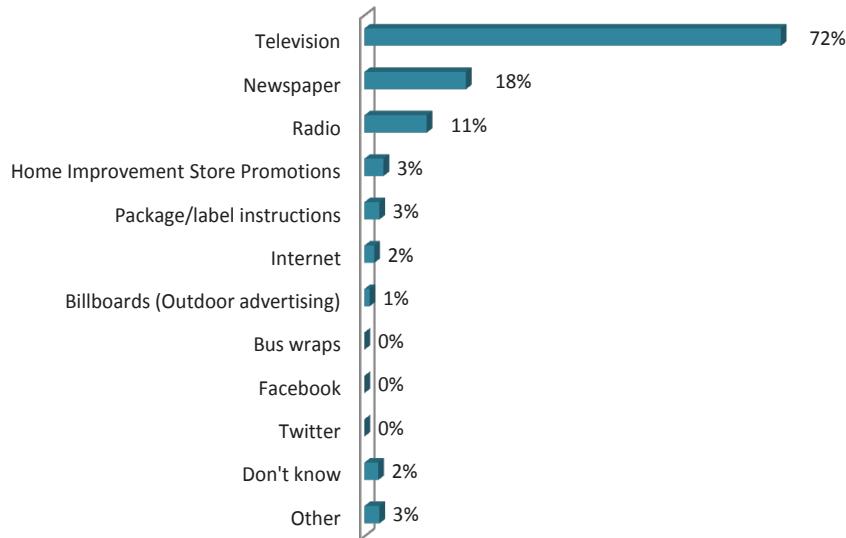
Several advertising messages were read to residents who were asked if they recalled any. Two in five residents (40%) recalled hearing or seeing “Use slow-release nitrogen.” Recall was highest in the central region (47%) and lowest in the south region (32%). As shown on the following page, seven out of ten residents (72%) recalled seeing this tip on television, and newspapers and radio were distant second and third choices.



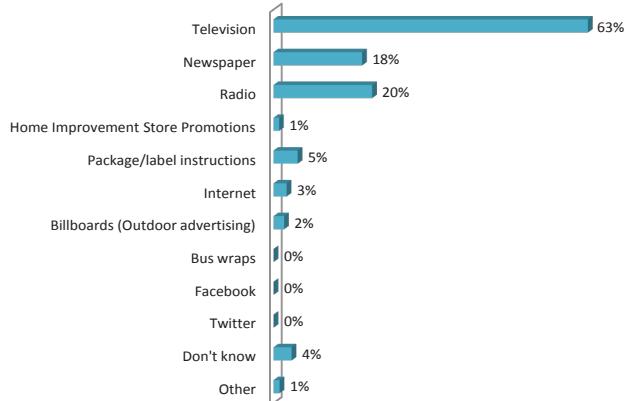
*Use slow-release nitrogen.*

*Where did you see or hear this fertilizing tip?\**

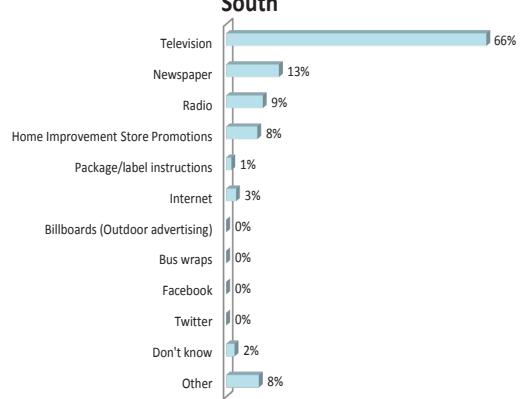
**Total**



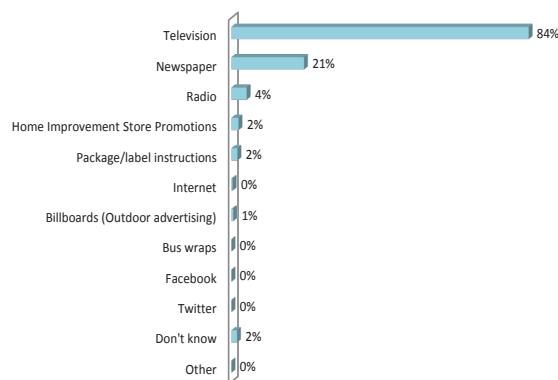
**North**



**South**



**Central**



\*Multiple responses permitted.

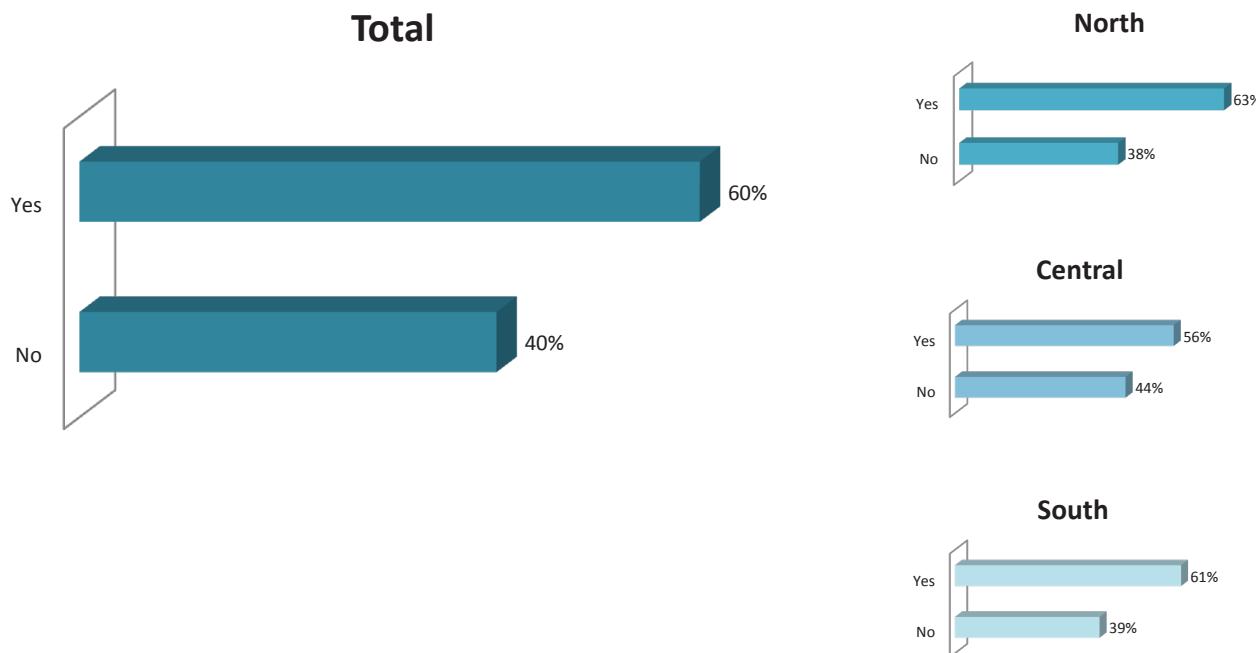
Kerr & Downs Research

SWFWMD 2011 Pre-and Post- Fertilizer Advertising Campaign Study Final Survey Report 79

*Please tell me if you recall hearing or seeing anything in the media in the past few months about the following fertilizing tips:*

***Always read and follow package directions to avoid over-fertilizing.***

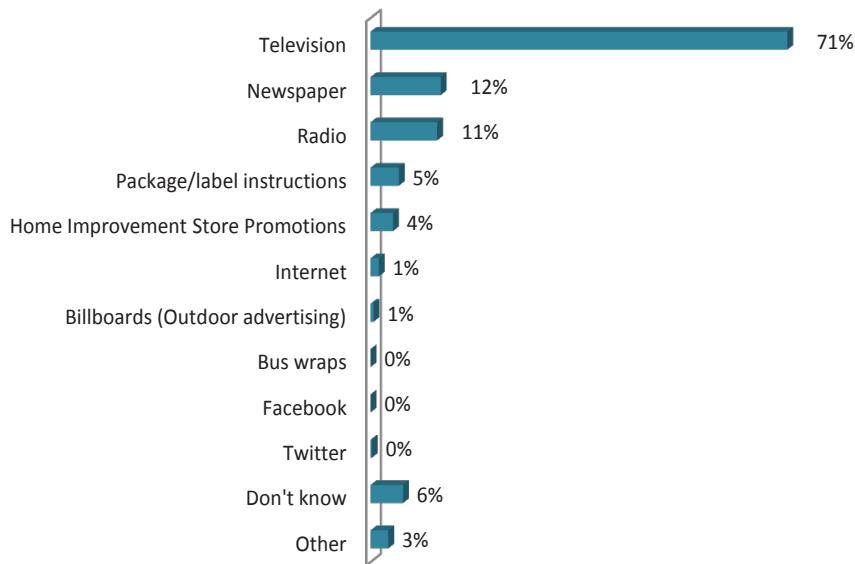
Several advertising messages were read to residents who were asked if they recalled any. Three in five residents (60%) recalled hearing or seeing "Always read and follow package directions to avoid over-fertilizing." Recall was highest in the north region (63%) and lowest in the central region (56%). As shown on the following page, seven out of ten residents (71%) recalled seeing this tip on television, and newspapers and radio were distant second and third choices.



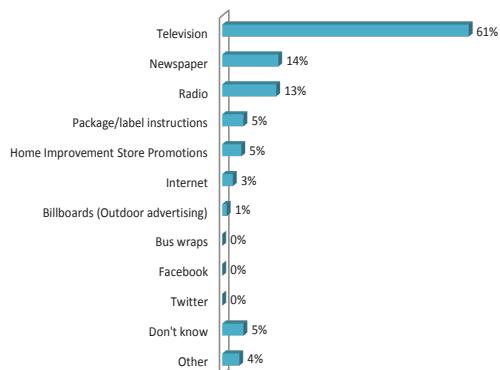
*Always read and follow package directions to avoid over-fertilizing.*

*Where did you see or hear this fertilizing tip?\**

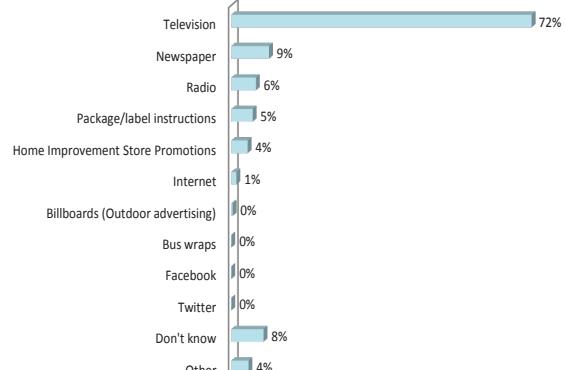
### Total



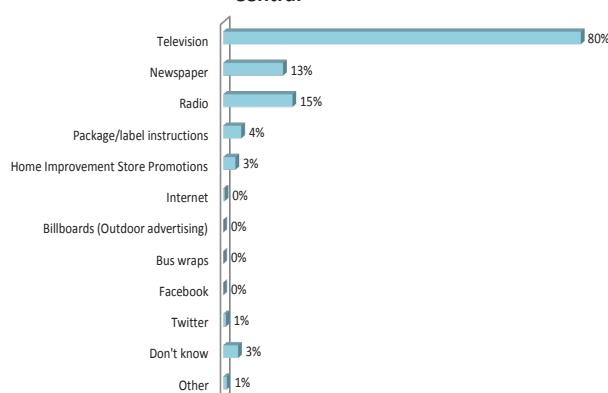
### North



### South



### Central



\*Multiple responses permitted.

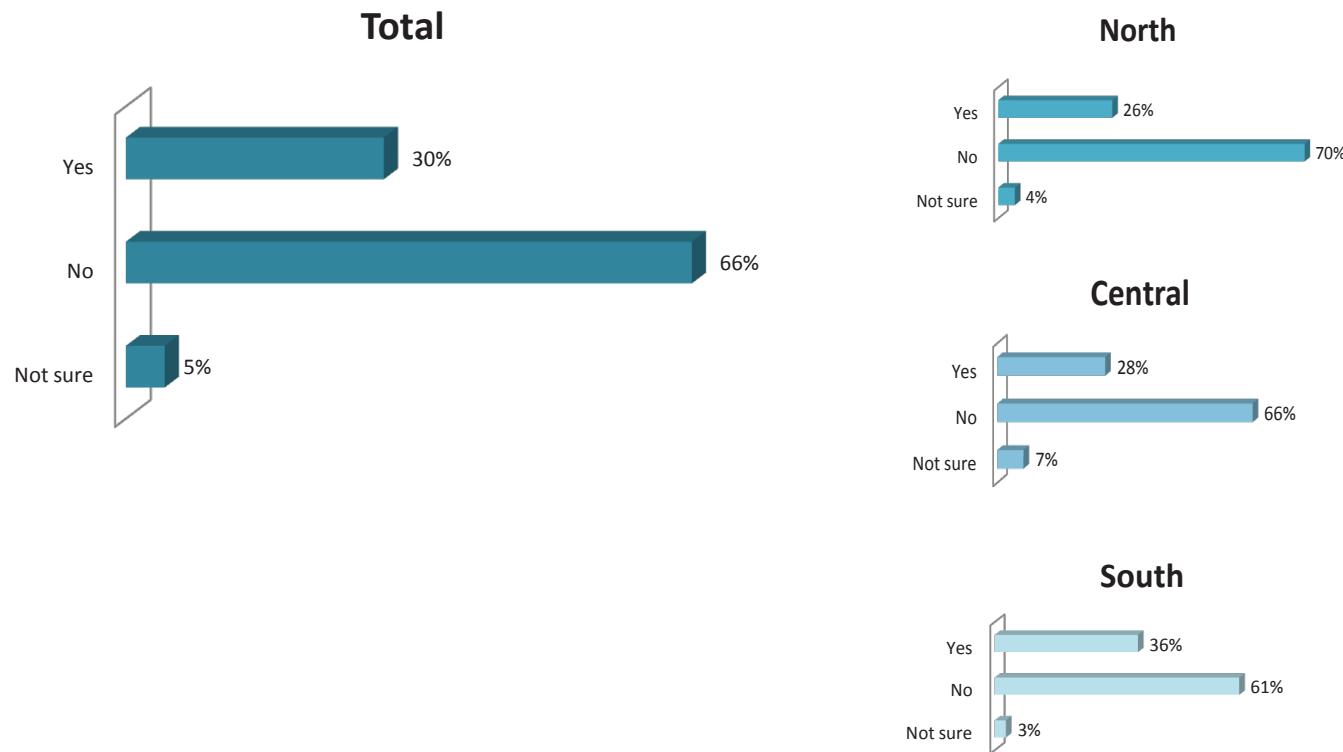
Kerr & Downs Research

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## *Have you heard of the Florida-Friendly Fertilizing Guide, which is a do-it-yourself guide to Florida-friendly fertilizing techniques?*

Three in ten residents (30%) had heard of the *Florida-Friendly Fertilizing Guide* with awareness greatest in the south region (36%). Tables on the next page show that a plurality of residents (33%) who had heard of the *Guide* noticed it on television.

Fifteen percent of those who had heard of the *Florida-Friendly Fertilizing Guide* had secured a copy. This percentage represents 4.5%\* of all households.



\* $4.5\% = (30\% \text{ of residents who had heard of the Guide}) \times (15\% \text{ of residents who had heard of the Guide had secured a copy}) = 4.5\% \text{ of all residents.}$

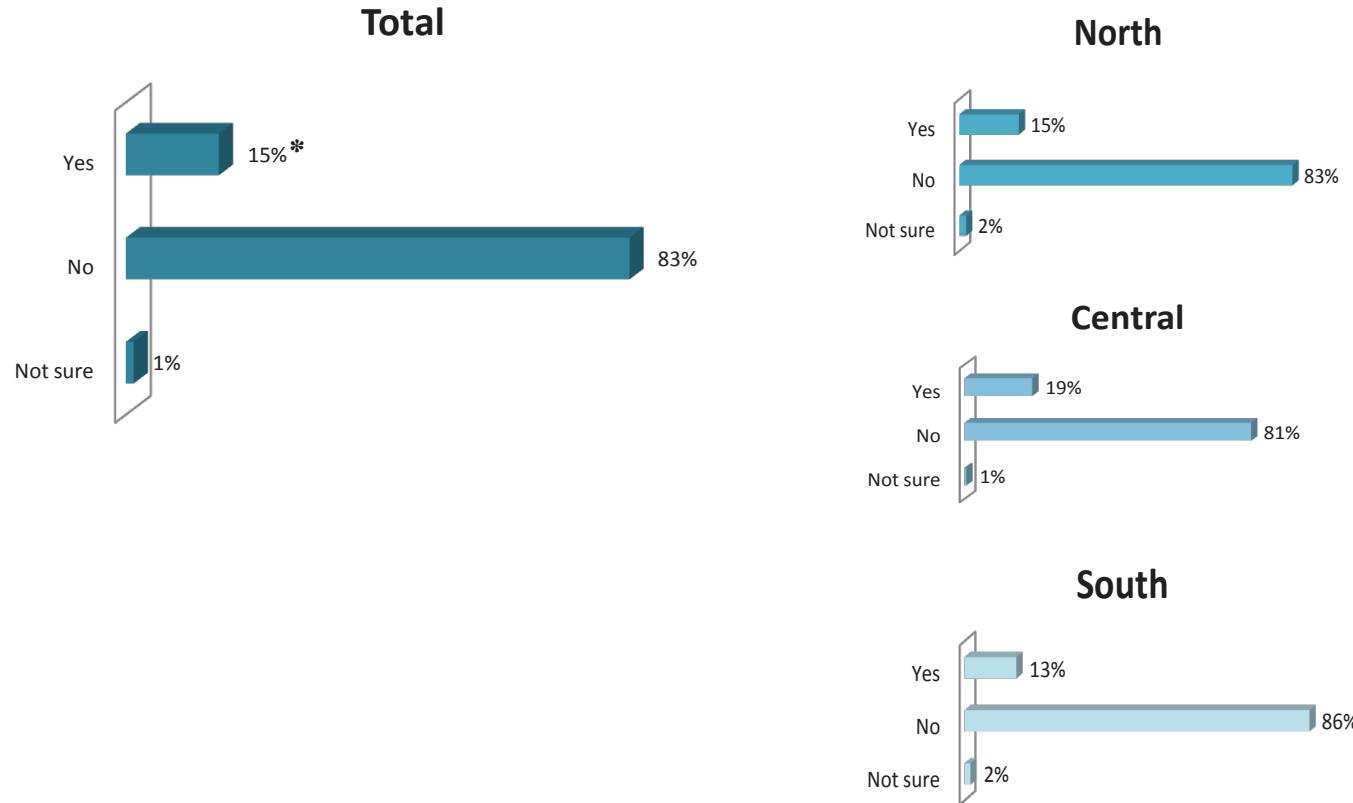
*Where did you hear or see the Guide?*

	TV	Advertisement	Hardware store/retailer/landscape store	Radio	Newspaper	Southwest Florida Water Management District website	County Extension Office
Total	33%	11%	11%	11%	8%	7%	4%
North	23%	10%	12%	7%	20%	3%	5%
Central	41%	15%	14%	14%	5%	2%	4%
South	33%	9%	8%	13%	3%	14%	3%

	Event (e.g. Living Green Festival)	Institute of Food Agriculture Sciences (IFAS)-University of Florida	Friend	Facebook	Twitter	Other
Total	2%	1%	1%	0%	0%	10%
North	1%	4%	4%	0%	0%	11%
Central	3%	1%	1%	0%	0%	0%
South	2%	0%	0%	0%	0%	16%

*In the past three months, did you get a Florida-Friendly Fertilizing Guide?*

## Methodology

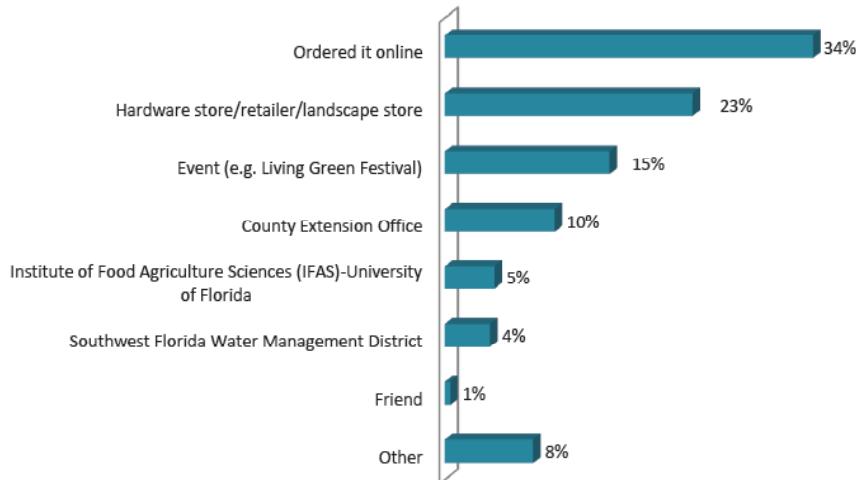


\*15% of the 30% of residents who had heard of the Guide secured a copy (4.5% of all residents surveyed). Therefore, 52 guides were secured by those surveyed.

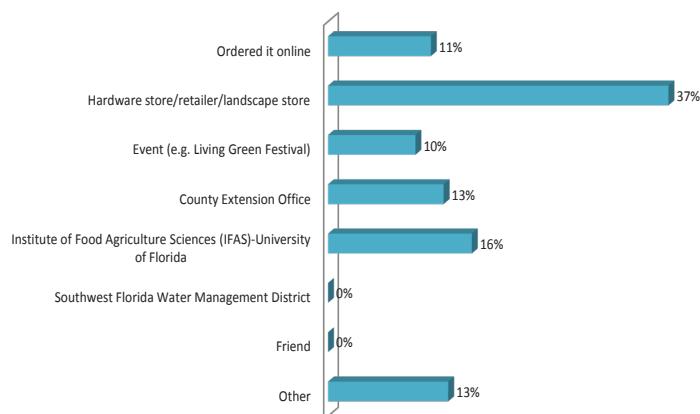
## Where did you get the Guide?

One in three residents who had received the *Florida-Friendly Fertilizing Guide* had ordered it online, while over two in ten had secured it from a retailer.

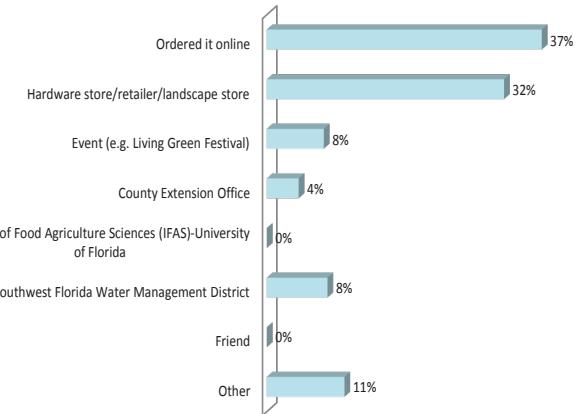
**Total** (Based on people got a Florida-Friendly Fertilizing Guide)



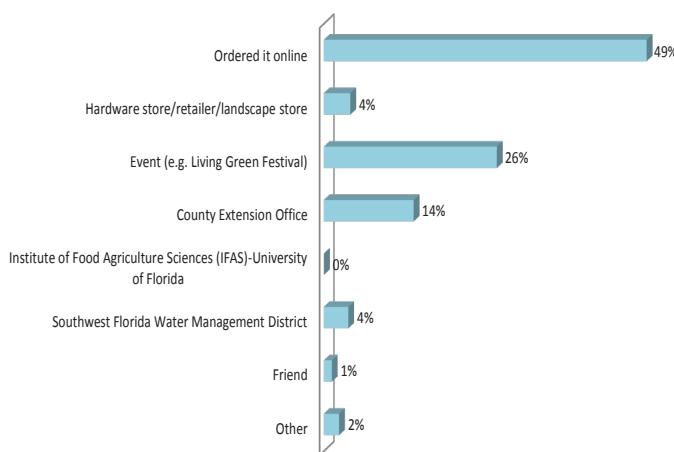
**North**



**South**

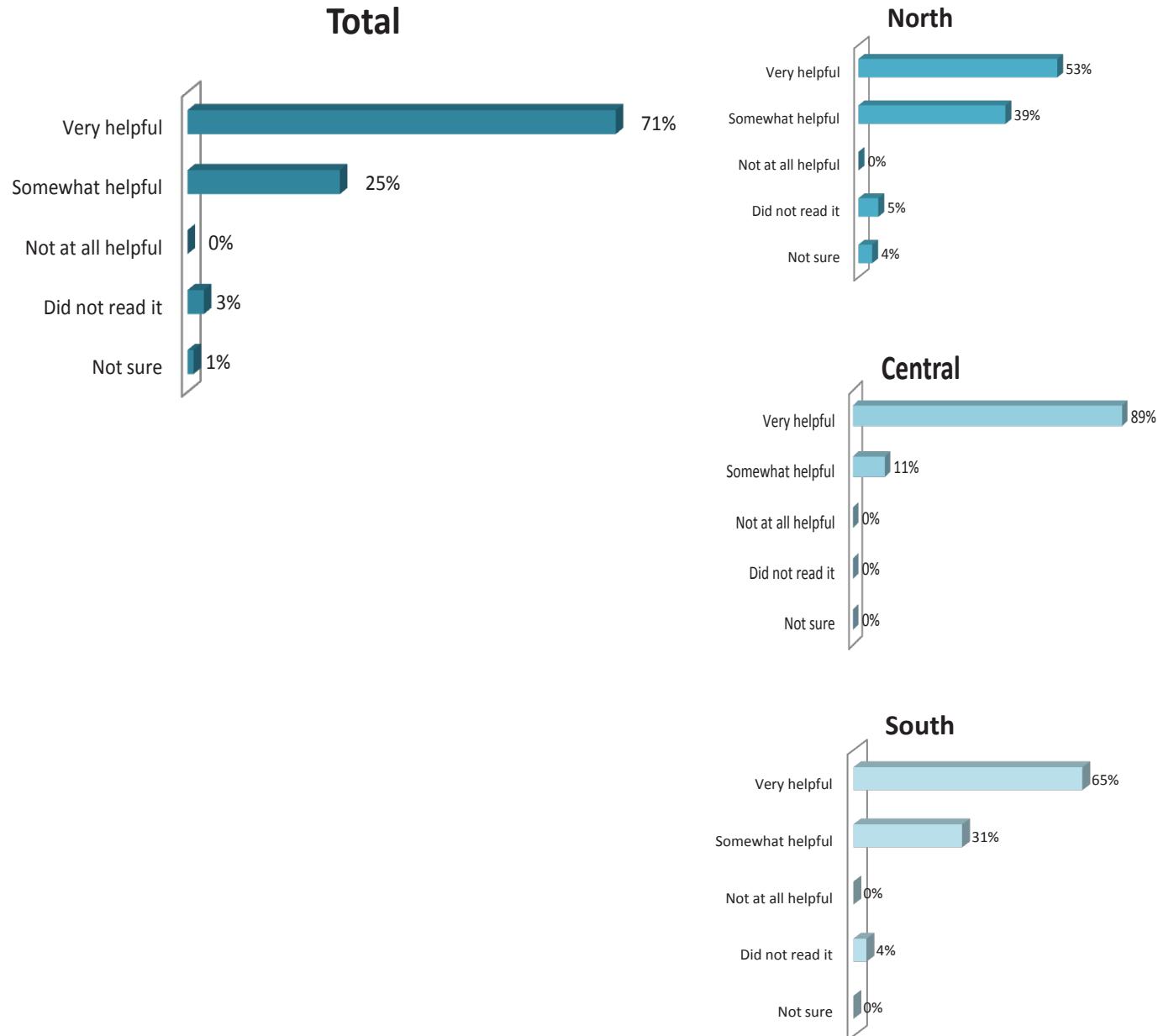


**Central**



## How helpful was the Guide?

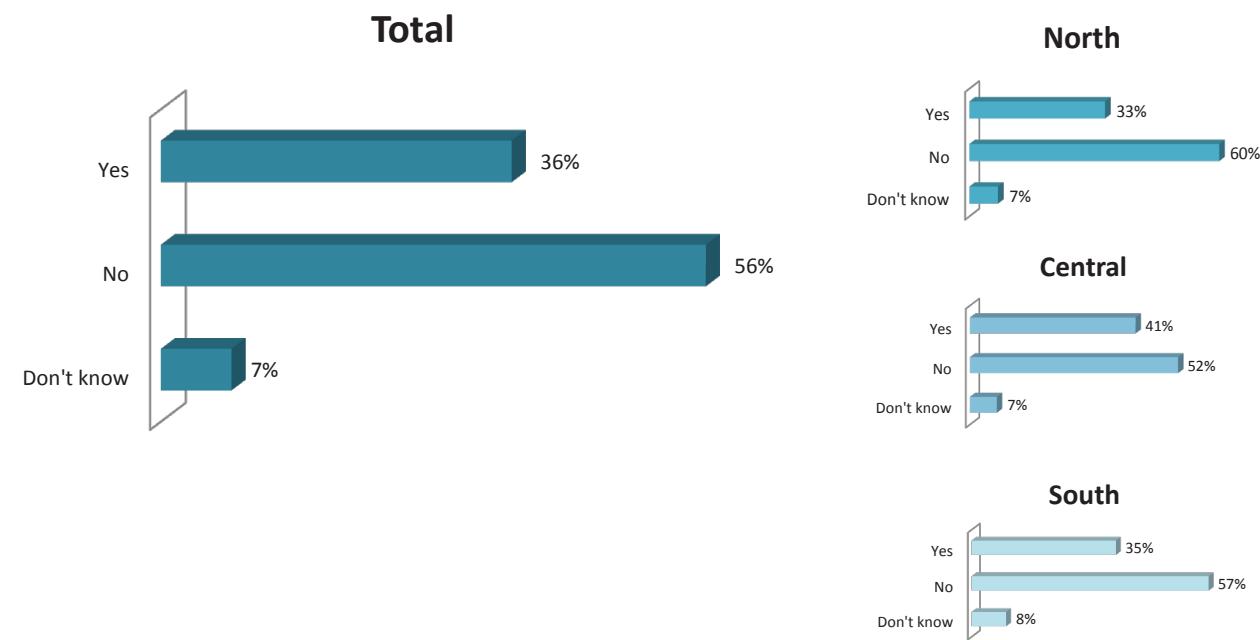
Seven in ten residents who had received a copy of the *Florida-Friendly Fertilizing Guide* rated it as very helpful, and another 25% rated it as somewhat helpful. Only 3% claimed they did not read the *Guide* after receiving it.



*Please tell me if you have heard or seen the following phrases in the media or in advertising in the past three months:*

*It just makes sense.*

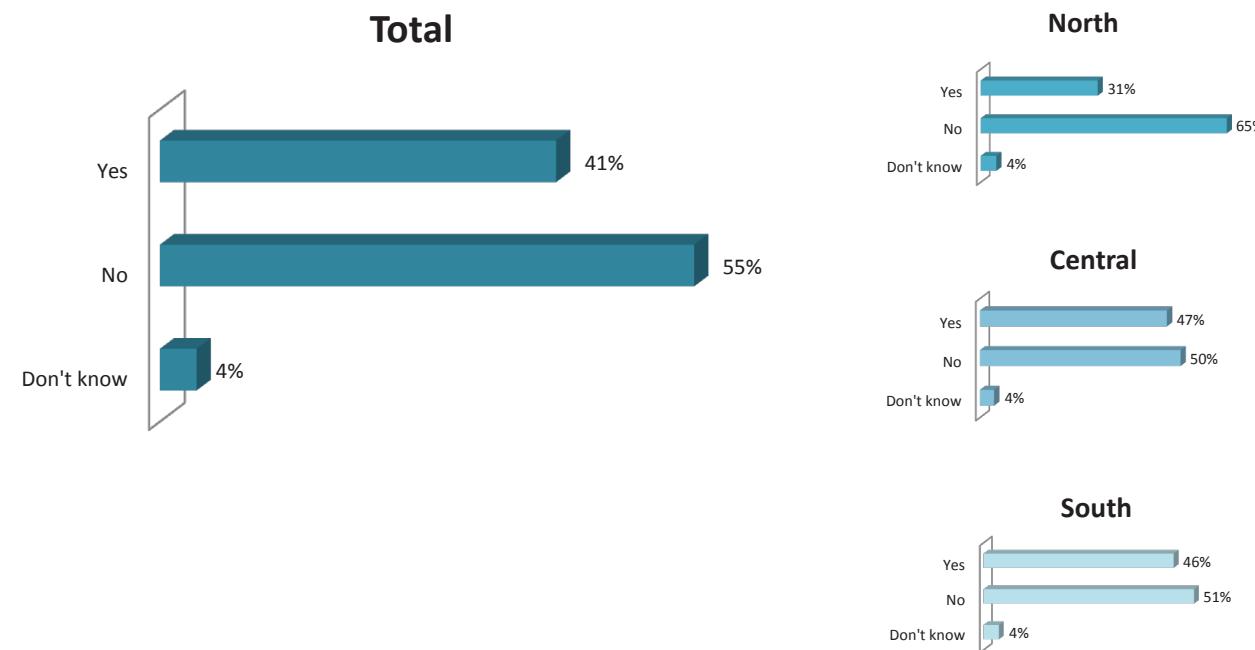
Over one in three residents (36%) recalled hearing the phrase "It just makes sense." Recall was higher among residents in the central region (41%).



*Please tell me if you have heard or seen the following phrases in the media or in advertising in the past three months:*

## Skip a Week.

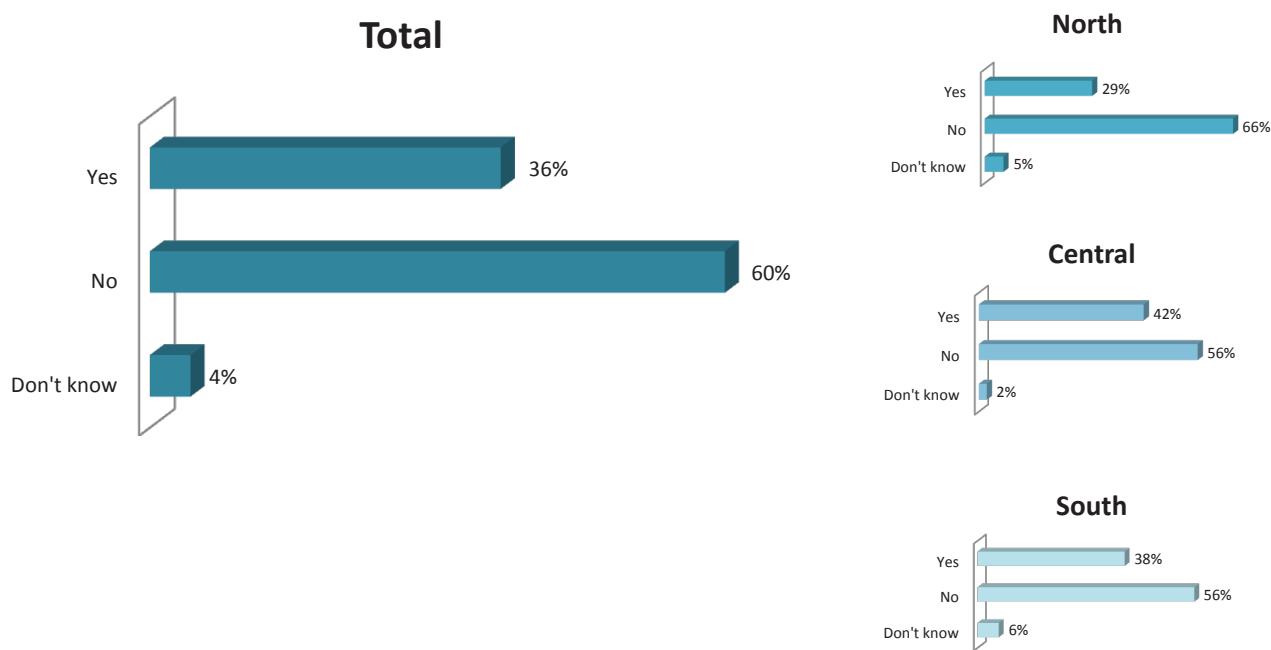
Four in ten residents (41%) recalled the phrase “Skip a Week,” with recall being greatest in the central region (47%).



*Please tell me if you have heard or seen the following phrases in the media or in advertising in the past three months:*

### *Florida-friendly fertilizer.*

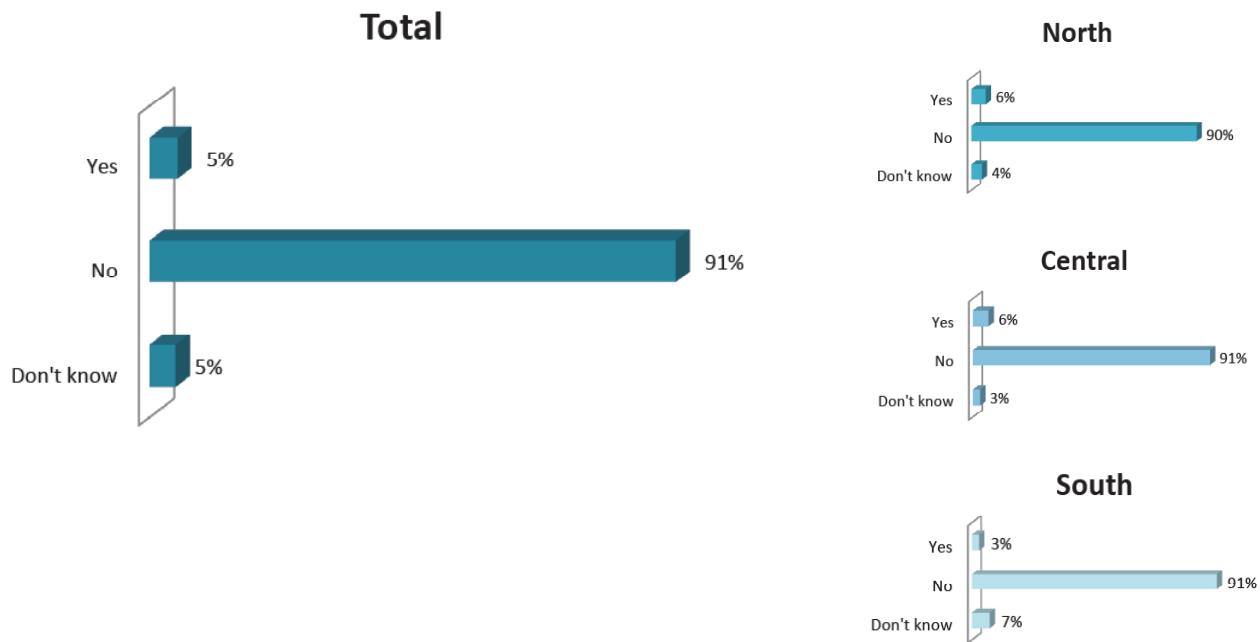
Just over one in three residents (36%) recalled the phrase “Florida-friendly fertilizer,” with recall reaching 42% in the central region.



*Please tell me if you have heard or seen the following phrases in the media or in advertising in the past three months:*

**Fertilize for your family (fictitious).**

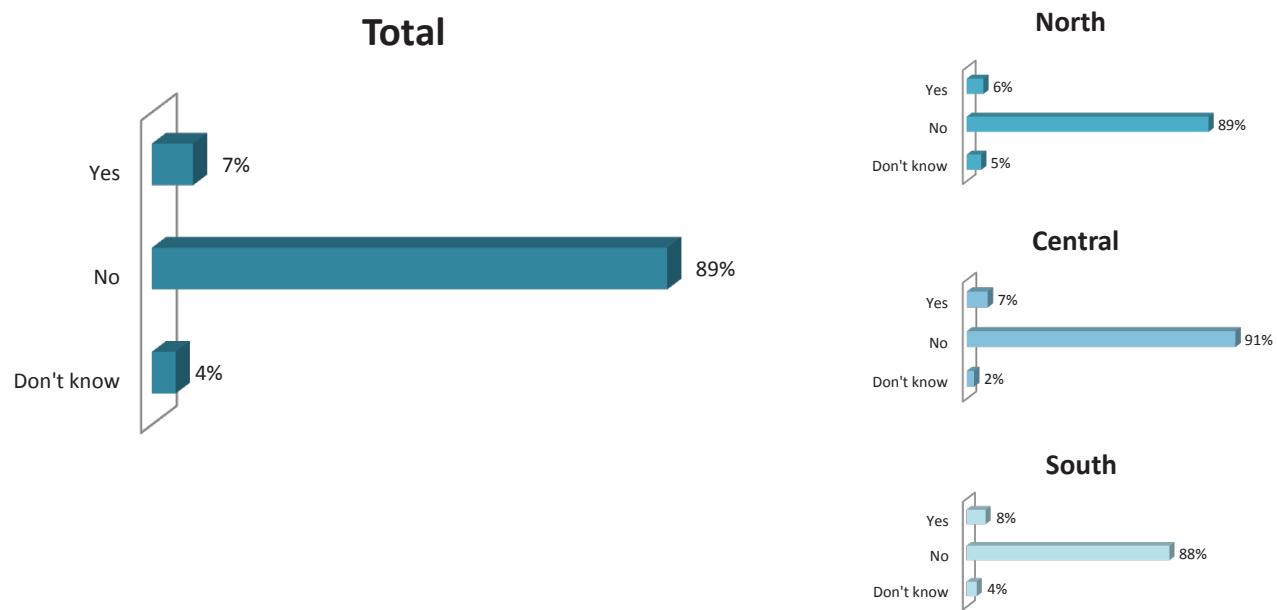
The phrase “Fertilize for your family” was inserted in the study to gauge positive response bias that is inherent in aided recall questions. Typically 5% to 10% of respondents claim to have heard of something that does not exist, and the positive response bias in this study was at the low end of that range.



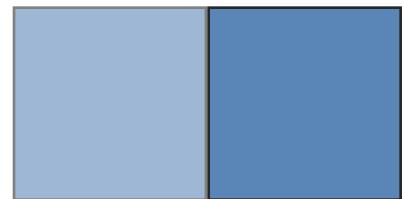
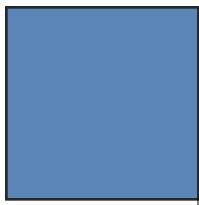
*Please tell me if you have heard or seen the following phrases in the media or in advertising in the past three months:*

***Wholesome water through fitting fertilizer (fictitious).***

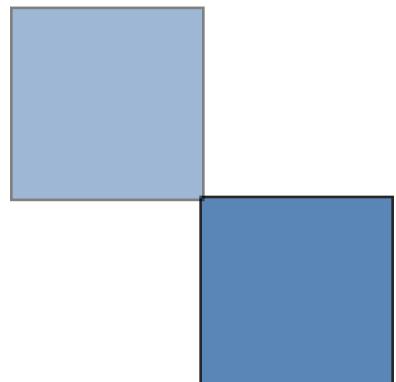
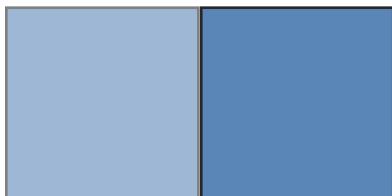
“Wholesome water through fitting fertilizer” was another fictitious phrase designed to measure positive response bias. At 7%, positive response bias to this phrase was in the middle of the normal range.







## ATTITUDES ABOUT THE DISTRICT





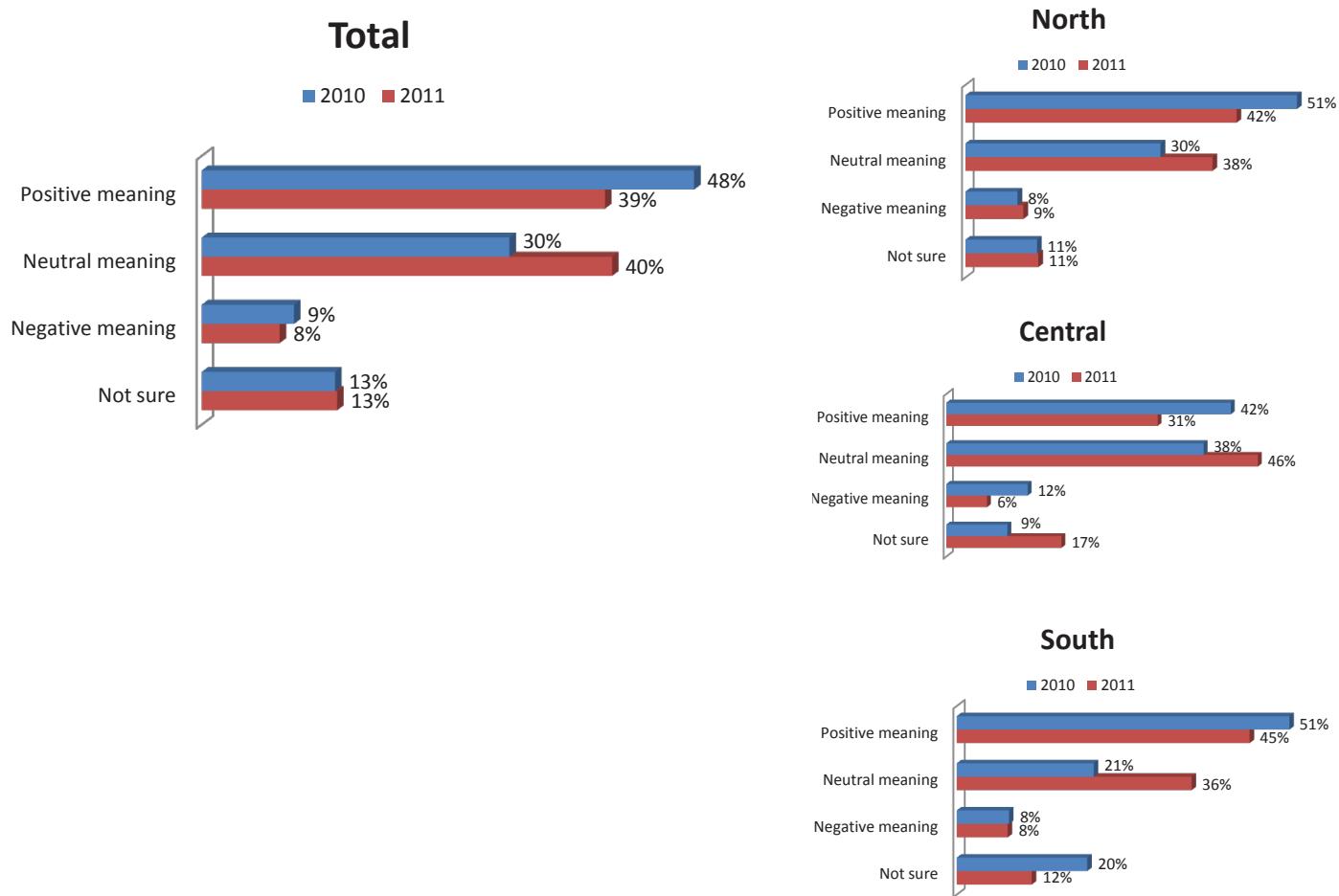
### Attitudes About The District

A few questions in the study examined residents' attitudes about the District.

- Meaning of Swiftmud
- Job rating for Swiftmud

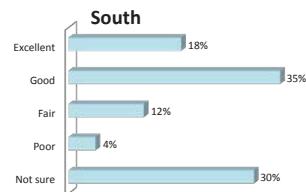
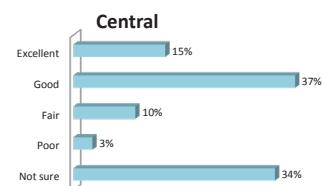
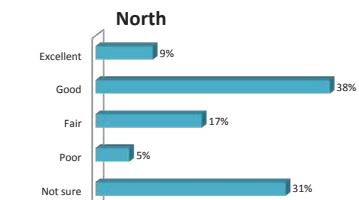
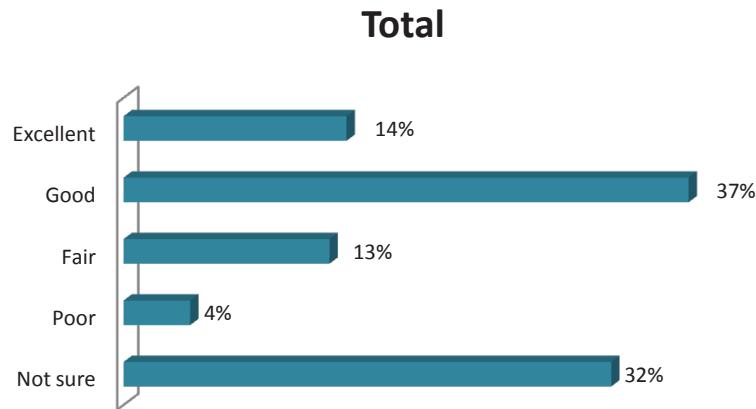
*The word “Swiftmud” is an abbreviation for the Southwest Florida Water Management District. What meaning does the Southwest Florida Water Management District have for you?*

Residents were more likely to associate a positive meaning (39%) rather than a negative meaning (8%) to the word Swiftmud. Two in five residents (40%) gave it a neutral meaning.

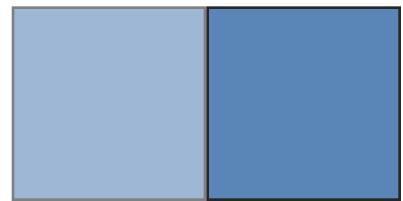
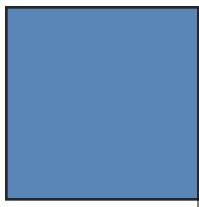


*Based on what you know or have heard, how would you rate the overall job Swiftmud does?*

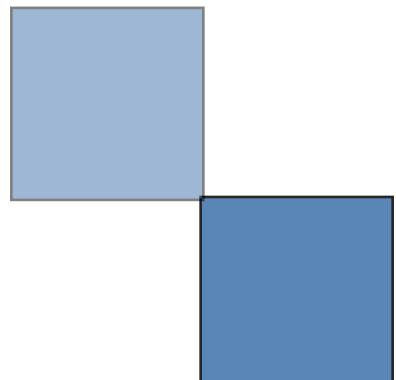
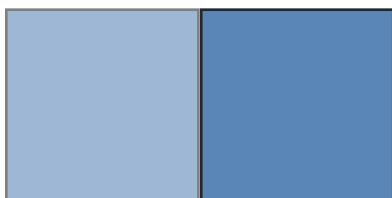
Over half of residents (51%) rated the overall job that Swiftmud does as Excellent or Good. This rating was the highest in the south region (53%).







## INFORMATION SOURCES



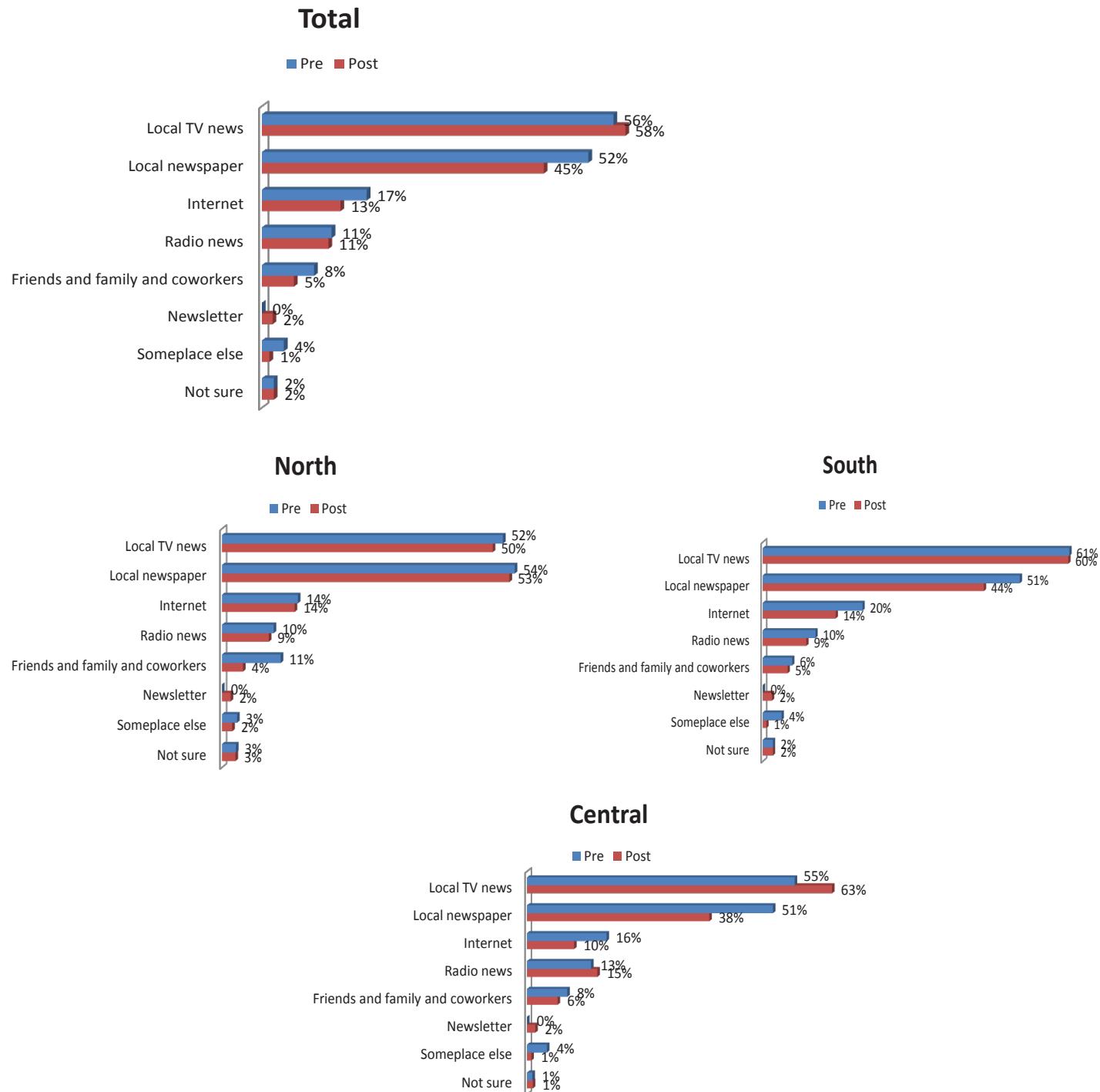


## Information Sources

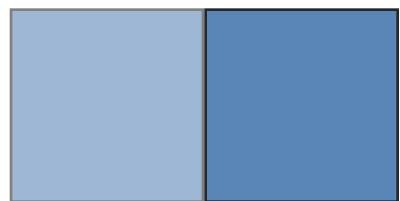
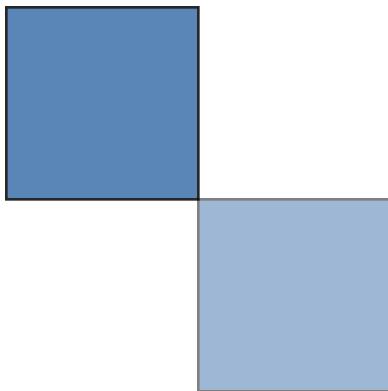
Residents were asked on which sources they relied for information and news about the community.

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

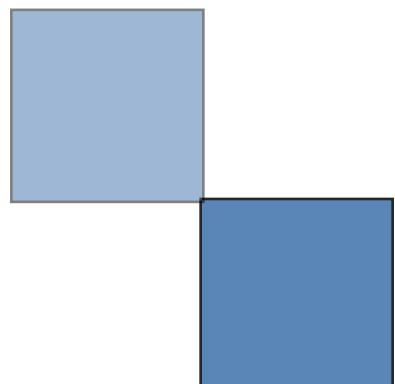
Nearly three in five residents (58%) listed local TV news as their main source of information about news in their community. This rating was highest in the central region (63%).



\*Multiple responses permitted.



## DEMOGRAPHICS



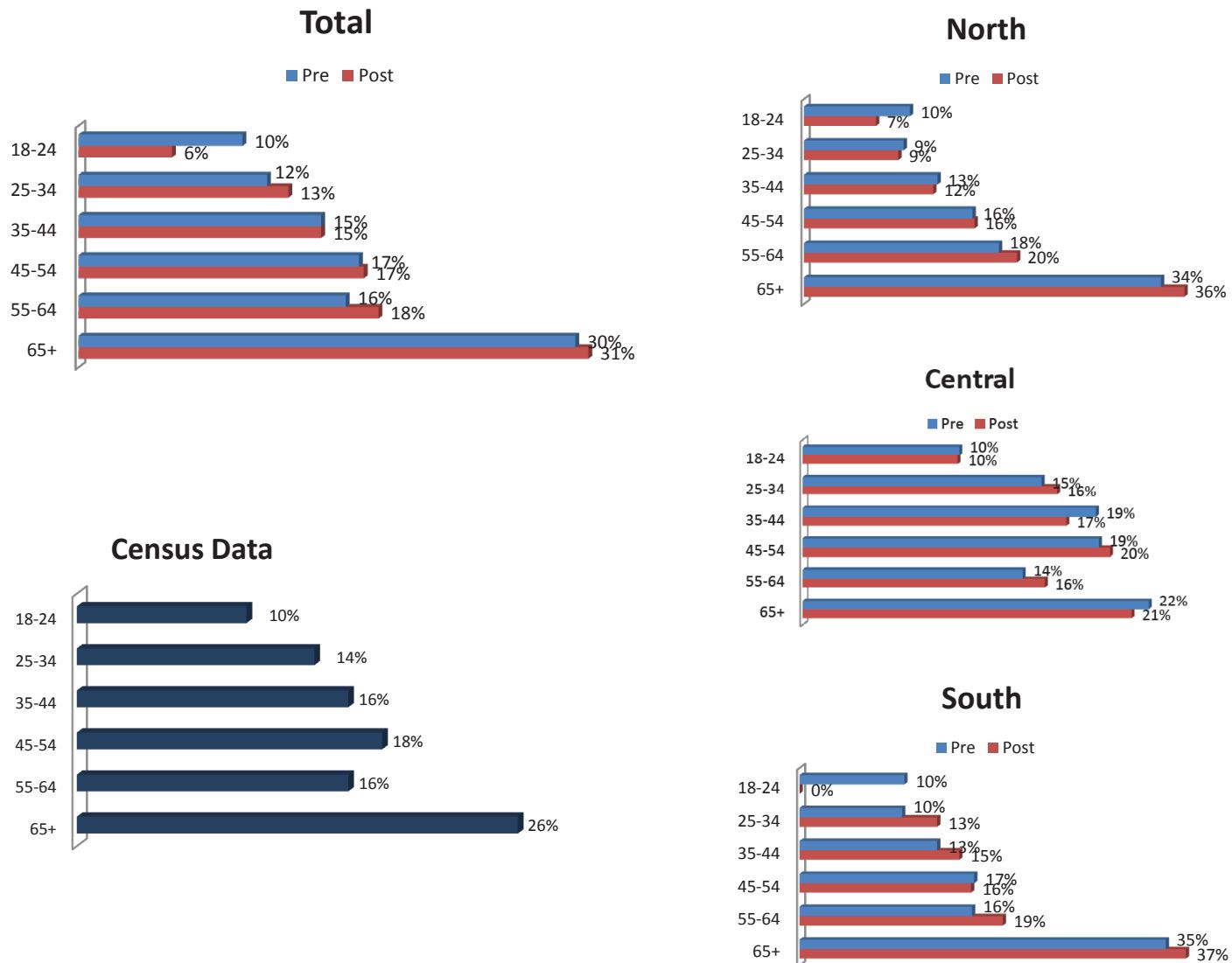


## Demographics & Profile

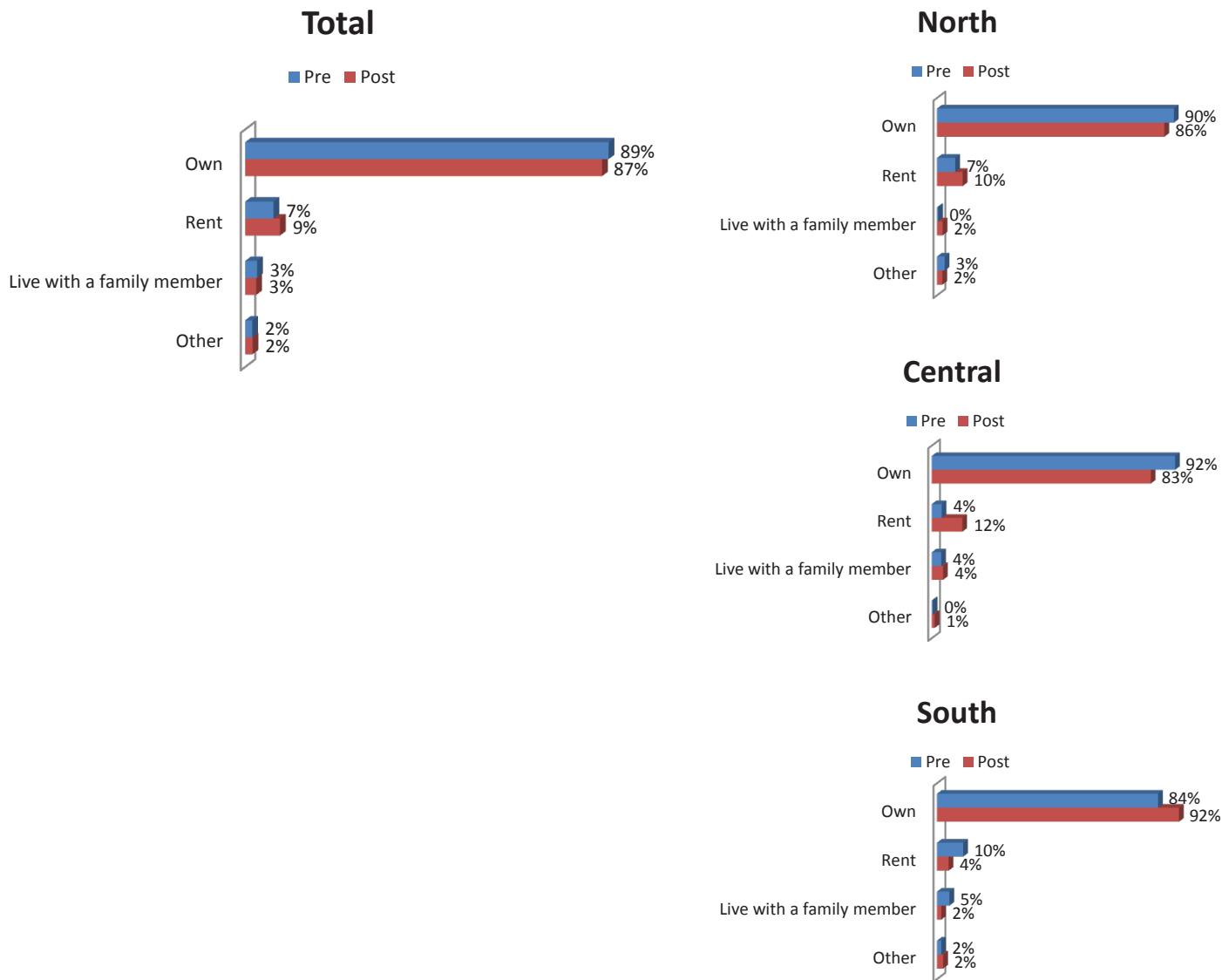
To be able to determine the representativeness of the people interviewed and to be able to determine how various demographic segments answered questions, several demographic questions were included in the study:

- Age
- Rent/own home
- Yard size
- Type of neighborhood
- Belong to a homeowners association
- Years in the community
- Employment status
- Household income
- Race/ethnicity
- Gender
- Region of the District

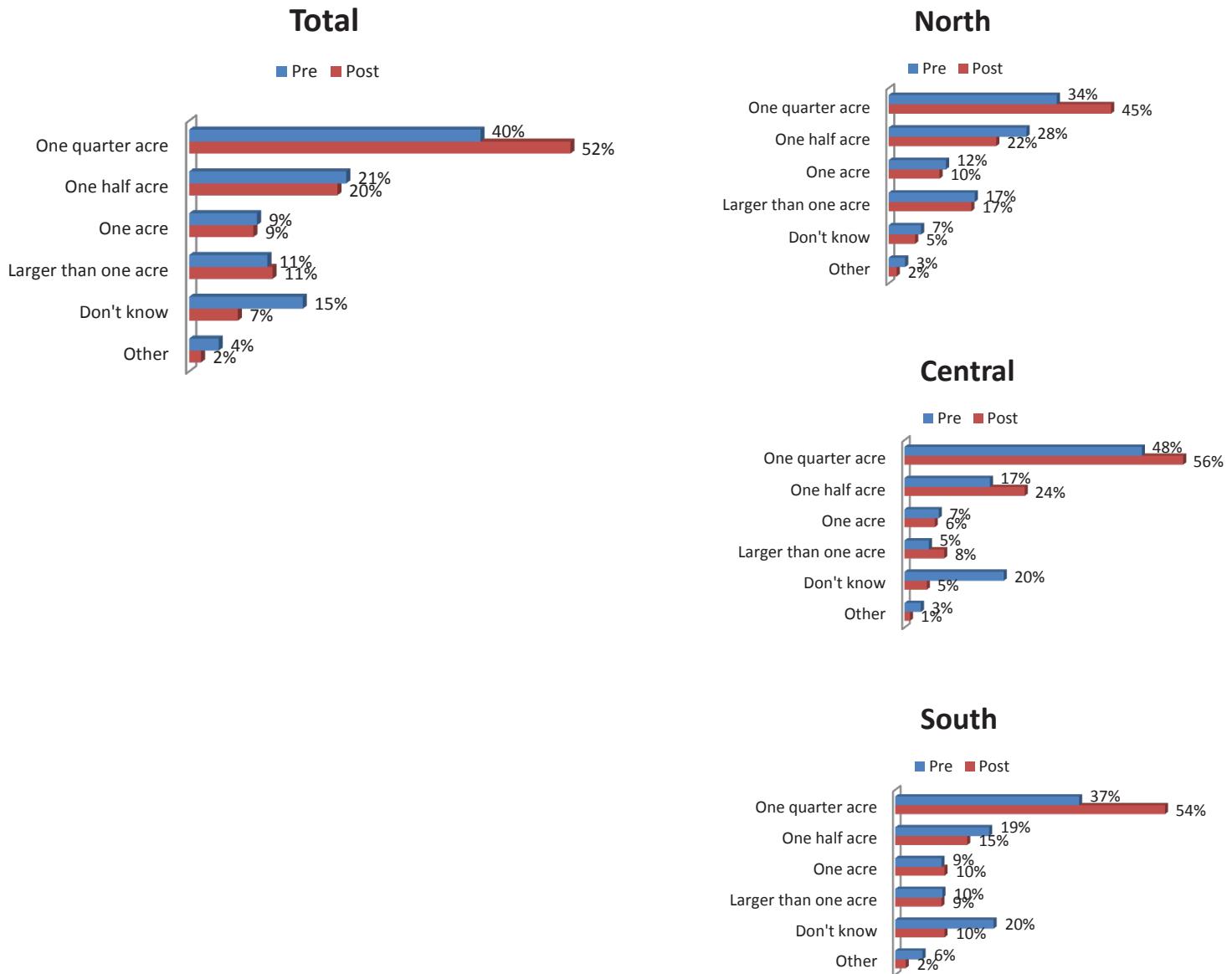
## Age



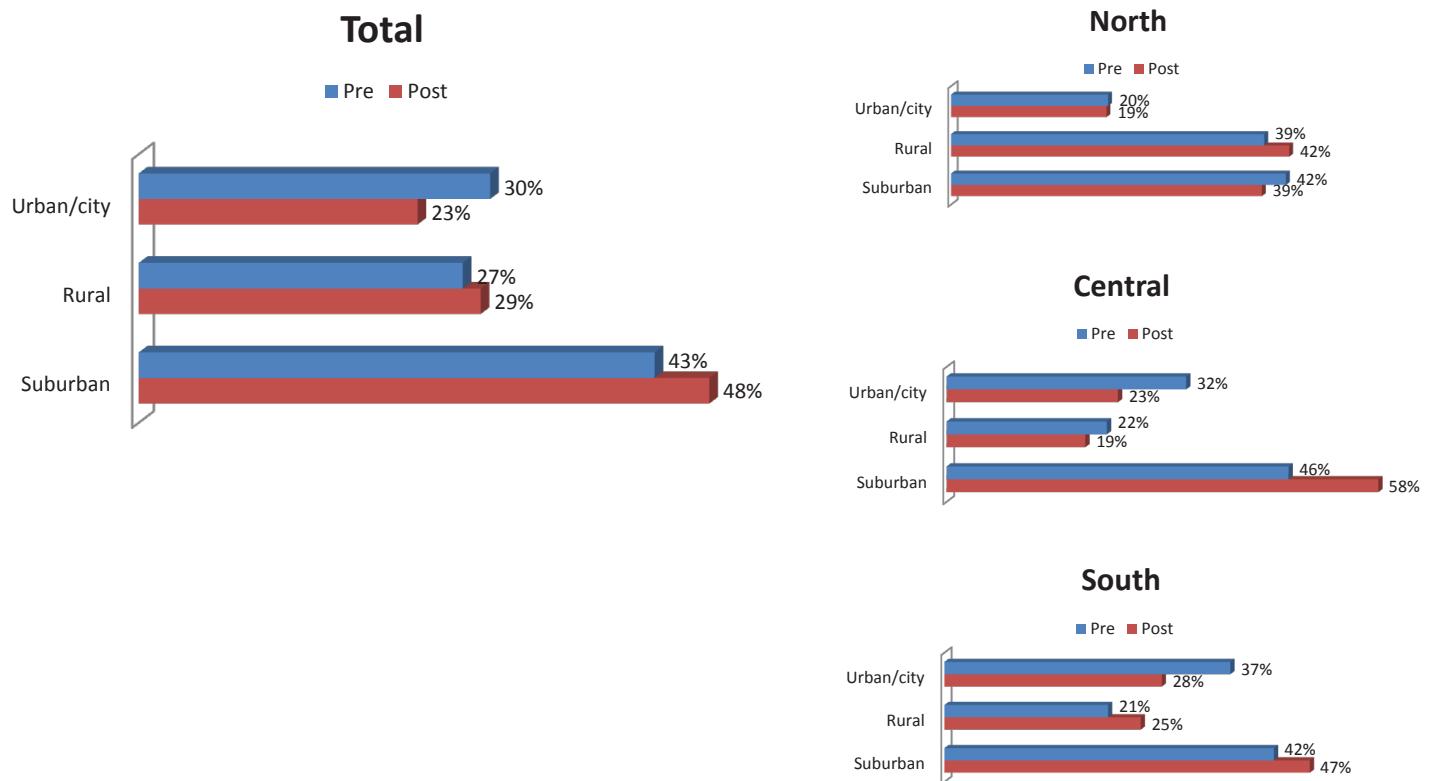
## *Do you own or rent your home?*



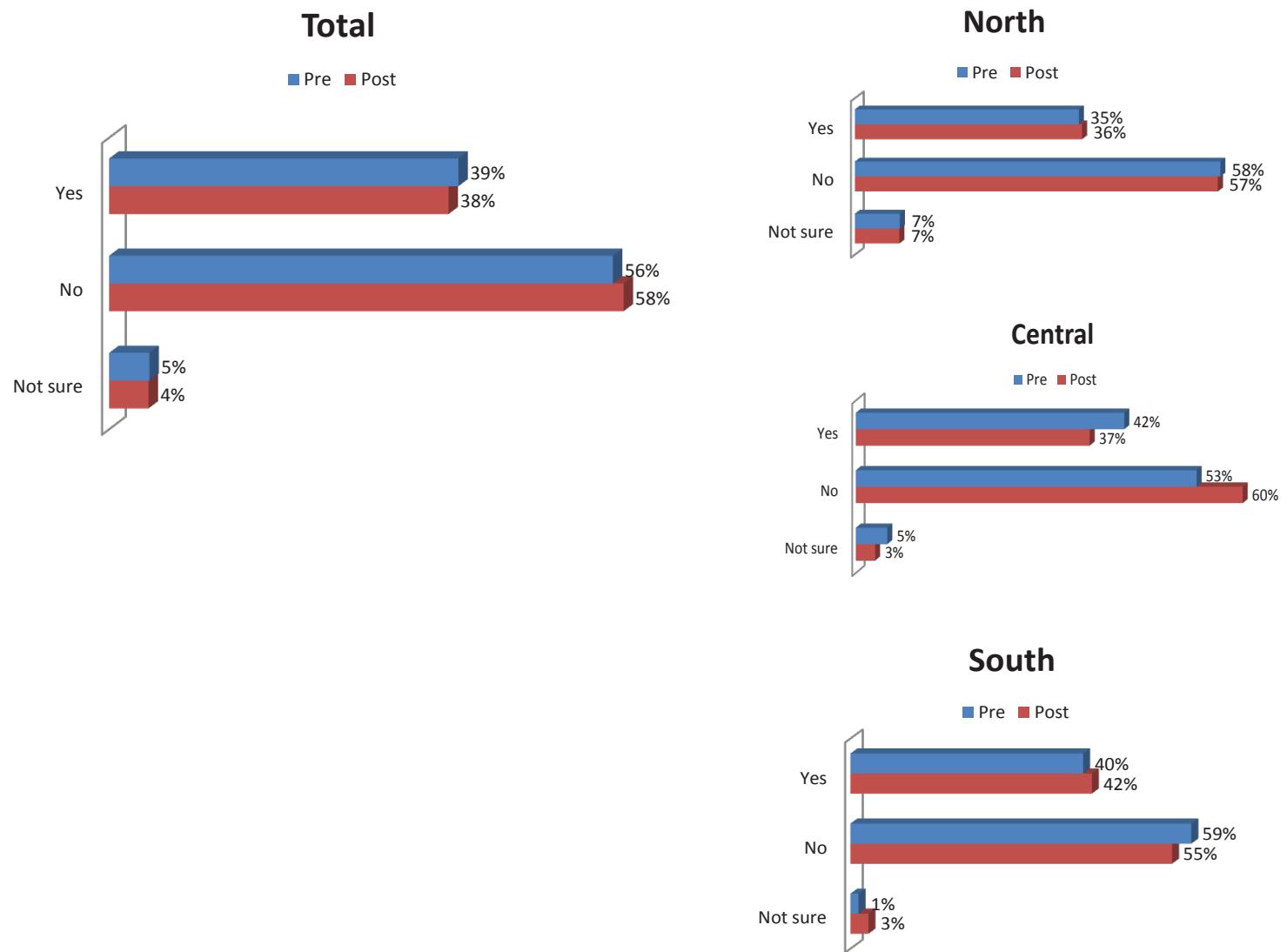
*How large (approximately) is your yard?*



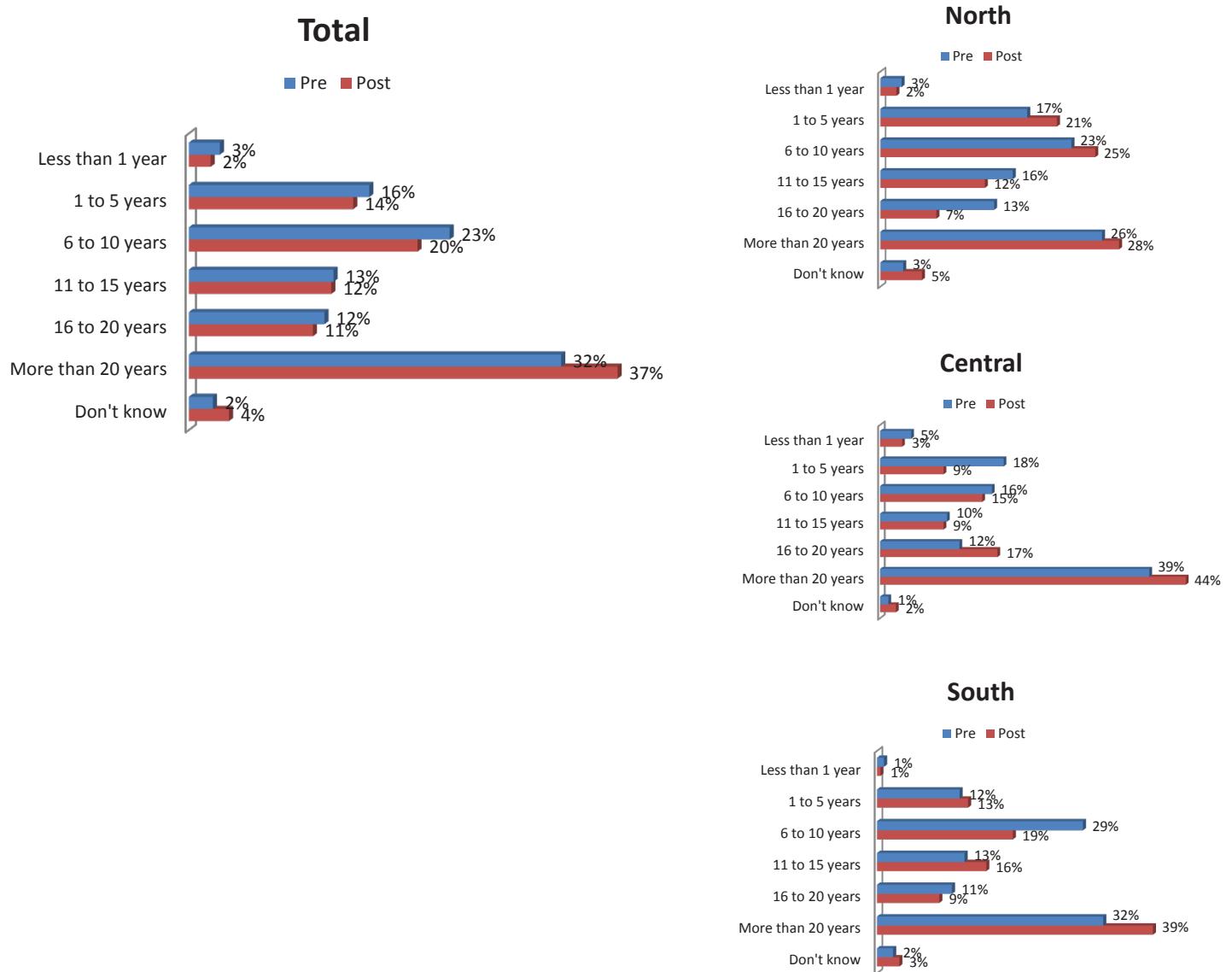
*Which best describes your neighborhood?*



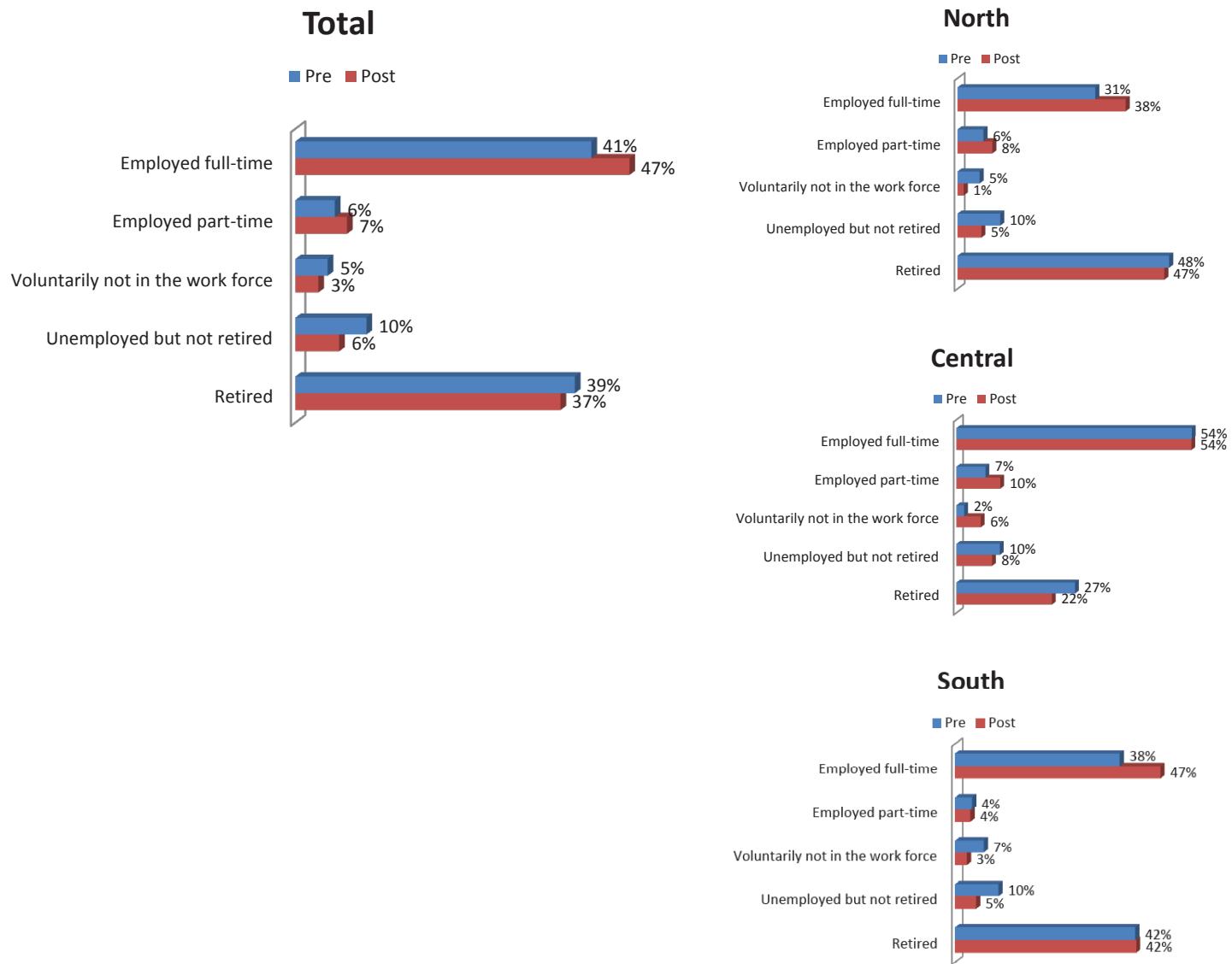
*Are you part of a homeowners association?*



## How long have you lived in your county?

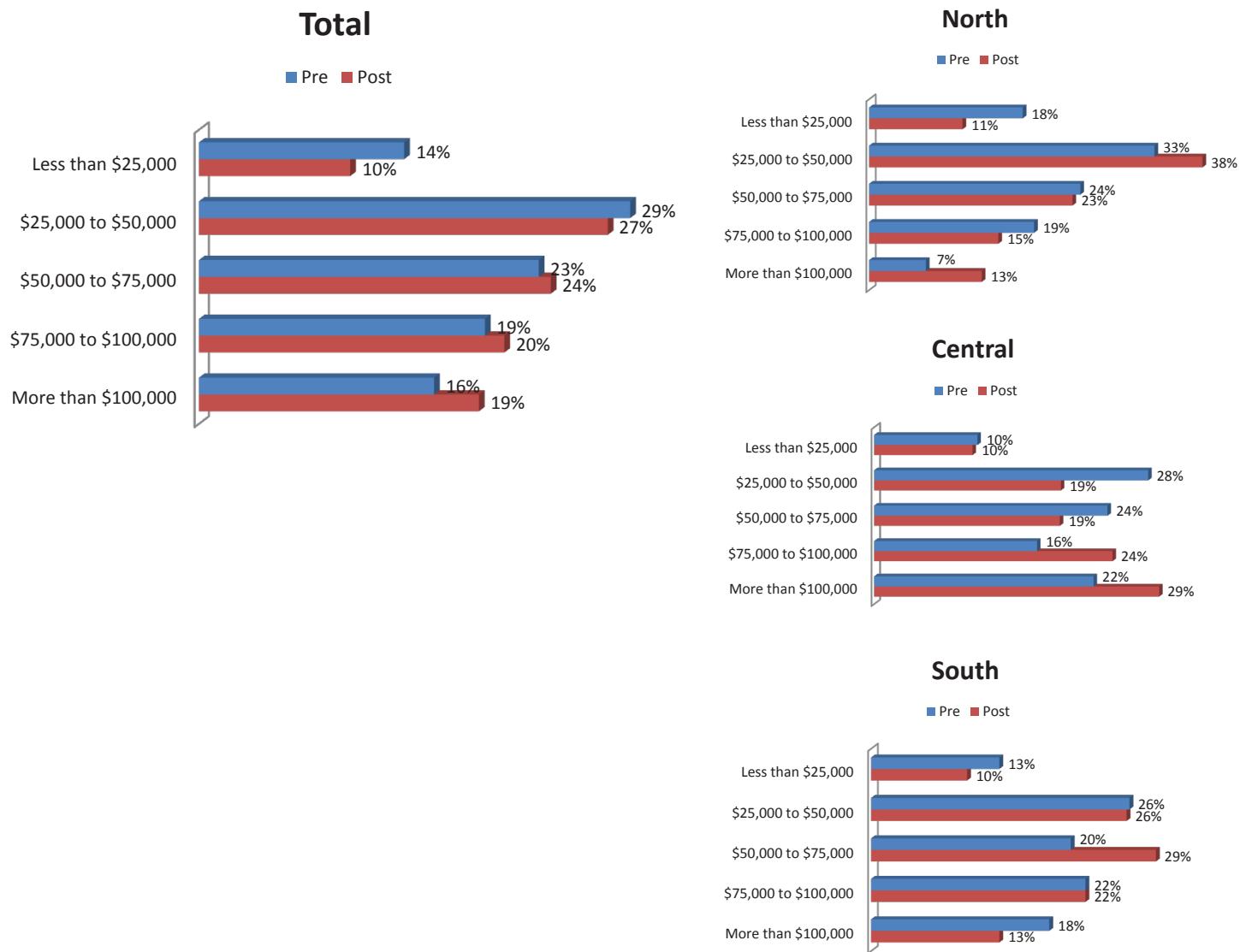


## What is your present employment status?\*

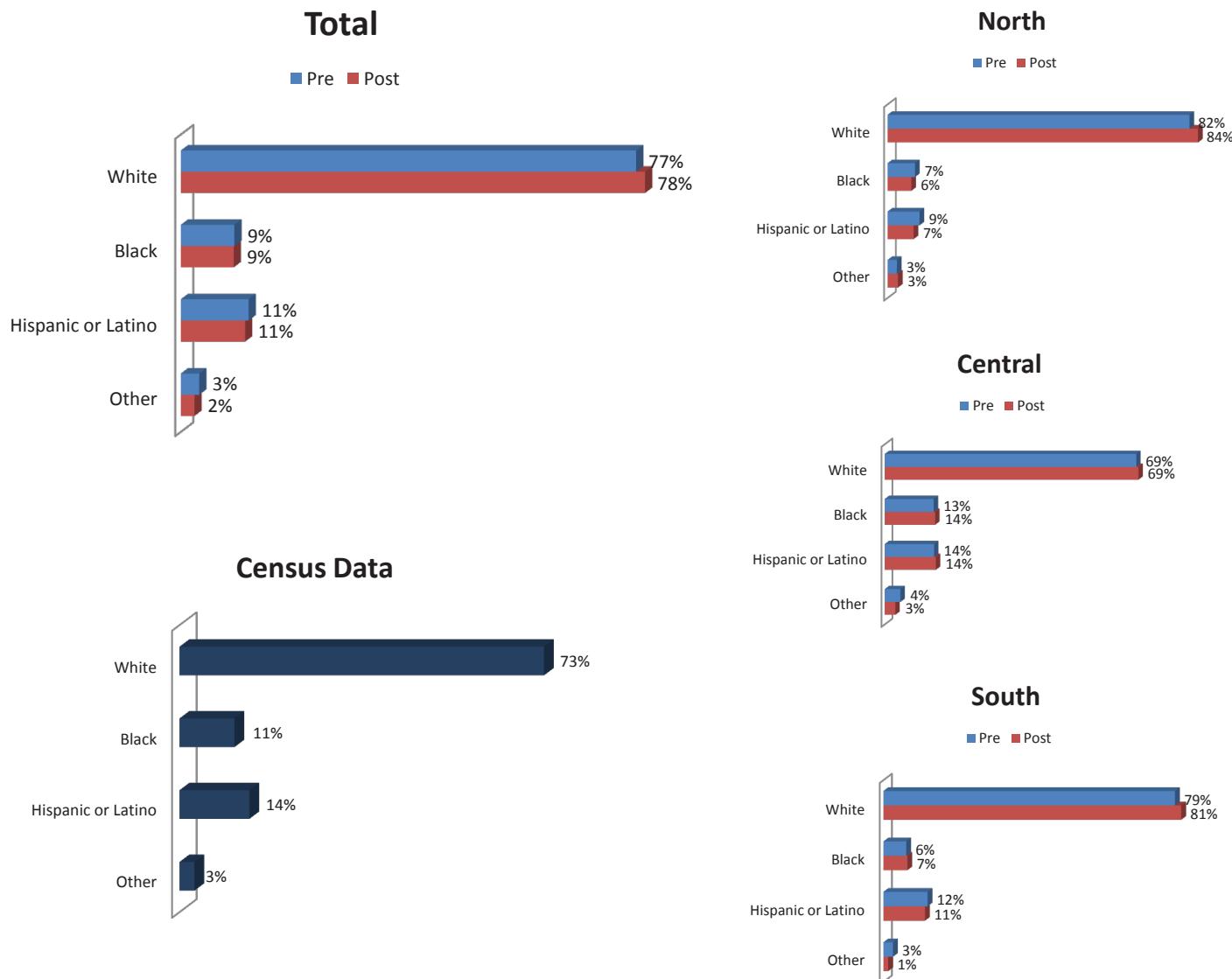


\*The “pre” questionnaire provided the option of “not employed” instead of “retired.”

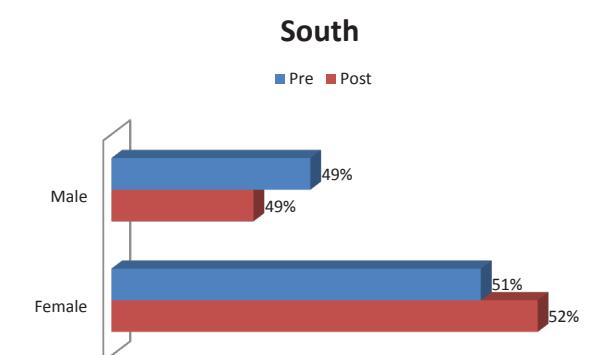
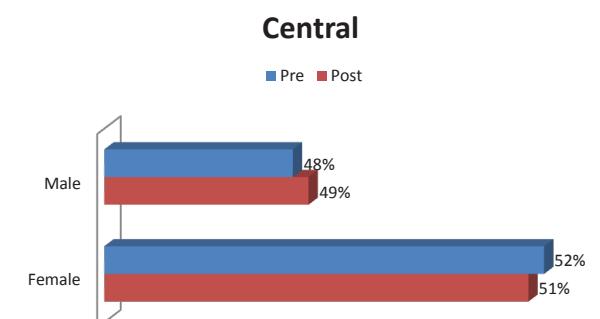
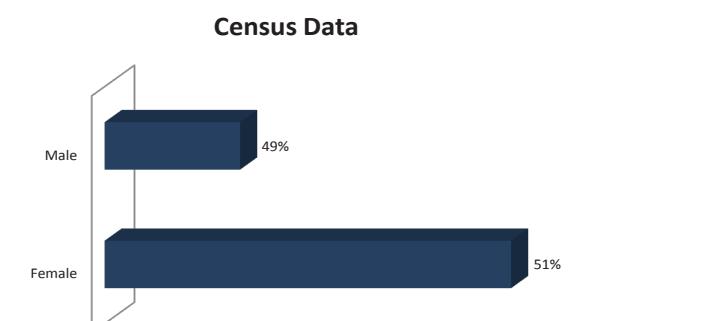
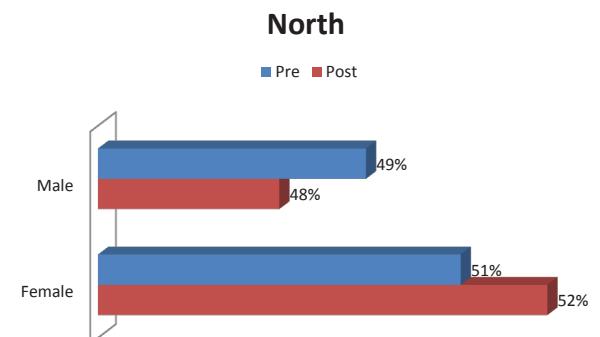
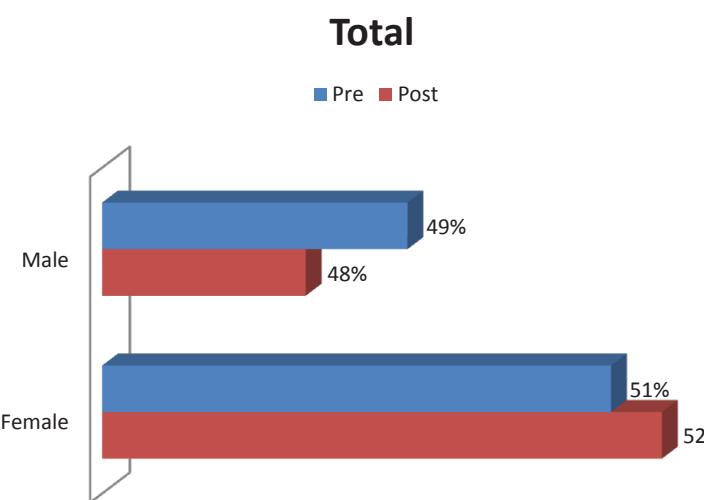
*Which of the following broad categories best describes you household's total income from all sources in 2010?*



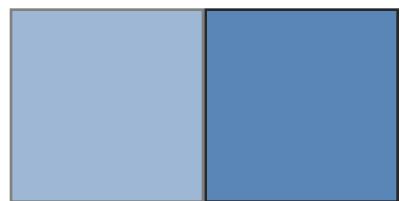
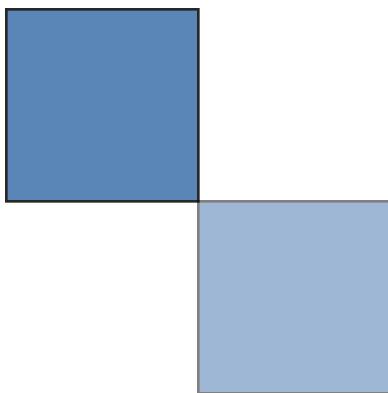
## What is your ethnicity?



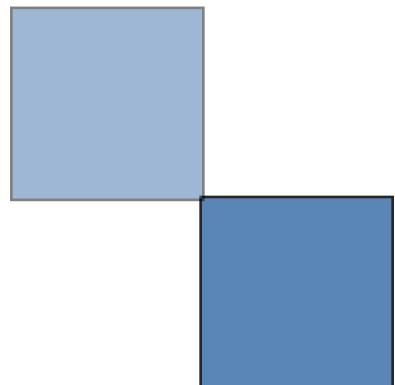
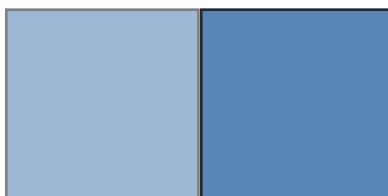
## What is your gender?



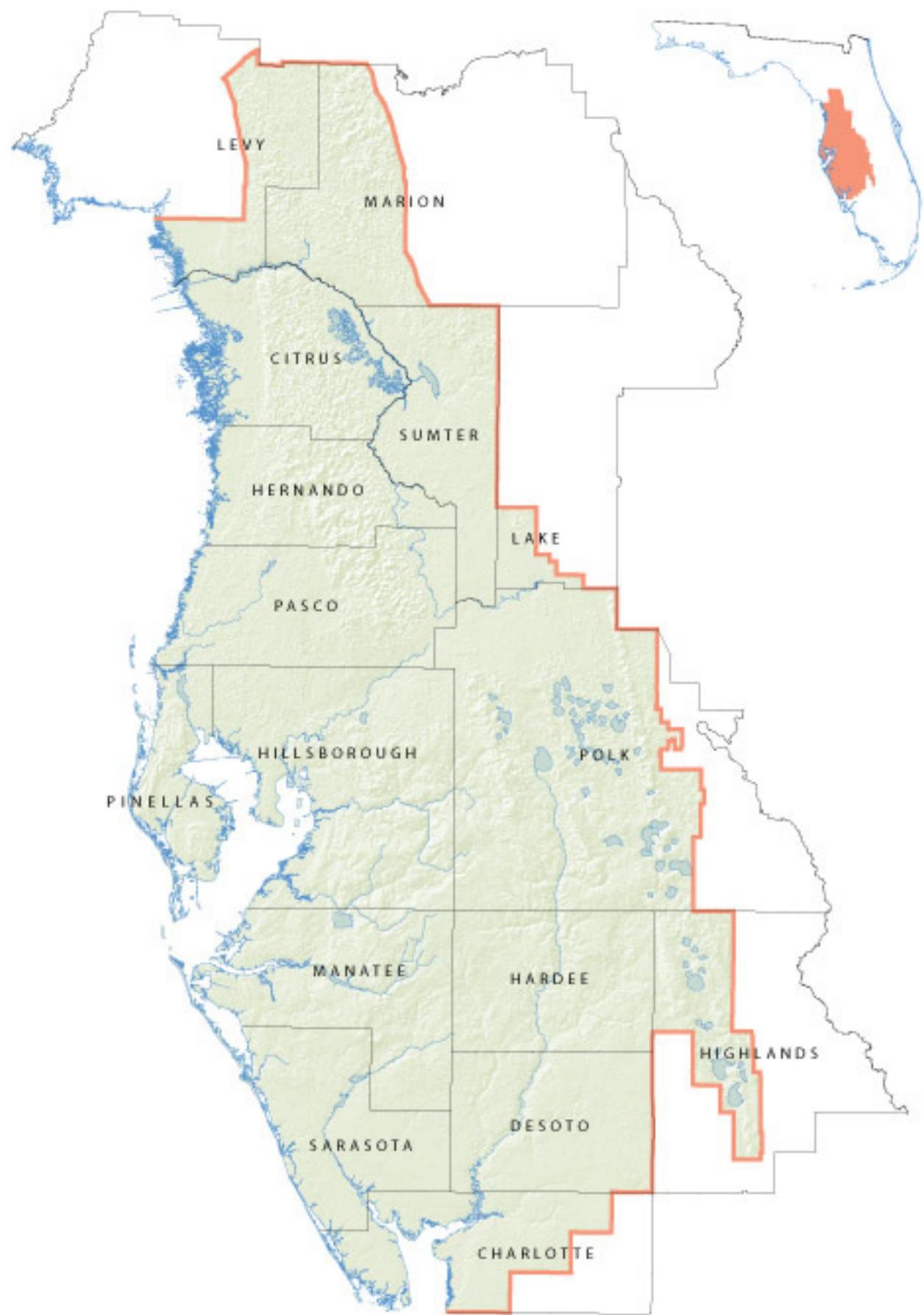




## APPENDIX







*DEMOGRAPHIC CROSSTABS*

		In 2010 how many times was your lawn fertilized?					
		0	1	2	3	4	5
		Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Gender	Total	1.0%	37.2%	33.5%	10.8%	7.8%	1.2%
	Male	.5%	34.6%	34.0%	12.7%	8.7%	1.0%
	Female	1.4%	39.5%	33.1%	8.9%	6.9%	1.4%
Age	18-34	.0%	31.3%	34.4%	8.0%	6.9%	2.0%
	35-54	1.9%	40.3%	31.8%	9.7%	10.4%	.3%
	55+	.8%	36.8%	34.6%	12.9%	6.4%	1.2%
Race	White	.8%	36.3%	33.9%	12.1%	6.2%	1.5%
	Non-white	1.9%	36.2%	38.0%	6.7%	10.0%	.2%
Income	<\$25,000	.6%	47.4%	39.2%	5.0%	1.9%	.0%
	\$25,001-\$75,000	.2%	38.6%	34.2%	12.2%	5.2%	1.1%
	\$75,001+	1.2%	23.3%	40.7%	13.5%	12.9%	2.3%

		In 2010 how many times was your lawn fertilized?			
		6	7	8+	Don't know
		Row N %	Row N %	Row N %	Row N %
Gender	Total	3.0%	.2%	3.0%	2.4%
	Male	4.4%	.3%	2.1%	1.6%
	Female	1.7%	.0%	3.9%	3.1%
Age	18-34	6.9%	.0%	10.4%	.0%
	35-54	.7%	.0%	2.4%	2.5%
	55+	3.1%	.4%	1.1%	2.7%
Race	White	2.5%	.2%	4.1%	2.4%
	Non-white	5.5%	.0%	.0%	1.4%
Income	<\$25,000	.9%	1.4%	2.6%	1.1%
	\$25,001-\$75,000	4.9%	.2%	1.2%	2.3%
	\$75,001+	4.7%	.0%	.9%	.6%

		Why did you fertilize your lawn two or more times in 2010?			
		If I fertilize more often than twice a year my grass appears healthier and greener.	My neighbor (s) fertilizes more than twice a year.	I thought you were suppose to fertilize more than twice a year.	I have always fertilized more than twice a year.
		Row N %	Row N %	Row N %	Row N %
Gender	Total	47.8%	.3%	8.1%	20.9%
	Male	49.3%	.6%	9.1%	22.5%
	Female	46.3%	.0%	7.0%	19.2%
Age	18-34	41.6%	.0%	3.8%	19.9%
	35-54	50.5%	.0%	10.7%	23.0%
	55+	48.3%	.7%	8.3%	20.7%
Race	White	44.9%	.3%	8.6%	18.9%
	Non-white	49.1%	.4%	7.4%	31.1%
Income	<\$25,000	49.5%	1.4%	6.9%	25.8%
	\$25,001-\$75,000	33.0%	.5%	6.7%	28.1%
	\$75,001+	59.0%	.3%	9.2%	17.1%

		Why did you fertilize your lawn two or more times in 2010?			
		I was advised to do so by a lawn care company or store clerk.	Don't know	Other	remove weeds/bugs
		Row N %	Row N %	Row N %	Row N %
Gender	Total	9.3%	6.9%	2.8%	3.9%
	Male	6.7%	6.1%	4.3%	1.5%
	Female	12.0%	7.8%	1.2%	6.5%
Age	18-34	.0%	13.0%	7.5%	14.3%
	35-54	8.6%	5.8%	1.5%	.0%
	55+	12.8%	5.4%	1.6%	2.2%
Race	White	10.2%	8.0%	3.8%	5.3%
	Non-white	8.0%	4.0%	.0%	.0%
Income	<\$25,000	8.9%	.0%	5.6%	1.8%
	\$25,001-\$75,000	13.2%	10.0%	5.1%	3.4%
	\$75,001+	4.6%	7.5%	.7%	1.6%

		Do you live on a body of water?		
		Yes	No	Not sure
		Row N %	Row N %	Row N %
Gender	Total	13.2%	86.8%	.0%
	Male	13.2%	86.8%	.0%
	Female	13.2%	86.8%	.0%
Age	18-34	20.3%	79.7%	.0%
	35-54	11.5%	88.5%	.0%
	55+	12.2%	87.8%	.0%
Race	White	15.4%	84.6%	.0%
	Non-white	5.9%	94.1%	.0%
Income	<\$25,000	11.8%	88.2%	.0%
	\$25,001-\$75,000	9.9%	90.1%	.0%
	\$75,001+	16.8%	83.2%	.0%

		Last time you fertilized, how close to the body of water did you fertilize? (HOW MANY FEET)
		Mean
Gender	Male	38.9
	Female	51.6
Age	18-34	53.6
	35-54	53.2
	55+	38.0
Race	White	46.9
	Non-white	46.3
Income	<\$25,000	60.4
	\$25,001-\$75,000	36.3
	\$75,001+	46.1

		Water your grass after fertilizing?		
		Yes	No	Not sure
		Row N %	Row N %	Row N %
Gender	Total	60.2%	32.1%	7.7%
	Male	56.2%	38.8%	5.0%
	Female	63.9%	25.8%	10.3%
Age	18-34	61.4%	29.0%	9.6%
	35-54	57.2%	36.2%	6.6%
	55+	60.2%	31.8%	8.1%
Race	White	60.0%	32.3%	7.7%
	Non-white	60.2%	31.5%	8.3%
Income	<\$25,000	52.3%	42.3%	5.4%
	\$25,001-\$75,000	56.1%	36.6%	7.3%
	\$75,001+	58.2%	30.3%	11.5%

		About how much did you water your lawn after fertilizing?				
		1/8 of an inch or less	1/4 inch	1/2 inch	1 inch	2 inches
		Row N %	Row N %	Row N %	Row N %	Row N %
Gender	Total	15.9%	20.3%	10.4%	5.6%	.7%
	Male	17.3%	25.1%	10.0%	9.0%	.7%
	Female	14.7%	16.3%	10.6%	2.7%	.7%
Age	18-34	23.2%	28.1%	14.7%	6.1%	.0%
	35-54	12.0%	18.1%	10.7%	3.1%	.0%
	55+	16.0%	21.3%	7.0%	5.2%	1.2%
Race	White	15.0%	19.9%	13.1%	5.2%	.7%
	Non-white	17.6%	26.2%	2.7%	7.0%	.2%
Income	<\$25,000	13.0%	15.9%	8.7%	6.4%	.0%
	\$25,001-\$75,000	13.9%	24.0%	8.3%	3.8%	.2%
	\$75,001+	21.8%	22.1%	6.4%	12.6%	.3%

		About how much did you water your lawn after fertilizing?		
		Enough to thoroughly wet the grass	Don't know	Other
		Row N %	Row N %	Row N %
Gender	Total	36.6%	10.3%	.3%
	Male	28.2%	9.1%	.5%
	Female	43.5%	11.2%	.2%
Age	18-34	19.8%	8.1%	.0%
	35-54	42.3%	13.2%	.7%
	55+	39.6%	9.3%	.3%
Race	White	35.2%	10.4%	.5%
	Non-white	37.7%	8.6%	.0%
Income	<\$25,000	52.9%	3.1%	.0%
	\$25,001-\$75,000	38.1%	10.6%	1.2%
	\$75,001+	26.8%	10.0%	.0%

		Fertilize before a storm?		
		Yes	No	Not sure
		Row N %	Row N %	Row N %
Gender	Total	16.0%	78.7%	5.4%
	Male	14.7%	82.7%	2.6%
	Female	17.2%	74.9%	7.9%
Age	18-34	17.8%	82.2%	.0%
	35-54	23.0%	72.4%	4.6%
	55+	11.0%	81.5%	7.5%
Race	White	14.5%	79.4%	6.1%
	Non-white	21.0%	77.1%	1.9%
Income	<\$25,000	9.4%	85.6%	5.0%
	\$25,001-\$75,000	17.9%	77.9%	4.3%
	\$75,001+	11.3%	84.6%	4.1%

		Why did you fertilize before a storm?			
		The instructions on the bag told me to water it in.	My neighbor (s) do.	The fertilizer seems to work better when I do.	I have just always done it this way, no particular reason why.
		Row N %	Row N %	Row N %	Row N %
Gender	Total	23.2%	.4%	21.3%	9.9%
	Male	18.5%	.0%	12.5%	8.3%
	Female	27.0%	.6%	28.5%	11.1%
Age	18-34	9.6%	.0%	.0%	.0%
	35-54	25.4%	.0%	30.8%	13.4%
	55+	23.4%	1.1%	25.1%	7.6%
Race	White	27.2%	.5%	16.6%	7.4%
	Non-white	11.5%	.0%	35.1%	18.8%
Income	<\$25,000	8.2%	10.7%	43.2%	.0%
	\$25,001-\$75,000	16.6%	.0%	23.6%	13.3%
	\$75,001+	50.7%	.0%	9.4%	9.9%

		Why did you fertilize before a storm?			
		I was advised to do so by a lawn care company or store clerk. They could choose all that applied.	I do this so the fertilizer won't burn my grass.	The fertilizer needs to be water in and I don't have an irrigation system.	I didn't know it was going to storm
		Row N %	Row N %	Row N %	Row N %
Gender	Total	.3%	1.9%	12.0%	9.5%
	Male	.7%	1.0%	19.5%	14.5%
	Female	.0%	2.6%	6.0%	5.4%
Age	18-34	.0%	.0%	.0%	25.4%
	35-54	.0%	1.0%	12.6%	3.9%
	55+	1.1%	2.8%	19.2%	9.2%
Race	White	.2%	2.9%	15.4%	8.0%
	Non-white	.0%	.0%	3.8%	15.8%
Income	<\$25,000	.0%	.0%	38.0%	.0%
	\$25,001-\$75,000	.0%	1.4%	13.4%	9.7%
	\$75,001+	1.9%	.0%	11.0%	7.8%

		Why did you fertilize before a storm?			
		Fertilized several days before a storm	Don't know	Other	To save water/money
		Row N %	Row N %	Row N %	Row N %
Gender	Total	2.1%	13.5%	.3%	5.5%
	Male	2.2%	19.4%	.6%	2.7%
	Female	2.0%	8.8%	.0%	7.9%
Age	18-34	.0%	53.7%	.0%	11.3%
	35-54	2.6%	5.6%	.0%	4.8%
	55+	3.1%	2.5%	.9%	4.0%
Race	White	1.7%	11.0%	.4%	8.4%
	Non-white	3.7%	11.3%	.0%	.0%
Income	<\$25,000	.0%	.0%	.0%	.0%
	\$25,001-\$75,000	2.8%	15.3%	.8%	3.1%
	\$75,001+	.0%	5.3%	.0%	4.0%

		Read and follow package instructions on the fertilizer bag?		
		Yes	No	Not sure
		Row N %	Row N %	Row N %
Gender	Total	89.0%	7.3%	3.7%
	Male	90.4%	7.4%	2.2%
	Female	87.6%	7.2%	5.2%
Age	18-34	90.2%	4.6%	5.1%
	35-54	92.7%	6.1%	1.1%
	55+	86.7%	8.4%	5.0%
Race	White	88.4%	8.6%	3.0%
	Non-white	90.3%	3.6%	6.0%
Income	<\$25,000	84.6%	12.5%	2.9%
	\$25,001-\$75,000	91.0%	6.6%	2.4%
	\$75,001+	92.7%	5.2%	2.0%

		Use a spreader so fertilizer got distributed evenly?		
		Yes	No	Not sure
		Row N %	Row N %	Row N %
Gender	Total	86.0%	12.9%	1.1%
	Male	86.5%	12.6%	.9%
	Female	85.5%	13.2%	1.4%
Age	18-34	83.4%	15.5%	1.0%
	35-54	87.7%	11.7%	.6%
	55+	86.2%	12.3%	1.5%
Race	White	86.8%	12.1%	1.1%
	Non-white	81.7%	17.3%	1.0%
Income	<\$25,000	76.9%	18.2%	4.9%
	\$25,001-\$75,000	86.5%	12.7%	.8%
	\$75,001+	87.6%	11.3%	1.1%

		Have your soil tested to determine if fertilizing was needed?		
		Yes	No	Not sure
		Row N %	Row N %	Row N %
Gender	Total	15.7%	79.2%	5.1%
	Male	15.2%	80.5%	4.3%
	Female	16.2%	78.0%	5.8%
Age	18-34	17.6%	70.1%	12.3%
	35-54	14.6%	81.0%	4.4%
	55+	16.9%	80.3%	2.7%
Race	White	12.5%	81.7%	5.8%
	Non-white	30.1%	67.9%	2.0%
Income	<\$25,000	8.9%	87.3%	3.8%
	\$25,001-\$75,000	14.7%	82.1%	3.2%
	\$75,001+	16.5%	73.0%	10.6%

		Match your fertilizer to your soil?		
		Yes	No	Not sure
		Row N %	Row N %	Row N %
Gender	Total	36.9%	53.9%	9.2%
	Male	39.1%	56.1%	4.8%
	Female	34.9%	51.8%	13.3%
Age	18-34	33.1%	61.1%	5.8%
	35-54	41.1%	49.3%	9.6%
	55+	37.2%	53.4%	9.4%
Race	White	32.5%	56.3%	11.1%
	Non-white	57.2%	39.6%	3.1%
Income	<\$25,000	36.5%	54.1%	9.4%
	\$25,001-\$75,000	35.6%	57.4%	7.0%
	\$75,001+	47.9%	43.7%	8.4%

		How do you match your fertilizer to your soil?			
		I took my soil to an extension office to be tested (or had it tested professionally, at a county office, or at Lowe's)	I matched it based on my grass type.	I matched it based on my lawn size.	I matched it based on what my neighbor(s) do or told me.
		Row N %	Row N %	Row N %	Row N %
Gender	Total	14.4%	29.3%	4.5%	3.4%
	Male	12.7%	30.1%	3.5%	3.0%
	Female	16.2%	28.4%	5.7%	3.7%
Age	18-34	20.4%	14.0%	.0%	12.5%
	35-54	17.1%	29.7%	1.4%	.6%
	55+	11.5%	31.7%	8.7%	1.6%
Race	White	12.7%	32.4%	4.7%	5.3%
	Non-white	17.8%	22.0%	4.5%	.0%
Income	<\$25,000	18.4%	24.0%	.0%	.0%
	\$25,001-\$75,000	19.0%	31.7%	4.4%	6.4%
	\$75,001+	11.6%	26.2%	1.7%	2.4%

		How do you match your fertilizer to your soil?			
		A lawn care company or store clerk advised me what to buy.	Follow the package/label instructions	Don't know	Other
		Row N %	Row N %	Row N %	Row N %
Gender	Total	19.7%	18.5%	6.4%	3.8%
	Male	21.0%	17.2%	6.2%	6.3%
	Female	18.3%	19.9%	6.6%	1.2%
Age	18-34	27.1%	17.5%	8.4%	.0%
	35-54	22.2%	22.8%	4.7%	1.4%
	55+	15.7%	16.2%	7.6%	7.1%
Race	White	22.4%	13.7%	6.5%	2.3%
	Non-white	15.5%	27.3%	5.5%	7.3%
Income	<\$25,000	25.8%	29.2%	2.6%	.0%
	\$25,001-\$75,000	12.3%	21.0%	3.6%	1.6%
	\$75,001+	32.8%	11.5%	4.4%	9.3%

		Use slow-release fertilizer?		
		Yes	No	Not sure
		Row N %	Row N %	Row N %
Gender	Total	66.7%	9.5%	23.8%
	Male	73.7%	9.6%	16.7%
	Female	60.1%	9.4%	30.5%
Age	18-34	56.2%	16.2%	27.5%
	35-54	65.9%	8.1%	26.0%
	55+	71.9%	7.9%	20.2%
Race	White	66.2%	9.5%	24.3%
	Non-white	73.3%	5.6%	21.1%
Income	<\$25,000	58.3%	18.1%	23.6%
	\$25,001-\$75,000	65.2%	10.6%	24.2%
	\$75,001+	76.9%	5.9%	17.2%

		Why don't you use slow-release fertilizer?			
		I do not know what slow-release fertilizer is.	I use what my neighbor(s) use(s).	I use what a lawn care company or store clerk advised me to use.	I have always use a specific type.
		Row N %	Row N %	Row N %	Row N %
Gender	Total	38.4%	.6%	4.7%	9.5%
	Male	31.0%	.0%	5.3%	5.6%
	Female	45.5%	1.2%	4.0%	13.3%
Age	18-34	51.2%	.0%	.0%	.0%
	35-54	27.6%	.0%	3.1%	8.6%
	55+	30.5%	1.6%	10.1%	19.1%
Race	White	30.4%	.8%	6.5%	11.0%
	Non-white	47.2%	.0%	.0%	.0%
Income	<\$25,000	67.9%	.0%	19.0%	5.6%
	\$25,001-\$75,000	37.0%	1.7%	3.3%	9.3%
	\$75,001+	39.9%	.0%	.0%	9.9%

		Why don't you use slow-release fertilizer?			
		I didn't think it would make a difference to my lawn or the environment.	I use what is the least expensive and slow-release is always more expensive.	I tried it but didn't like the results.	when I use slow-release fertilizer it takes longer to see the results (i.e. my grass responds slower when I use slow release fertilizer)
		Row N %	Row N %	Row N %	Row N %
Gender	Total	4.4%	4.6%	.0%	1.2%
	Male	1.5%	5.1%	.0%	1.5%
	Female	7.2%	4.1%	.0%	.8%
Age	18-34	.0%	.0%	.0%	.0%
	35-54	8.0%	8.2%	.0%	2.8%
	55+	6.1%	6.5%	.0%	1.1%
Race	White	4.3%	6.4%	.0%	1.6%
	Non-white	3.1%	.0%	.0%	.0%
Income	<\$25,000	.0%	.0%	.0%	.0%
	\$25,001-\$75,000	5.5%	1.8%	.0%	.0%
	\$75,001+	5.2%	.0%	.0%	.0%

		Why don't you use slow-release fertilizer?			
		I tried it but didn't like the results.	Don't know	Other	Too expensive.
		Row N %	Row N %	Row N %	Row N %
Gender	Total	.5%	27.6%	5.3%	3.2%
	Male	.9%	36.7%	9.2%	3.1%
	Female	.0%	19.0%	1.5%	3.4%
Age	18-34	.0%	48.8%	.0%	.0%
	35-54	.0%	23.6%	12.2%	5.9%
	55+	1.2%	18.5%	3.6%	1.7%
Race	White	.6%	27.6%	6.3%	4.5%
	Non-white	.0%	49.7%	.0%	.0%
Income	<\$25,000	.0%	7.5%	.0%	.0%
	\$25,001-\$75,000	.0%	39.0%	1.3%	1.0%
	\$75,001+	3.0%	9.8%	24.5%	7.7%

		Sweep the excess fertilizer into the storm drain or sewer?		
		Yes	No	Not sure
		Row N %	Row N %	Row N %
Gender	Total	.4%	97.4%	2.2%
	Male	.5%	99.1%	.4%
	Female	.2%	95.9%	3.9%
Age	18-34	.0%	94.9%	5.1%
	35-54	.2%	99.3%	.5%
	55+	.6%	97.2%	2.2%
Race	White	.4%	98.4%	1.1%
	Non-white	.0%	94.7%	5.3%
Income	<\$25,000	.0%	98.2%	1.8%
	\$25,001-\$75,000	.7%	98.7%	.6%
	\$75,001+	.0%	99.4%	.6%

		Why do you sweep the excess fertilizer into the storm drain or sewer?			
		I thought that was what I was supposed to do.	My neighbor(s) do, so I do too.	I didn't think it would make a difference to the environment.	A lawn care company or store clerk advised me to do so.
		Row N %	Row N %	Row N %	Row N %
Gender	Total	14.6%	18.9%	.0%	12.3%
	Male	.0%	27.8%	.0%	18.0%
	Female	45.8%	.0%	.0%	.0%
Age	18-34	.0%	.0%	.0%	.0%
	35-54	.0%	.0%	.0%	.0%
	55+	17.6%	22.9%	.0%	14.8%
Race	White	.0%	22.2%	.0%	14.4%
	Non-white	.0%	.0%	.0%	.0%
Income	<\$25,000	.0%	.0%	.0%	.0%
	\$25,001-\$75,000	.0%	32.0%	.0%	20.7%
	\$75,001+	.0%	.0%	.0%	.0%

		Why do you sweep the excess fertilizer into the storm drain or sewer?		
		I did not know what else to do with it.	Don't know	Other
		Row N %	Row N %	Row N %
Gender	Total	54.2%	.0%	.0%
	Male	54.2%	.0%	.0%
	Female	54.2%	.0%	.0%
Age	18-34	.0%	.0%	.0%
	35-54	100.0%	.0%	.0%
	55+	44.7%	.0%	.0%
Race	White	63.5%	.0%	.0%
	Non-white	.0%	.0%	.0%
Income	<\$25,000	.0%	.0%	.0%
	\$25,001-\$75,000	47.3%	.0%	.0%
	\$75,001+	.0%	.0%	.0%

		How often should your lawn be fertilized?			
		More than twice a year	Twice a year	Once or twice a year	Once a year
		Row N %	Row N %	Row N %	Row N %
Gender	Total	25.8%	32.3%	11.5%	11.9%
	Male	31.3%	32.1%	10.1%	9.6%
	Female	20.6%	32.5%	12.9%	14.1%
Age	18-34	31.6%	29.2%	9.8%	1.8%
	35-54	24.8%	27.8%	15.6%	15.2%
	55+	25.2%	35.8%	9.6%	13.5%
Race	White	26.3%	33.5%	10.2%	12.2%
	Non-white	26.0%	26.3%	15.3%	14.7%
Income	<\$25,000	13.8%	35.4%	19.8%	23.5%
	\$25,001-\$75,000	22.5%	33.2%	10.6%	15.0%
	\$75,001+	37.8%	29.0%	12.5%	6.4%

		How often should your lawn be fertilized?				
		Every other year	Less often than every other year	Depends on how it looks	Other	Not sure
		Row N %	Row N %	Row N %	Row N %	Row N %
Gender	Total	.2%	.4%	13.6%	1.4%	2.8%
	Male	.4%	.0%	11.9%	1.8%	2.8%
	Female	.1%	.7%	15.2%	1.1%	2.8%
Age	18-34	.0%	.0%	23.5%	.0%	4.1%
	35-54	.5%	.8%	10.9%	1.8%	2.5%
	55+	.2%	.3%	11.0%	1.8%	2.7%
Race	White	.2%	.4%	12.2%	1.5%	3.4%
	Non-white	.0%	.3%	16.1%	.0%	1.4%
Income	<\$25,000	.0%	2.0%	1.6%	2.2%	1.6%
	\$25,001-\$75,000	.0%	.2%	11.8%	1.7%	5.1%
	\$75,001+	.7%	.8%	10.4%	.5%	1.9%

		Are there times or situations when you should NOT fertilize your lawn?				
		Right before a hard rain	After a hard rain	During a drought	Morning	Evening
		Row N %	Row N %	Row N %	Row N %	Row N %
Gender	Total	42.5%	11.5%	22.8%	.4%	.4%
	Male	47.9%	11.2%	21.6%	.5%	.7%
	Female	37.4%	11.7%	24.0%	.3%	.1%
Age	18-34	40.5%	9.6%	20.5%	.0%	.0%
	35-54	43.4%	12.7%	18.2%	.4%	1.0%
	55+	43.8%	12.1%	26.6%	.4%	.1%
Race	White	46.0%	12.8%	24.4%	.4%	.1%
	Non-white	37.0%	5.4%	17.6%	.0%	1.5%
Income	<\$25,000	27.2%	23.2%	34.0%	.0%	.0%
	\$25,001-\$75,000	43.9%	10.9%	20.9%	.5%	.0%
	\$75,001+	59.5%	12.5%	25.9%	.2%	.0%

		Are there times or situations when you should NOT fertilize your lawn?					
		Winter	Summer	Spring	Fall	Not sure	Other
		Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Gender	Total	12.1%	8.5%	.7%	.5%	25.7%	3.6%
	Male	9.9%	9.0%	.7%	.8%	23.6%	2.4%
	Female	14.1%	8.1%	.8%	.3%	27.7%	4.7%
Age	18-34	11.6%	1.7%	.0%	.0%	28.3%	10.0%
	35-54	16.4%	9.3%	.6%	.3%	22.3%	1.7%
	55+	9.3%	10.4%	1.1%	.5%	25.8%	2.9%
Race	White	11.6%	9.3%	.9%	.7%	23.4%	4.9%
	Non-white	14.0%	8.4%	.0%	.0%	28.0%	.3%
Income	<\$25,000	12.2%	4.9%	1.0%	.0%	23.4%	6.7%
	\$25,001-\$75,000	11.5%	10.5%	.4%	.2%	26.4%	2.5%
	\$75,001+	12.7%	11.1%	.4%	.0%	12.4%	1.7%

		Are there times or situations when you should NOT fertilize your lawn?			
		If the grass looks good.	If it is very hot.	No	If you are near a water body.
		Row N %	Row N %	Row N %	Row N %
Gender	Total	2.7%	.3%	.0%	.0%
	Male	4.7%	.2%	.0%	.0%
	Female	.8%	.4%	.0%	.0%
Age	18-34	7.8%	.0%	.0%	.0%
	35-54	2.4%	.0%	.0%	.0%
	55+	1.3%	.7%	.0%	.0%
Race	White	1.8%	.4%	.0%	.0%
	Non-white	5.9%	.0%	.0%	.0%
Income	<\$25,000	2.2%	.7%	.0%	.0%
	\$25,001-\$75,000	6.2%	.2%	.0%	.0%
	\$75,001+	2.1%	.9%	.0%	.0%

		How do you know when your lawn needs to be fertilized?			
		Test the soil	Brown patches	Time of the year/ the season	Lawn has weeds
		Row N %	Row N %	Row N %	Row N %
Gender	Total	3.5%	33.0%	37.4%	16.1%
	Male	2.8%	32.8%	40.2%	18.4%
	Female	4.2%	33.2%	34.7%	14.1%
Age	18-34	5.1%	47.0%	33.5%	7.4%
	35-54	2.2%	25.7%	36.3%	19.7%
	55+	4.3%	33.1%	38.8%	17.2%
Race	White	1.7%	30.0%	38.1%	16.5%
	Non-white	10.7%	39.7%	33.6%	19.3%
Income	<\$25,000	.7%	37.0%	44.5%	24.9%
	\$25,001-\$75,000	.9%	23.4%	37.8%	16.8%
	\$75,001+	3.9%	37.5%	45.6%	18.4%

		How do you know when your lawn needs to be fertilized?			
		Lawn looks spotty	Grass is growing	Test the soil to determine	Don't look for any factors - just fertilize every year (or another time period)
		Row N %	Row N %	Row N %	Row N %
Gender	Total	23.3%	2.7%	.4%	11.4%
	Male	22.9%	3.1%	.0%	9.8%
	Female	23.6%	2.4%	.7%	12.9%
Age	18-34	47.8%	8.1%	.0%	4.1%
	35-54	20.0%	1.7%	.6%	15.0%
	55+	16.3%	1.7%	.4%	12.8%
Race	White	24.4%	2.3%	.4%	13.0%
	Non-white	17.0%	2.8%	.3%	8.2%
Income	<\$25,000	27.5%	2.5%	.0%	9.5%
	\$25,001-\$75,000	21.4%	2.7%	.3%	18.3%
	\$75,001+	22.7%	3.0%	.9%	10.7%

		How do you know when your lawn needs to be fertilized?				
		If my grass is thinned out or doesn't look good - looks dead	Ask someone at the store (garden store, Wal-Mart, etc.)	Ask a neighbor, friend, etc.	None	Other
		Row N %	Row N %	Row N %	Row N %	Row N %
Gender	Total	16.7%	1.3%	1.4%	5.4%	4.4%
	Male	14.5%	1.8%	1.8%	6.0%	3.8%
	Female	18.7%	.9%	1.0%	4.7%	4.8%
Age	18-34	18.6%	1.8%	1.8%	8.5%	.0%
	35-54	16.1%	.9%	1.0%	6.6%	7.0%
	55+	16.7%	1.5%	1.6%	3.6%	4.2%
Race	White	18.4%	1.8%	1.5%	4.9%	4.3%
	Non-white	13.7%	.0%	1.7%	6.8%	5.4%
Income	<\$25,000	16.9%	1.4%	3.1%	4.5%	2.0%
	\$25,001-\$75,000	18.6%	2.7%	2.9%	4.7%	4.6%
	\$75,001+	20.2%	.7%	.8%	1.2%	2.7%

		Will fertilizing your lawn the wrong way or using too much fertilizer:Cause thatch build up		
		Yes	No	Don't know
		Row N %	Row N %	Row N %
Gender	Total	43.7%	20.7%	35.6%
	Male	44.4%	27.4%	28.2%
	Female	43.1%	14.3%	42.6%
Age	18-34	40.8%	11.1%	48.1%
	35-54	45.0%	20.8%	34.2%
	55+	46.2%	22.6%	31.2%
Race	White	42.9%	18.9%	38.2%
	Non-white	47.6%	27.4%	25.0%
Income	<\$25,000	49.2%	17.8%	33.0%
	\$25,001-\$75,000	45.6%	16.4%	38.0%
	\$75,001+	44.0%	24.7%	31.3%

		Will fertilizing your lawn the wrong way or using too much fertilizer: Pollute nearby bodies of water		
		Yes	No	Don't know
		Row N %	Row N %	Row N %
Gender	Total	77.1%	13.6%	9.4%
	Male	74.2%	16.8%	8.9%
	Female	79.7%	10.5%	9.8%
Age	18-34	78.3%	11.1%	10.7%
	35-54	81.9%	11.9%	6.2%
	55+	74.9%	14.4%	10.7%
Race	White	80.1%	10.9%	8.9%
	Non-white	75.2%	17.0%	7.8%
Income	<\$25,000	72.9%	18.5%	8.6%
	\$25,001-\$75,000	77.7%	13.9%	8.4%
	\$75,001+	89.2%	4.6%	6.2%

		Will fertilizing your lawn the wrong way or using too much fertilizer: Cause cinch bugs		
		Yes	No	Don't know
		Row N %	Row N %	Row N %
Gender	Total	33.6%	23.4%	43.0%
	Male	35.2%	26.5%	38.4%
	Female	32.2%	20.4%	47.4%
Age	18-34	27.3%	17.8%	54.9%
	35-54	36.4%	25.0%	38.6%
	55+	35.6%	23.5%	40.9%
Race	White	33.4%	23.6%	43.0%
	Non-white	38.8%	25.8%	35.5%
Income	<\$25,000	29.5%	23.0%	47.4%
	\$25,001-\$75,000	32.2%	24.2%	43.7%
	\$75,001+	32.3%	28.3%	39.4%

		Will fertilizing your lawn the wrong way or using too much fertilizer: Turn your lawn an orangey brown color		
		Yes	No	Don't know
		Row N %	Row N %	Row N %
Gender	Total	60.2%	18.8%	21.1%
	Male	58.4%	24.4%	17.2%
	Female	61.8%	13.4%	24.8%
Age	18-34	57.2%	25.2%	17.6%
	35-54	69.6%	12.1%	18.3%
	55+	57.8%	18.9%	23.3%
Race	White	56.4%	19.7%	24.0%
	Non-white	75.2%	14.4%	10.4%
Income	<\$25,000	69.2%	22.8%	8.0%
	\$25,001-\$75,000	62.2%	18.2%	19.6%
	\$75,001+	62.6%	18.2%	19.2%

		Will fertilizing your lawn the wrong way or using too much fertilizer: Cause algae growth in bodies of water		
		Yes	No	Don't know
		Row N %	Row N %	Row N %
Gender	Total	67.1%	12.9%	20.0%
	Male	68.5%	15.7%	15.8%
Age	Female	65.8%	10.3%	23.9%
	18-34	58.6%	14.9%	26.6%
	35-54	68.7%	11.4%	19.9%
Race	55+	70.9%	12.6%	16.5%
	White	68.1%	10.9%	21.0%
	Non-white	69.5%	15.7%	14.8%
Income	<\$25,000	55.2%	27.7%	17.1%
	\$25,001-\$75,000	68.3%	12.3%	19.4%
	\$75,001+	67.7%	9.4%	22.8%

		Which of the following are the correct things to do when fertilizing your lawn?			
		Read and follow package instructions on the fertilizer bag	Use slow-release fertilizer	Fertilize before storms	Leave a 10 foot buffer around bodies of water where no fertilizer is applied
		Row N %	Row N %	Row N %	Row N %
Gender	Total	68.9%	66.3%	14.8%	49.9%
	Male	67.1%	68.1%	13.1%	50.2%
Age	Female	70.5%	64.6%	16.4%	49.7%
	18-34	66.7%	47.4%	20.2%	45.0%
	35-54	68.6%	71.4%	19.2%	52.0%
Race	55+	71.2%	69.7%	9.4%	52.2%
	White	69.2%	66.9%	13.3%	55.1%
	Non-white	69.2%	70.5%	18.1%	39.2%
Income	<\$25,000	80.4%	65.1%	12.1%	51.3%
	\$25,001-\$75,000	71.2%	71.3%	14.4%	52.3%
	\$75,001+	75.2%	76.3%	11.7%	67.2%

		Which of the following are the correct things to do when fertilizing your lawn?			
		Distribute fertilizer evenly across your lawn	Use fertilizer with low levels of phosphorous	Use as much fertilizer as possible	Water your grass lightly, say a 1/4 inch or so after fertilizing
		Row N %	Row N %	Row N %	Row N %
Gender	Total	66.9%	43.0%	2.8%	57.7%
	Male	65.8%	43.5%	3.0%	57.9%
	Female	67.8%	42.5%	2.5%	57.6%
Age	18-34	63.3%	43.1%	4.2%	50.5%
	35-54	64.4%	44.3%	1.3%	61.4%
	55+	69.9%	43.2%	2.9%	59.0%
Race	White	72.2%	46.2%	2.0%	62.2%
	Non-white	53.9%	37.4%	2.5%	49.3%
Income	<\$25,000	71.0%	52.2%	7.4%	70.1%
	\$25,001-\$75,000	66.2%	44.8%	1.5%	58.9%
	\$75,001+	82.0%	58.6%	.9%	71.8%

		Which of the following are the correct things to do when fertilizing your lawn?				
		Have your soil tested to determine if fertilizing is needed	Match your fertilizer to your soil	Sweep the excess fertilizer into the storm drain or sewer	Not sure	Other
		Row N %	Row N %	Row N %	Row N %	Row N %
Gender	Total	47.6%	58.7%	3.2%	7.5%	.6%
	Male	45.2%	59.7%	4.0%	6.8%	.1%
	Female	49.8%	57.9%	2.5%	8.3%	1.1%
Age	18-34	54.9%	64.2%	6.3%	7.1%	.0%
	35-54	47.8%	59.1%	3.9%	8.6%	1.3%
	55+	45.7%	57.9%	1.8%	7.2%	.2%
Race	White	51.8%	60.8%	3.2%	6.9%	.8%
	Non-white	39.9%	58.0%	1.0%	8.5%	.0%
Income	<\$25,000	47.9%	54.5%	2.6%	7.7%	.5%
	\$25,001-\$75,000	44.3%	59.1%	1.2%	8.4%	.0%
	\$75,001+	64.3%	71.3%	6.0%	4.5%	.0%

		It doesn't matter which type of fertilizer is put on my lawn - they all work about the same.			
		Agree	Neither agree nor disagree	Disagree	Not sure
		Row N %	Row N %	Row N %	Row N %
Gender	Total	12.3%	3.5%	80.6%	3.5%
	Male	11.3%	3.7%	83.0%	2.1%
	Female	13.4%	3.4%	78.3%	4.9%
Age	18-34	11.4%	8.1%	80.5%	.0%
	35-54	13.3%	1.5%	81.8%	3.5%
	55+	12.1%	3.0%	80.1%	4.8%
Race	White	12.0%	2.2%	82.1%	3.8%
	Non-white	12.8%	5.5%	78.5%	3.2%
Income	<\$25,000	14.5%	13.0%	68.0%	4.5%
	\$25,001-\$75,000	7.3%	2.9%	88.3%	1.5%
	\$75,001+	11.7%	1.8%	81.8%	4.7%

		Compared to all things that might pollute bodies of water, is fertilizer:			
		A major cause of pollution to bodies of water	A minor cause of pollution to bodies of water	Not at all a cause of pollution to bodies of water	Don't know
		Row N %	Row N %	Row N %	Row N %
Gender	Total	51.3%	35.5%	4.4%	8.9%
	Male	56.3%	33.0%	3.6%	7.1%
	Female	46.5%	37.8%	5.1%	10.5%
Age	18-34	36.5%	52.8%	8.6%	2.1%
	35-54	49.4%	38.7%	1.7%	10.1%
	55+	58.9%	26.3%	4.6%	10.1%
Race	White	56.4%	32.7%	2.7%	8.3%
	Non-white	41.5%	44.7%	3.0%	10.8%
Income	<\$25,000	31.8%	37.6%	19.2%	11.3%
	\$25,001-\$75,000	53.8%	37.7%	2.3%	6.3%
	\$75,001+	62.9%	28.5%	.7%	8.0%

		Thinking about how you care for your lawn, please tell me if you agree, neither agree nor disagree, or disagree with each of the following statements. The more fertilizer I use, the more likely I am to have a greener, fuller lawn with fewer weeds.			
		Agree	Neither agree nor disagree	Disagree	Don't know
		Row N %	Row N %	Row N %	Row N %
Gender	Total	16.4%	6.2%	76.1%	1.3%
	Male	15.5%	6.6%	77.2%	.6%
	Female	17.2%	5.8%	75.1%	1.9%
Age	18-34	23.8%	7.1%	69.1%	.0%
	35-54	13.9%	2.9%	82.6%	.6%
	55+	15.3%	7.3%	75.4%	2.0%
Race	White	14.8%	6.3%	77.7%	1.2%
	Non-white	15.8%	4.1%	79.3%	.7%
Income	<\$25,000	24.1%	2.9%	70.9%	2.1%
	\$25,001-\$75,000	9.0%	6.0%	84.1%	.9%
	\$75,001+	7.0%	5.5%	87.2%	.3%

		Thinking about how you care for your lawn, please tell me if you agree, neither agree nor disagree, or disagree with each of the following statements. Having a healthy lawn is important to me.			
		Agree	Neither agree nor disagree	Disagree	Don't know
		Row N %	Row N %	Row N %	Row N %
Gender	Total	79.2%	10.5%	9.0%	1.2%
	Male	81.7%	10.4%	7.7%	.2%
	Female	76.9%	10.6%	10.3%	2.2%
Age	18-34	83.7%	11.5%	2.7%	2.0%
	35-54	76.7%	15.2%	7.3%	.8%
	55+	78.7%	7.6%	12.7%	1.0%
Race	White	79.5%	9.6%	9.6%	1.3%
	Non-white	78.0%	16.1%	6.0%	.0%
Income	<\$25,000	67.0%	5.8%	26.3%	.9%
	\$25,001-\$75,000	74.2%	17.3%	8.5%	.0%
	\$75,001+	85.4%	5.0%	9.2%	.4%

		Thinking about how you care for your lawn, please tell me if you agree, neither agree nor disagree, or disagree with each of the following statements. The appearance of a front lawn says something about the homeowner.			
		Agree	Neither agree nor disagree	Disagree	Don't know
		Row N %	Row N %	Row N %	Row N %
Gender	Total	84.4%	7.5%	6.6%	1.5%
	Male	83.6%	8.3%	7.2%	1.0%
	Female	85.2%	6.7%	6.1%	2.0%
Age	18-34	87.0%	8.5%	4.4%	.0%
	35-54	83.9%	9.9%	5.2%	.9%
	55+	84.7%	5.0%	8.2%	2.1%
Race	White	85.3%	6.8%	6.9%	1.1%
	Non-white	82.6%	10.0%	5.3%	2.1%
Income	<\$25,000	74.3%	6.1%	9.7%	9.8%
	\$25,001-\$75,000	80.7%	12.4%	6.9%	.0%
	\$75,001+	90.2%	3.7%	4.4%	1.8%

		Thinking about how you care for your lawn, please tell me if you agree, neither agree nor disagree, or disagree with each of the following statements. I would change my fertilizer if I knew it was harmful to the environment.			
		Agree	Neither agree nor disagree	Disagree	Don't know
		Row N %	Row N %	Row N %	Row N %
Gender	Total	90.4%	2.9%	5.7%	1.0%
	Male	88.3%	3.0%	8.0%	.8%
	Female	92.4%	2.8%	3.5%	1.2%
Age	18-34	83.6%	1.7%	14.7%	.0%
	35-54	94.6%	2.0%	3.0%	.4%
	55+	92.9%	3.0%	3.0%	1.2%
Race	White	91.2%	3.2%	4.6%	1.1%
	Non-white	90.0%	1.1%	8.9%	.0%
Income	<\$25,000	87.9%	.0%	11.1%	.9%
	\$25,001-\$75,000	88.3%	1.8%	9.6%	.3%
	\$75,001+	97.1%	2.0%	.1%	.8%

		Thinking about how you care for your lawn, please tell me if you agree, neither agree nor disagree, or disagree with each of the following statements. The way I fertilize my lawn can harm the environment in a substantial way.			
		Agree	Neither agree nor disagree	Disagree	Don't know
	Row N %	Row N %	Row N %	Row N %	
Gender	Total	52.2%	5.3%	37.8%	4.7%
	Male	49.6%	5.2%	41.7%	3.5%
Age	Female	54.7%	5.4%	34.1%	5.9%
	18-34	66.2%	1.7%	28.0%	4.1%
	35-54	50.3%	2.9%	42.4%	4.3%
Race	55+	50.0%	8.0%	37.3%	4.8%
	White	51.5%	5.3%	39.1%	4.1%
	Non-white	51.4%	5.5%	37.0%	6.1%
Income	<\$25,000	57.7%	.5%	36.7%	5.1%
	\$25,001-\$75,000	53.7%	4.3%	36.4%	5.6%
	\$75,001+	55.7%	3.9%	37.8%	2.6%

		Thinking about how you care for your lawn, please tell me if you agree, neither agree nor disagree, or disagree with each of the following statements. It is important to me to use the right amount of fertilizer that's appropriate for my lawn.			
		Agree	Neither agree nor disagree	Disagree	Don't know
	Row N %	Row N %	Row N %	Row N %	
Gender	Total	95.3%	2.1%	2.0%	.6%
	Male	94.8%	2.6%	2.3%	.2%
Age	Female	95.8%	1.6%	1.6%	1.0%
	18-34	96.4%	3.6%	.0%	.0%
	35-54	96.6%	1.0%	2.1%	.3%
Race	55+	95.4%	2.1%	2.1%	.4%
	White	94.8%	2.5%	2.2%	.5%
	Non-white	98.3%	1.0%	.8%	.0%
Income	<\$25,000	97.4%	1.0%	.7%	.9%
	\$25,001-\$75,000	96.3%	2.8%	.9%	.0%
	\$75,001+	98.1%	.3%	1.6%	.0%

		Thinking about how you care for your lawn, please tell me if you agree, neither agree nor disagree, or disagree with each of the following statements. I don't care about science behind fertilizers, I just want my lawn green.				
		Agree	Neither agree nor disagree	Disagree	Don't know	
		Row N %	Row N %	Row N %	Row N %	
Gender	Total	12.4%	5.3%	79.3%	3.0%	
	Male	13.4%	5.8%	78.9%	1.9%	
	Female	11.5%	4.9%	79.7%	3.9%	
Age	18-34	13.4%	1.7%	80.4%	4.5%	
	35-54	6.7%	5.3%	86.7%	1.3%	
	55+	14.7%	6.4%	75.9%	3.0%	
Race	White	13.7%	4.5%	80.3%	1.6%	
	Non-white	5.1%	8.6%	83.5%	2.8%	
Income	<\$25,000	25.6%	6.9%	53.3%	14.2%	
	\$25,001-\$75,000	12.7%	3.4%	82.4%	1.5%	
	\$75,001+	5.2%	6.4%	88.2%	.3%	

		Does slow-release fertilizer take longer than regular fertilizer for you to be able to see the results on your lawn?		
		Yes	No	Not sure
		Row N %	Row N %	Row N %
Gender	Total	39.8%	32.7%	27.5%
	Male	46.3%	32.7%	21.1%
	Female	33.6%	32.8%	33.6%
Age	18-34	45.0%	32.6%	22.4%
	35-54	37.9%	34.1%	28.0%
	55+	39.3%	32.2%	28.5%
Race	White	34.5%	35.6%	29.9%
	Non-white	61.0%	25.1%	13.9%
Income	<\$25,000	28.7%	23.8%	47.5%
	\$25,001-\$75,000	43.2%	29.5%	27.3%
	\$75,001+	34.5%	46.9%	18.5%

		In the past 3 months, have you changed how you fertilize your lawn?		
		Yes	No	Not sure
		Row N %	Row N %	Row N %
Gender	Total	8.8%	87.1%	4.1%
	Male	7.2%	87.4%	5.4%
	Female	10.4%	86.8%	2.8%
Age	18-34	10.3%	78.4%	11.4%
	35-54	12.5%	86.6%	.9%
	55+	6.4%	90.3%	3.3%
Race	White	5.5%	89.6%	4.9%
	Non-white	23.2%	76.1%	.8%
Income	<\$25,000	4.2%	93.1%	2.7%
	\$25,001-\$75,000	8.5%	89.0%	2.6%
	\$75,001+	12.7%	80.5%	6.8%

		What did you change?			
		I stopped fertilizing before a storm.	I started testing my soil.	I now read the directions on the fertilizer bag.	I am measuring my yard before I fertilize.
		Row N %	Row N %	Row N %	Row N %
Gender	Total	2.1%	.0%	1.9%	2.0%
	Male	.0%	.0%	3.0%	5.1%
	Female	3.5%	.0%	1.1%	.0%
Age	18-34	.0%	.0%	.0%	.0%
	35-54	.0%	.0%	.0%	3.0%
	55+	6.4%	.0%	5.7%	2.3%
Race	White	4.6%	.0%	1.4%	4.5%
	Non-white	.0%	.0%	2.2%	.0%
Income	<\$25,000	.0%	.0%	.0%	.0%
	\$25,001-\$75,000	.0%	.0%	4.0%	5.9%
	\$75,001+	.0%	.0%	.0%	.0%

		What did you change?				
		I am fertilizing less than I use to.	I am cleaning up the excess fertilizer after I apply it, then I put it back into the bag or into the trash.	I am using slow-release fertilizer.	Don't know	Other
		Row N %	Row N %	Row N %	Row N %	Row N %
Gender	Total	21.7%	.0%	31.1%	3.8%	5.4%
	Male	1.6%	.0%	31.6%	3.0%	4.6%
	Female	35.0%	.0%	30.7%	4.4%	5.9%
Age	18-34	.0%	.0%	69.6%	.0%	.0%
	35-54	40.9%	.0%	8.9%	.0%	3.6%
	55+	8.8%	.0%	39.9%	11.6%	11.6%
Race	White	11.6%	.0%	23.0%	8.3%	10.8%
	Non-white	30.2%	.0%	37.9%	.0%	.8%
Income	<\$25,000	32.5%	.0%	.0%	32.5%	.0%
	\$25,001-\$75,000	37.9%	.0%	10.9%	2.1%	10.6%
	\$75,001+	.0%	.0%	44.4%	.0%	2.0%

		What did you change?		
		Changed or hired a lawn service	Watering less	I changed my fertilizing technique.
		Row N %	Row N %	Row N %
Gender	Total	4.5%	.9%	26.6%
	Male	2.5%	.0%	48.5%
	Female	5.8%	1.5%	12.2%
Age	18-34	.0%	.0%	30.4%
	35-54	.0%	.0%	43.6%
	55+	7.6%	2.8%	3.4%
Race	White	9.8%	2.0%	23.9%
	Non-white	.0%	.0%	28.9%
Income	<\$25,000	34.9%	.0%	.0%
	\$25,001-\$75,000	6.5%	.0%	22.2%
	\$75,001+	.0%	2.6%	51.0%

		Why?			
		Noticed advertising	Noticed news coverage	Noticed pamphlet	Southwest Florida Water Management District Website
		Row N %	Row N %	Row N %	Row N %
Gender	Total	4.4%	1.3%	.0%	.0%
	Male	1.6%	3.2%	.0%	.0%
	Female	6.3%	.0%	.0%	.0%
Age	18-34	.0%	.0%	.0%	.0%
	35-54	.0%	3.0%	.0%	.0%
	55+	13.5%	.0%	.0%	.0%
Race	White	9.7%	2.8%	.0%	.0%
	Non-white	.0%	.0%	.0%	.0%
Income	<\$25,000	.0%	.0%	.0%	.0%
	\$25,001-\$75,000	.0%	4.2%	.0%	.0%
	\$75,001+	2.6%	.0%	.0%	.0%

		Why?			
		Neighbor, friend to me/someone told me	Lawn service/expert told me	To save money	To save the environment
		Row N %	Row N %	Row N %	Row N %
Gender	Total	12.0%	17.6%	20.4%	15.6%
	Male	24.7%	40.3%	1.3%	3.1%
	Female	3.6%	2.6%	33.0%	23.8%
Age	18-34	.0%	.0%	.0%	50.0%
	35-54	2.0%	35.9%	40.7%	7.2%
	55+	33.9%	4.8%	8.6%	7.1%
Race	White	4.7%	5.5%	8.7%	9.8%
	Non-white	18.1%	27.8%	30.2%	20.5%
Income	<\$25,000	.0%	.0%	34.9%	.0%
	\$25,001-\$75,000	7.1%	1.3%	35.8%	1.3%
	\$75,001+	28.0%	42.9%	.0%	5.3%

		Why?	
		Other	Because the lawn didn't look good.
		Row N %	Row N %
Gender	Total	16.5%	12.2%
	Male	17.7%	8.1%
	Female	15.8%	14.8%
Age	18-34	30.4%	19.6%
	35-54	2.0%	9.2%
	55+	22.8%	9.3%
Race	White	32.2%	26.6%
	Non-white	3.3%	.0%
Income	<\$25,000	65.1%	.0%
	\$25,001-\$75,000	37.7%	12.6%
	\$75,001+	1.8%	19.4%

		Why have you not changed the way you fertilize?			
		I think i'm doing it correctly	I like the way my lawn looks	no reason to change	Not sure
		Row N %	Row N %	Row N %	Row N %
Gender	Total	36.9%	14.8%	28.3%	8.2%
	Male	38.5%	15.7%	24.3%	8.3%
	Female	35.4%	14.1%	32.0%	8.1%
Age	18-34	29.9%	23.8%	22.5%	10.2%
	35-54	36.3%	15.5%	28.7%	9.0%
	55+	38.1%	12.2%	30.9%	6.7%
Race	White	38.5%	11.2%	30.3%	6.8%
	Non-white	32.4%	25.0%	25.8%	7.3%
Income	<\$25,000	27.2%	21.3%	30.8%	4.2%
	\$25,001-\$75,000	30.2%	17.4%	33.8%	5.1%
	\$75,001+	34.0%	15.5%	31.6%	7.2%

		Why have you not changed the way you fertilize?	
		Always done it that way	Other
		Row N %	Row N %
Gender	Total	9.9%	1.9%
	Male	11.4%	1.8%
	Female	8.5%	2.0%
Age	18-34	13.6%	.0%
	35-54	8.6%	2.0%
	55+	9.3%	2.7%
Race	White	10.9%	2.3%
	Non-white	9.5%	.0%
Income	<\$25,000	13.2%	3.4%
	\$25,001-\$75,000	12.8%	.7%
	\$75,001+	9.2%	2.5%

		In the past few months have you heard or seen any advertisements that gives tips on proper fertilizing techniques?		
		Yes	No	Don't recall
		Row N %	Row N %	Row N %
Gender	Total	48.1%	46.4%	5.5%
	Male	51.7%	44.3%	4.0%
	Female	44.7%	48.4%	6.9%
Age	18-34	39.9%	55.7%	4.5%
	35-54	56.5%	37.0%	6.5%
	55+	47.4%	47.1%	5.5%
Race	White	48.5%	47.2%	4.3%
	Non-white	51.0%	43.1%	5.9%
Income	<\$25,000	41.1%	41.6%	17.4%
	\$25,001-\$75,000	52.2%	42.6%	5.2%
	\$75,001+	58.9%	38.2%	2.9%

		What were those tips?			
		Read the fertilizer package instructions	Never fertilize after a heavy rain	Use fertilizer that has slow-release nitrogen	Water your lawn with about ¼ inch of water after fertilizing
		Row N %	Row N %	Row N %	Row N %
Gender	Total	26.2%	28.5%	15.2%	19.5%
	Male	36.8%	27.7%	16.9%	22.3%
	Female	14.7%	29.4%	13.3%	16.4%
Age	18-34	24.8%	12.1%	36.2%	30.1%
	35-54	24.1%	34.8%	16.4%	19.6%
	55+	27.0%	27.9%	8.4%	16.8%
Race	White	20.5%	30.9%	16.0%	20.1%
	Non-white	39.8%	19.4%	15.3%	20.2%
Income	<\$25,000	9.4%	33.4%	6.7%	15.0%
	\$25,001-\$75,000	35.3%	28.9%	4.0%	21.9%
	\$75,001+	22.4%	29.7%	32.7%	16.7%

		What were those tips?			
		Fertilize only when needed	Fertilize when your grass is growing	Florida-friendly fertilizing - it just makes sense	Too much fertilizer can cause thatch build up and cinch bugs
		Row N %	Row N %	Row N %	Row N %
Gender	Total	8.5%	1.1%	4.6%	9.0%
	Male	9.2%	.8%	5.5%	8.0%
	Female	7.7%	1.5%	3.5%	10.2%
Age	18-34	2.5%	.0%	5.2%	6.5%
	35-54	6.5%	.4%	4.7%	10.9%
	55+	11.9%	2.1%	2.9%	8.4%
Race	White	11.0%	1.5%	5.3%	5.6%
	Non-white	1.2%	.0%	.3%	22.0%
Income	<\$25,000	10.2%	3.2%	.0%	4.0%
	\$25,001-\$75,000	8.2%	1.6%	3.4%	7.6%
	\$75,001+	8.4%	.0%	5.0%	11.2%

		What were those tips?			
		Measure your yard to determine how much fertilizer to buy	Test your soil to determine when to fertilize	Too much fertilizer can pollute nearby waterways	Chemicals can wash into waterways and cause algae
		Row N %	Row N %	Row N %	Row N %
Gender	Total	3.7%	1.9%	11.0%	3.8%
	Male	6.2%	1.3%	11.2%	4.5%
	Female	.9%	2.6%	10.8%	3.1%
Age	18-34	.0%	.0%	10.8%	.0%
	35-54	9.4%	2.0%	9.6%	1.6%
	55+	.8%	2.7%	12.5%	6.7%
Race	White	1.3%	2.6%	12.2%	2.0%
	Non-white	12.6%	.3%	8.2%	10.4%
Income	<\$25,000	.0%	2.9%	18.5%	.0%
	\$25,001-\$75,000	.4%	1.2%	6.5%	2.2%
	\$75,001+	11.2%	1.8%	19.8%	8.7%

		What were those tips?			
		Follow local ordinances	I thought it would be more complicated than that	No, it's easy	Free fertilizer guide
		Row N %	Row N %	Row N %	Row N %
Gender	Total	1.2%	.0%	.3%	3.3%
	Male	.6%	.0%	.6%	3.6%
	Female	1.8%	.0%	.0%	3.0%
Age	18-34	.0%	.0%	.0%	2.6%
	35-54	.4%	.0%	.8%	3.0%
	55+	2.3%	.0%	.0%	3.2%
Race	White	1.6%	.0%	.4%	4.5%
	Non-white	.0%	.0%	.0%	.0%
Income	<\$25,000	5.5%	.0%	.0%	12.4%
	\$25,001-\$75,000	.4%	.0%	.0%	2.8%
	\$75,001+	1.9%	.0%	1.0%	2.3%

		What were those tips?		
		Order free guide at wattermatters.org	Not sure	Other
		Row N %	Row N %	Row N %
Gender	Total	.3%	16.7%	3.9%
	Male	.4%	11.0%	4.9%
	Female	.2%	22.9%	2.8%
Age	18-34	.0%	8.8%	4.5%
	35-54	.0%	13.1%	3.3%
	55+	.6%	22.5%	4.2%
Race	White	.4%	19.6%	5.1%
	Non-white	.0%	6.2%	.0%
Income	<\$25,000	.0%	26.0%	4.5%
	\$25,001-\$75,000	.0%	14.5%	4.8%
	\$75,001+	.6%	12.3%	3.2%

		Recalled pictures			
		2 guys in a garage	Algae	Someone fertilizing their lawn with a spreader	Water with fertilizer washing down the stormwater drain
		Row N %	Row N %	Row N %	Row N %
Gender	Total	12.3%	1.7%	.9%	.6%
	Male	15.0%	1.2%	.3%	.6%
	Female	9.4%	2.2%	1.5%	.5%
Age	18-34	9.4%	.0%	.0%	.0%
	35-54	17.0%	1.8%	1.6%	.6%
	55+	10.1%	2.2%	.6%	.8%
Race	White	10.9%	2.2%	1.2%	.8%
	Non-white	17.7%	.0%	.0%	.0%
Income	<\$25,000	9.9%	.0%	.0%	2.2%
	\$25,001-\$75,000	16.3%	2.1%	.3%	1.3%
	\$75,001+	8.9%	2.1%	2.0%	.0%

		Recalled pictures			
		2 guys on a nice lawn	2 guys fishing as the sun sets	Florida-Friendly Fertilizing Guide	2 guys in a hardware or lawn store
		Row N %	Row N %	Row N %	Row N %
Gender	Total	11.5%	1.2%	1.5%	8.6%
	Male	12.8%	1.7%	1.3%	11.1%
	Female	10.1%	.8%	1.7%	5.9%
Age	18-34	7.7%	.0%	.0%	12.1%
	35-54	9.8%	1.5%	1.7%	4.2%
	55+	12.7%	1.2%	1.7%	11.8%
Race	White	12.7%	1.5%	1.9%	9.2%
	Non-white	8.7%	.0%	.0%	8.7%
Income	<\$25,000	9.7%	.0%	10.3%	17.1%
	\$25,001-\$75,000	6.3%	1.5%	.8%	3.5%
	\$75,001+	21.5%	1.5%	1.4%	10.8%

		Recalled pictures				
		Cinch bugs on blades of grass	2 women kayaking	Ingredients on a fertilizer bag	Don't know	Other
		Row N %	Row N %	Row N %	Row N %	Row N %
Gender	Total	.2%	.1%	1.2%	63.1%	8.7%
	Male	.0%	.1%	.4%	60.3%	2.8%
	Female	.4%	.0%	2.1%	66.1%	15.2%
Age	18-34	.0%	.0%	.0%	68.1%	7.8%
	35-54	.6%	.2%	1.1%	62.5%	17.0%
	55+	.0%	.0%	1.8%	62.2%	3.5%
Race	White	.3%	.1%	.9%	59.9%	5.6%
	Non-white	.0%	.0%	2.3%	70.4%	21.4%
Income	<\$25,000	.0%	.0%	2.5%	57.9%	3.5%
	\$25,001-\$75,000	.0%	.0%	1.1%	63.7%	13.6%
	\$75,001+	.7%	.2%	1.3%	61.1%	4.8%

		Where did you hear or see these fertilizing tips?				
		Television	Radio	Newspaper	Internet	Billboards (Outdoor advertising) (THEY MIGHT SAY THIS EVEN THOUGH THE CAMPAIGN DOES NOT USE THEM)
		Row N %	Row N %	Row N %	Row N %	Row N %
Gender	Total	70.1%	16.0%	12.5%	5.9%	1.6%
	Male	71.2%	16.9%	13.3%	7.6%	2.0%
	Female	68.9%	15.0%	11.7%	4.1%	1.2%
Age	18-34	75.3%	26.1%	.0%	19.6%	.0%
	35-54	74.3%	18.4%	16.8%	5.3%	1.7%
	55+	66.1%	11.1%	13.0%	2.6%	2.2%
Race	White	66.7%	17.6%	11.3%	4.6%	2.2%
	Non-white	83.3%	11.6%	16.6%	11.2%	.0%
Income	<\$25,000	53.3%	16.9%	17.2%	7.3%	1.2%
	\$25,001-\$75,000	75.9%	14.5%	9.2%	9.4%	1.5%
	\$75,001+	69.8%	21.5%	18.2%	6.1%	2.4%

		Where did you hear or see these fertilizing tips?				
		Bus wraps	Home Improvement Store Promotions	Facebook	Twitter	Don't know
		Row N %	Row N %	Row N %	Row N %	Row N %
Gender	Total	.0%	3.5%	.0%	.0%	3.0%
	Male	.0%	4.1%	.0%	.0%	3.0%
	Female	.0%	2.9%	.0%	.0%	3.0%
Age	18-34	.0%	.0%	.0%	.0%	4.3%
	35-54	.0%	2.3%	.0%	.0%	2.8%
	55+	.0%	4.9%	.0%	.0%	2.3%
Race	White	.0%	4.5%	.0%	.0%	3.3%
	Non-white	.0%	.9%	.0%	.0%	.0%
Income	<\$25,000	.0%	14.0%	.0%	.0%	1.2%
	\$25,001-\$75,000	.0%	2.4%	.0%	.0%	1.2%
	\$75,001+	.0%	1.6%	.0%	.0%	2.3%

		Where did you hear or see these fertilizing tips?	
		Refused	Other
		Row N %	Row N %
Gender	Total	1.1%	4.0%
	Male	.2%	2.0%
	Female	2.2%	6.3%
Age	18-34	.0%	6.5%
	35-54	.6%	2.4%
	55+	2.0%	4.9%
Race	White	.6%	5.3%
	Non-white	1.7%	.7%
Income	<\$25,000	.0%	5.5%
	\$25,001-\$75,000	.3%	1.2%
	\$75,001+	.7%	7.3%

		Please tell me if you recall hearing or seeing anything in the media in the past few months about the following fertilizing tips: Don't fertilize before a heavy rain	
		Yes	No
		Row N %	Row N %
Gender	Total	44.2%	55.8%
	Male	48.1%	51.9%
	Female	40.5%	59.5%
Age	18-34	24.3%	75.7%
	35-54	38.8%	61.2%
	55+	55.2%	44.8%
Race	White	44.8%	55.2%
	Non-white	44.0%	56.0%
Income	<\$25,000	46.2%	53.8%
	\$25,001-\$75,000	40.8%	59.2%
	\$75,001+	46.8%	53.2%

		Please tell me if you recall hearing or seeing anything in the media in the past few months about the following fertilizing tips: Use slow-release nitrogen	
		Yes	No
		Row N %	Row N %
Gender	Total	40.3%	59.7%
	Male	48.7%	51.3%
	Female	32.5%	67.5%
Age	18-34	27.4%	72.6%
	35-54	42.3%	57.7%
	55+	44.4%	55.6%
Race	White	37.0%	63.0%
	Non-white	48.2%	51.8%
Income	<\$25,000	33.3%	66.7%
	\$25,001-\$75,000	36.9%	63.1%
	\$75,001+	46.1%	53.9%

		Please tell me if you recall hearing or seeing anything in the media in the past few months about the following fertilizing tips: Always read and follow package directions to avoid over-fertilizing	
		Yes	No
		Row N %	Row N %
Gender	Total	59.8%	40.2%
	Male	62.1%	37.9%
	Female	57.8%	42.2%
Age	18-34	55.8%	44.2%
	35-54	55.3%	44.7%
	55+	65.7%	34.3%
Race	White	58.0%	42.0%
	Non-white	66.2%	33.8%
Income	<\$25,000	64.8%	35.2%
	\$25,001-\$75,000	56.7%	43.3%
	\$75,001+	58.4%	41.6%

		Dont fertilize before a heavy rain. Where did you hear or see this fertilizing tip?				
		Television	Radio	Newspaper	Internet	Billboards (Outdoor advertising)
		Row N %	Row N %	Row N %	Row N %	Row N %
Gender	Total	71.0%	16.5%	13.7%	2.1%	1.2%
	Male	72.1%	17.4%	13.6%	2.2%	.8%
	Female	69.7%	15.4%	13.8%	2.0%	1.6%
Age	18-34	73.1%	34.4%	.0%	.0%	.0%
	35-54	74.2%	21.7%	18.1%	1.3%	.5%
	55+	68.7%	11.6%	13.3%	3.1%	1.8%
Race	White	70.2%	16.5%	11.2%	2.8%	1.4%
	Non-white	74.3%	16.2%	22.5%	.5%	.6%
Income	<\$25,000	51.5%	16.3%	12.4%	.0%	2.0%
	\$25,001-\$75,000	70.2%	11.9%	14.9%	1.4%	.5%
	\$75,001+	75.3%	27.5%	17.3%	4.1%	.4%

		Dont fertilize before a heavy rain. Where did you hear or see this fertilizing tip?				
			Home Improvement Store Promotions	Facebook	Twitter	Don't know
		Row N %	Row N %	Row N %	Row N %	Row N %
Gender	Total	.0%	3.3%	.0%	.0%	4.3%
	Male	.0%	2.3%	.0%	.0%	3.9%
	Female	.0%	4.3%	.0%	.0%	4.7%
Age	18-34	.0%	8.3%	.0%	.0%	7.0%
	35-54	.0%	2.1%	.0%	.0%	3.4%
	55+	.0%	3.4%	.0%	.0%	4.7%
Race	White	.0%	4.3%	.0%	.0%	4.1%
	Non-white	.0%	.5%	.0%	.0%	4.8%
Income	<\$25,000	.0%	.0%	.0%	.0%	17.2%
	\$25,001-\$75,000	.0%	4.5%	.0%	.0%	2.8%
	\$75,001+	.0%	5.3%	.0%	.0%	4.3%

		Dont fertilize before a heavy rain. Where did you hear or see this fertilizing tip?		
		Package/label instruction	Refused	Other
		Row N %	Row N %	Row N %
Gender	Total	1.3%	.8%	3.5%
	Male	1.9%	.4%	3.6%
	Female	.6%	1.3%	3.3%
Age	18-34	.0%	.0%	.0%
	35-54	1.4%	.0%	4.9%
	55+	1.6%	1.4%	3.8%
Race	White	1.8%	.6%	4.2%
	Non-white	.0%	.0%	1.9%
Income	<\$25,000	2.0%	.0%	8.3%
	\$25,001-\$75,000	.5%	.7%	4.4%
	\$75,001+	2.3%	.0%	1.9%

		Use slow-release nitrogen. Where did you hear or see this fertilizing tip?				
		Television	Radio	Newspaper	Internet	Billboards (Outdoor advertising)
		Row N %	Row N %	Row N %	Row N %	Row N %
Gender	Total	64.9%	9.5%	16.0%	1.4%	.7%
	Male	68.5%	10.1%	15.2%	1.3%	.4%
	Female	59.9%	8.8%	17.0%	1.6%	1.2%
Age	18-34	86.1%	13.1%	.0%	.0%	.0%
	35-54	58.2%	16.2%	19.8%	.0%	.5%
	55+	64.7%	5.3%	15.7%	2.8%	1.2%
Race	White	59.9%	11.3%	12.4%	1.8%	1.1%
	Non-white	77.7%	3.5%	27.8%	1.0%	.0%
Income	<\$25,000	57.1%	8.4%	20.2%	.0%	.0%
	\$25,001-\$75,000	60.9%	2.6%	20.0%	1.2%	.6%
	\$75,001+	74.8%	12.6%	17.0%	1.9%	.7%

		Use slow-release nitrogen. Where did you hear or see this fertilizing tip?				
		Bus wraps	Home Improvement Store Promotions	Facebook	Twitter	Don't know
		Row N %	Row N %	Row N %	Row N %	Row N %
Gender	Total	.0%	2.8%	.0%	.0%	10.3%
	Male	.0%	2.2%	.0%	.0%	10.0%
	Female	.0%	3.6%	.0%	.0%	10.7%
Age	18-34	.0%	.0%	.0%	.0%	7.4%
	35-54	.0%	2.5%	.0%	.0%	14.8%
	55+	.0%	4.0%	.0%	.0%	9.0%
Race	White	.0%	3.7%	.0%	.0%	12.1%
	Non-white	.0%	1.0%	.0%	.0%	7.3%
Income	<\$25,000	.0%	.0%	.0%	.0%	10.9%
	\$25,001-\$75,000	.0%	2.3%	.0%	.0%	8.4%
	\$75,001+	.0%	3.9%	.0%	.0%	10.7%

		Use slow-release nitrogen. Where did you hear or see this fertilizing tip?		
		Package/label instructions	Refused	Other
		Row N %	Row N %	Row N %
Gender	Total	3.0%	1.5%	2.2%
	Male	3.3%	1.4%	2.3%
	Female	2.6%	1.6%	2.2%
Age	18-34	.0%	.0%	.0%
	35-54	1.4%	2.4%	2.7%
	55+	3.1%	1.5%	2.4%
Race	White	2.9%	2.0%	2.8%
	Non-white	1.6%	.5%	.0%
Income	<\$25,000	5.7%	.0%	5.9%
	\$25,001-\$75,000	2.0%	3.9%	1.6%
	\$75,001+	.6%	.8%	.7%

		Always read and follow package directions to avoid over-fertilizing. Where did you hear or see this?				
		Television	Radio	Newspaper	Internet	Billboards (Outdoor advertising)
		Row N %	Row N %	Row N %	Row N %	Row N %
Gender	Total	68.3%	11.2%	10.9%	1.5%	.4%
	Male	64.5%	10.6%	12.7%	2.3%	.2%
	Female	72.3%	11.9%	9.2%	.7%	.7%
Age	18-34	92.6%	9.4%	.0%	.0%	.0%
	35-54	74.1%	16.6%	14.0%	.9%	.0%
	55+	59.8%	9.4%	12.2%	2.5%	.8%
Race	White	65.7%	12.2%	9.7%	1.4%	.6%
	Non-white	74.7%	11.0%	16.3%	.7%	.0%
Income	<\$25,000	49.5%	9.4%	10.6%	.0%	1.6%
	\$25,001-\$75,000	66.5%	9.4%	12.2%	1.8%	.4%
	\$75,001+	74.5%	19.7%	15.7%	2.2%	.0%

		Always read and follow package directions to avoid over-fertilizing. Where did you hear or see this?				
		Bus wraps	Home Improvement Store Promotions	Facebook	Twitter	Don't know
		Row N %	Row N %	Row N %	Row N %	Row N %
Gender	Total	.0%	3.4%	.0%	.2%	8.0%
	Male	.0%	1.8%	.0%	.1%	7.5%
	Female	.0%	4.9%	.0%	.2%	8.4%
Age	18-34	.0%	3.8%	.0%	.0%	7.2%
	35-54	.0%	2.4%	.0%	.0%	6.0%
	55+	.0%	3.4%	.0%	.3%	9.0%
Race	White	.0%	4.6%	.0%	.2%	9.7%
	Non-white	.0%	.4%	.0%	.0%	3.6%
Income	<\$25,000	.0%	3.8%	.0%	.0%	24.5%
	\$25,001-\$75,000	.0%	4.2%	.0%	.2%	4.6%
	\$75,001+	.0%	3.4%	.0%	.0%	6.7%

		Always read and follow package directions to avoid over-fertilizing. Where did you hear or see this?		
		Package/label instructions	Refused	Other
		Row N %	Row N %	Row N %
Gender	Total	6.0%	1.0%	2.8%
	Male	7.6%	1.7%	3.6%
	Female	4.3%	.2%	1.9%
Age	18-34	.0%	.0%	.0%
	35-54	3.9%	1.3%	3.6%
	55+	8.1%	.5%	3.5%
Race	White	6.1%	.9%	2.8%
	Non-white	5.6%	1.2%	2.9%
Income	<\$25,000	6.8%	.0%	1.6%
	\$25,001-\$75,000	8.3%	1.8%	2.0%
	\$75,001+	4.3%	.3%	.2%

		Have you heard of the Florida-Friendly Fertilizing Guide, that is a do-it-yourself guide to Florida-friendly fertilizing techniques?		
		Yes	No	Not sure
		Row N %	Row N %	Row N %
Gender	Total	29.9%	65.6%	4.5%
	Male	32.7%	64.9%	2.4%
	Female	27.3%	66.3%	6.3%
Age	18-34	23.5%	72.0%	4.5%
	35-54	30.3%	64.7%	5.0%
	55+	32.8%	63.3%	3.8%
Race	White	29.6%	66.8%	3.6%
	Non-white	33.6%	63.5%	2.9%
Income	<\$25,000	28.3%	56.0%	15.6%
	\$25,001-\$75,000	31.8%	63.6%	4.6%
	\$75,001+	30.7%	67.6%	1.7%

		Where did you hear about or see the guide?				
		Advertisement	Facebook	Twitter	Newspaper	Southwest Florida Water Management District website
		Row N %	Row N %	Row N %	Row N %	Row N %
Gender	Total	11.4%	.0%	.1%	8.4%	6.9%
	Male	9.0%	.0%	.2%	7.3%	9.2%
	Female	14.1%	.0%	.0%	9.6%	4.3%
Age	18-34	.0%	.0%	.0%	7.7%	33.2%
	35-54	11.5%	.0%	.4%	4.0%	2.4%
	55+	14.7%	.0%	.0%	11.6%	3.2%
Race	White	12.4%	.0%	.2%	6.5%	3.7%
	Non-white	8.7%	.0%	.0%	14.4%	17.1%
Income	<\$25,000	8.1%	.0%	.0%	3.3%	.0%
	\$25,001-\$75,000	11.3%	.0%	.0%	11.5%	15.5%
	\$75,001+	10.6%	.0%	.5%	6.1%	5.1%

		Where did you hear about or see the guide?			
		Hardware store/retailer/landscape store	Institute of Food Agriculture Sciences (IFAS)-University of Florida	County Extension Office	Event (e.g. Living Green Festival)
		Row N %	Row N %	Row N %	Row N %
Gender	Total	11.2%	1.4%	3.7%	2.0%
	Male	15.0%	1.3%	2.2%	2.2%
	Female	7.0%	1.5%	5.3%	1.7%
Age	18-34	7.7%	.0%	.0%	.0%
	35-54	10.2%	4.3%	4.8%	2.3%
	55+	11.6%	.1%	3.7%	2.5%
Race	White	9.2%	1.9%	5.1%	2.7%
	Non-white	12.6%	.0%	.0%	.0%
Income	<\$25,000	.0%	.0%	7.0%	5.8%
	\$25,001-\$75,000	11.7%	2.4%	3.9%	2.7%
	\$75,001+	12.0%	2.3%	3.4%	1.3%

		Where did you hear about or see the guide?			
		Friend	Radio	TV	Other
		Row N %	Row N %	Row N %	Row N %
Gender	Total	1.3%	11.4%	32.5%	9.8%
	Male	1.3%	14.3%	32.4%	5.7%
	Female	1.3%	8.1%	32.7%	14.4%
Age	18-34	.0%	13.2%	30.6%	7.7%
	35-54	1.6%	10.1%	28.9%	19.6%
	55+	1.7%	11.3%	34.2%	5.5%
Race	White	1.6%	10.8%	39.3%	6.5%
	Non-white	1.0%	12.6%	12.7%	21.0%
Income	<\$25,000	3.7%	20.6%	43.7%	7.8%
	\$25,001-\$75,000	2.1%	5.4%	21.0%	12.5%
	\$75,001+	.3%	22.4%	30.6%	5.4%

		In the past 3 months did you get a Florida-Friendly Fertilizing Guide?		
		Yes	No	Not sure
		Row N %	Row N %	Row N %
Gender	Total	15.4%	83.4%	1.3%
	Male	17.3%	82.4%	.3%
	Female	13.2%	84.5%	2.3%
Age	18-34	7.7%	92.3%	.0%
	35-54	11.7%	88.3%	.0%
	55+	19.6%	78.3%	2.1%
Race	White	15.3%	83.0%	1.7%
	Non-white	14.8%	85.2%	.0%
Income	<\$25,000	18.3%	77.1%	4.6%
	\$25,001-\$75,000	13.1%	86.3%	.6%
	\$75,001+	20.8%	79.2%	.0%

		Where did you get the guide?			
		Ordered it online	Southwest Florida Water Management District	Hardware store/retailer/landscape store	Institute of Food Agriculture Sciences (IFAS)-University of Florida
		Row N %	Row N %	Row N %	Row N %
Gender	Total	34.2%	4.2%	23.0%	4.6%
	Male	47.0%	6.9%	21.7%	.0%
	Female	15.2%	.0%	24.8%	11.4%
Age	18-34	.0%	.0%	100.0%	.0%
	35-54	27.7%	.0%	7.0%	19.9%
	55+	42.8%	6.4%	14.3%	.0%
Race	White	20.6%	5.8%	28.5%	6.4%
	Non-white	88.7%	.0%	.0%	.0%
Income	<\$25,000	23.7%	.0%	.0%	.0%
	\$25,001-\$75,000	12.2%	10.2%	29.4%	16.1%
	\$75,001+	73.5%	.0%	.0%	.0%

		Where did you get the guide?			
		County Extension Office	Event (e.g. Living Green Festival)	Friend	Other
		Row N %	Row N %	Row N %	Row N %
Gender	Total	10.2%	15.3%	.5%	8.2%
	Male	5.1%	6.3%	.8%	12.2%
	Female	17.9%	28.6%	.0%	2.2%
Age	18-34	.0%	.0%	.0%	.0%
	35-54	17.3%	17.5%	.0%	10.6%
	55+	9.6%	17.3%	.7%	8.8%
Race	White	14.3%	15.1%	.7%	8.6%
	Non-white	.0%	6.4%	.0%	4.9%
Income	<\$25,000	38.0%	38.3%	.0%	.0%
	\$25,001-\$75,000	17.9%	10.8%	.0%	3.3%
	\$75,001+	3.5%	8.9%	1.4%	12.7%

		How helpful was the guide?				
		Very helpful	Somewhat helpful	Not at all helpful	Did not read it	Not sure
		Row N %	Row N %	Row N %	Row N %	Row N %
Gender	Total	71.1%	25.3%	.0%	2.7%	1.0%
	Male	62.1%	36.2%	.0%	.0%	1.6%
	Female	85.0%	8.1%	.0%	6.9%	.0%
Age	18-34	.0%	100.0%	.0%	.0%	.0%
	35-54	92.8%	7.2%	.0%	.0%	.0%
	55+	76.7%	17.6%	.0%	4.2%	1.5%
Race	White	68.0%	30.2%	.0%	1.8%	.0%
	Non-white	93.6%	.0%	.0%	6.4%	.0%
Income	<\$25,000	56.2%	23.7%	.0%	20.1%	.0%
	\$25,001-\$75,000	60.6%	39.4%	.0%	.0%	.0%
	\$75,001+	92.3%	7.7%	.0%	.0%	.0%

		Please tell me if you have heard or seen the following phrases in the media or in advertising in the past 3 months: It just makes sense		
		Yes	No	Don't know
		Row N %	Row N %	Row N %
Gender	Total	36.6%	56.9%	6.6%
	Male	37.8%	56.5%	5.7%
	Female	35.4%	57.2%	7.3%
Age	18-34	29.4%	58.6%	12.0%
	35-54	42.8%	54.8%	2.4%
	55+	36.6%	57.5%	5.9%
Race	White	34.7%	59.7%	5.6%
	Non-white	47.1%	47.1%	5.8%
Income	<\$25,000	34.2%	62.8%	3.0%
	\$25,001-\$75,000	38.2%	57.1%	4.7%
	\$75,001+	36.7%	56.8%	6.5%

		Please tell me if you have heard or seen the following phrases in the media or in advertising in the past 3 months: Skip a Week		
		Yes	No	Don't know
		Row N %	Row N %	Row N %
Gender	Total	41.1%	55.4%	3.6%
	Male	44.3%	52.2%	3.4%
	Female	38.1%	58.2%	3.7%
Age	18-34	41.1%	56.3%	2.6%
	35-54	46.2%	50.5%	3.2%
	55+	39.1%	58.3%	2.6%
Race	White	39.9%	58.0%	2.0%
	Non-white	53.4%	42.2%	4.4%
Income	<\$25,000	33.8%	65.7%	.5%
	\$25,001-\$75,000	50.9%	47.1%	2.0%
	\$75,001+	43.2%	55.2%	1.6%

		Please tell me if you have heard or seen the following phrases in the media or in advertising in the past 3 months: Florida-Friendly Fertilizer		
		Yes	No	Don't know
		Row N %	Row N %	Row N %
Gender	Total	36.4%	59.6%	4.0%
	Male	39.4%	57.1%	3.6%
	Female	33.6%	62.1%	4.3%
Age	18-34	41.9%	54.4%	3.7%
	35-54	37.0%	59.9%	3.1%
	55+	36.1%	61.0%	2.8%
Race	White	38.2%	59.3%	2.5%
	Non-white	38.9%	59.1%	2.0%
Income	<\$25,000	30.8%	65.4%	3.8%
	\$25,001-\$75,000	42.7%	55.1%	2.2%
	\$75,001+	34.6%	63.9%	1.6%

		Please tell me if you have heard or seen the following phrases in the media or in advertising in the past 3 months: Fertilize for your family (fictitious)		
		Yes	No	Don't know
		Row N %	Row N %	Row N %
Gender	Total	4.8%	91.0%	4.2%
	Male	6.4%	88.4%	5.2%
	Female	3.3%	93.4%	3.3%
Age	18-34	1.7%	93.4%	4.8%
	35-54	5.3%	91.8%	2.9%
	55+	5.6%	90.9%	3.5%
Race	White	2.9%	94.1%	3.0%
	Non-white	13.5%	83.2%	3.3%
Income	<\$25,000	6.4%	91.0%	2.6%
	\$25,001-\$75,000	4.5%	92.6%	2.9%
	\$75,001+	6.3%	91.9%	1.8%

		Please tell me if you have heard or seen the following phrases in the media or in advertising in the past 3 months: Wholesome water through fitting fertilizer (fictitious)		
		Yes	No	Don't know
		Row N %	Row N %	Row N %
Gender	Total	7.1%	89.0%	3.9%
	Male	10.7%	84.9%	4.4%
	Female	3.8%	92.8%	3.4%
Age	18-34	12.6%	84.8%	2.6%
	35-54	3.8%	94.4%	1.8%
	55+	7.8%	87.8%	4.4%
Race	White	5.5%	91.5%	3.0%
	Non-white	14.9%	83.3%	1.8%
Income	<\$25,000	15.3%	82.8%	1.9%
	\$25,001-\$75,000	10.9%	85.9%	3.2%
	\$75,001+	7.5%	90.1%	2.4%

		The word Swiftmud is an abbreviation for the Southwest Florida Water Management District. What meaning does the Southwest Florida Water Management District have for you?		
		Positive meaning	Neutral meaning	Negative meaning
		Row N %	Row N %	Row N %
Gender	Total	39.3%	21.6%	7.6%
	Male	36.0%	21.0%	10.2%
	Female	42.4%	22.2%	5.2%
Age	18-34	16.1%	24.8%	6.7%
	35-54	43.6%	22.7%	6.8%
	55+	46.4%	20.8%	7.8%
Race	White	42.3%	22.0%	7.8%
	Non-white	36.0%	20.8%	5.0%
Income	<\$25,000	36.0%	11.1%	5.5%
	\$25,001-\$75,000	50.4%	19.0%	5.1%
	\$75,001+	36.2%	26.0%	9.8%

		The word Swiftmud is an abbreviation for the Southwest Florida Water Management District. What meaning does the Southwest Florida Water Management District have for you?	
		No meaning	Not sure
		Row N %	Row N %
Gender	Total	18.3%	13.3%
	Male	17.2%	15.7%
	Female	19.2%	11.0%
Age	18-34	39.2%	13.2%
	35-54	11.4%	15.5%
	55+	14.5%	10.6%
Race	White	19.2%	8.7%
	Non-white	14.4%	23.7%
Income	<\$25,000	21.6%	25.8%
	\$25,001-\$75,000	14.6%	10.8%
	\$75,001+	17.3%	10.8%

		Based on what you know or have heard, how would you rate the overall job Swiftmud does?		
		Excellent	Good	Fair
		Row N %	Row N %	Row N %
Gender	Total	14.4%	36.5%	13.3%
	Male	10.7%	37.1%	15.1%
	Female	17.9%	36.0%	11.5%
Age	18-34	7.0%	28.1%	18.5%
	35-54	20.4%	37.8%	11.0%
	55+	14.8%	38.6%	12.9%
Race	White	13.2%	38.2%	13.6%
	Non-white	20.9%	35.6%	7.9%
Income	<\$25,000	17.1%	23.9%	12.3%
	\$25,001-\$75,000	13.4%	46.2%	8.4%
	\$75,001+	19.3%	30.5%	11.8%

		Based on what you know or have heard, how would you rate the overall job Swiftmud does?	
		Poor	Not sure
		Row N %	Row N %
Gender	Total	4.3%	31.5%
	Male	5.1%	32.0%
	Female	3.6%	31.1%
Age	18-34	1.0%	45.4%
	35-54	4.7%	26.2%
	55+	5.3%	28.4%
Race	White	4.8%	30.2%
	Non-white	2.7%	33.0%
Income	<\$25,000	5.5%	41.1%
	\$25,001-\$75,000	2.1%	29.9%
	\$75,001+	6.0%	32.5%

		Generally speaking, where would you say that you get most of your information about news in your community?			
		Local TV news	Radio news	Local newspaper	Internet
		Row N %	Row N %	Row N %	Row N %
Gender	Total	57.9%	10.6%	44.9%	12.5%
	Male	53.6%	12.4%	39.3%	14.6%
	Female	61.9%	8.9%	50.1%	10.6%
Age	18-34	53.1%	6.9%	33.4%	26.4%
	35-54	61.7%	14.2%	40.2%	11.3%
	55+	58.0%	10.3%	54.0%	9.1%
Race	White	56.2%	9.9%	51.0%	12.8%
	Non-white	65.7%	15.0%	26.0%	11.0%
Income	<\$25,000	65.5%	8.8%	48.6%	14.0%
	\$25,001-\$75,000	51.8%	15.4%	47.6%	19.4%
	\$75,001+	57.8%	10.8%	43.0%	11.3%

		Generally speaking, where would you say that you get most of your information about news in your community?			
		Friends and family and coworkers	Newsletter	Not sure	Someplace else
		Row N %	Row N %	Row N %	Row N %
Gender	Total	5.1%	1.7%	1.9%	1.2%
	Male	5.7%	2.0%	2.7%	1.3%
	Female	4.5%	1.5%	1.1%	1.1%
Age	18-34	9.3%	.0%	.0%	1.8%
	35-54	3.0%	1.6%	1.5%	.2%
	55+	4.7%	2.0%	1.2%	1.4%
Race	White	5.9%	1.9%	1.6%	1.5%
	Non-white	2.6%	1.1%	.0%	.2%
Income	<\$25,000	2.3%	2.2%	1.9%	1.3%
	\$25,001-\$75,000	2.8%	1.5%	1.2%	1.9%
	\$75,001+	9.9%	1.0%	.0%	.5%

**SPECIALTY CROSSTABS****Total Sample**

		Will fertilizing your lawn the wrong way or using too much fertilizer: READ1=Yes2=No3=DK - Cause thatch build up (IF ASKED, thatch is a buildup of dead roots, lawn debris and dead turfgrass crowns)		
		Yes	No	Don't know
		Row N %	Row N %	Row N %
In 2010 how many times was your lawn fertilized?	Total	43.7%	20.7%	35.6%
	0	38.9%	7.8%	53.3%
	1	41.0%	18.7%	40.3%
	2	53.9%	19.0%	27.0%
	3	37.2%	22.1%	40.7%
	4	32.0%	35.2%	32.8%
	5	33.2%	8.5%	58.3%
	6	20.0%	46.9%	33.2%
	7	100.0%	.0%	.0%
	8+	58.4%	10.7%	30.9%
		Don't know	24.9%	14.0%
				61.0%

		Will fertilizing your lawn the wrong way or using too much fertilizer: READ1=Yes2=No3=DK - Pollute nearby bodies of water		
		Yes	No	Don't know
		Row N %	Row N %	Row N %
In 2010 how many times was your lawn fertilized?	Total	77.1%	13.6%	9.4%
	0	79.4%	6.2%	14.4%
	1	76.6%	15.3%	8.0%
	2	79.5%	11.8%	8.7%
	3	74.1%	18.3%	7.6%
	4	68.3%	18.4%	13.2%
	5	82.9%	4.8%	12.2%
	6	91.0%	.0%	9.0%
	7	100.0%	.0%	.0%
	8+	75.9%	4.1%	20.0%
		Don't know	69.4%	10.7%
				19.9%

		Will fertilizing your lawn the wrong way or using too much fertilizer: READ1=Yes2=No3=DK - Cause cinch bugs (IF ASKED cinch bugs cause circular yellow spots on your lawn. They leave a poison that kills grass)		
		Yes	No	Don't know
		Row N %	Row N %	Row N %
In 2010 how many times was your lawn fertilized?	Total	33.6%	23.4%	43.0%
	0	43.2%	15.1%	41.7%
	1	30.1%	18.6%	51.2%
	2	35.9%	27.8%	36.3%
	3	32.8%	32.9%	34.3%
	4	41.3%	31.1%	27.7%
	5	7.9%	28.5%	63.6%
	6	42.9%	3.8%	53.2%
	7	53.6%	.0%	46.4%
	8+	46.3%	8.5%	45.2%
		Don't know	15.0%	12.2%
				72.8%

		Will fertilizing your lawn the wrong way or using too much fertilizer: READ1=Yes2=No3=DK - Turn your lawn an orangey brown color		
		Yes	No	Don't know
		Row N %	Row N %	Row N %
In 2010 how many times was your lawn fertilized?	Total	60.2%	18.8%	21.1%
	0	36.6%	21.7%	41.7%
	1	61.5%	16.3%	22.3%
	2	63.8%	23.5%	12.7%
	3	52.7%	24.1%	23.2%
	4	54.8%	13.9%	31.3%
	5	11.6%	37.9%	50.6%
	6	75.3%	3.8%	20.9%
	7	.0%	53.6%	46.4%
	8+	75.4%	1.1%	23.5%
		Don't know	38.1%	10.7%
				51.2%

		Will fertilizing your lawn the wrong way or using too much fertilizer: READ1=Yes2=No3=DK - Cause algae growth in bodies of water		
		Yes	No	Don't know
		Row N %	Row N %	Row N %
In 2010 how many times was your lawn fertilized?	Total	67.1%	12.9%	20.0%
	0	100.0%	.0%	.0%
	1	66.4%	15.4%	18.3%
	2	62.7%	15.2%	22.1%
	3	67.5%	8.1%	24.4%
	4	69.8%	14.1%	16.1%
	5	79.3%	4.8%	15.9%
	6	79.1%	.0%	20.9%
	7	100.0%	.0%	.0%
	8+	94.1%	1.1%	4.8%
		Don't know	58.8%	2.5%
				38.8%

		Which of the following are the correct things to do when fertilizing your lawn?		
		Read and follow package instructions on the fertilizer bag	Use slow-release fertilizer	Fertilize before storms
		Row N %	Row N %	Row N %
In 2010 how many times was your lawn fertilized?	Total	83.3%	80.2%	17.9%
	0	43.8%	88.8%	.0%
	1	77.2%	81.2%	19.2%
	2	89.6%	76.4%	17.6%
	3	84.9%	74.0%	16.7%
	4	88.1%	89.8%	17.2%
	5	82.2%	95.0%	17.8%
	6	92.4%	98.5%	12.3%
	7	46.4%	100.0%	.0%
	8+	96.6%	95.9%	20.6%
Don't know		73.1%	70.0%	24.3%

		Read and follow package instructions on the fertilizer bag?		
		Yes	No	Not sure
		Row N %	Row N %	Row N %
In 2010 how many times was your lawn fertilized?	Total	89.0%	7.3%	3.7%
	0	100.0%	.0%	.0%
	1	85.8%	9.1%	5.1%
	2	93.6%	4.5%	1.9%
	3	85.9%	9.1%	5.0%
	4	90.5%	4.9%	4.6%
	5	100.0%	.0%	.0%
	6	92.8%	5.3%	1.9%
	7	100.0%	.0%	.0%
	8+	75.7%	22.4%	1.9%
Don't know		83.5%	7.8%	8.7%

		Use slow-release fertilizer?		
		Yes	No	Not sure
		Row N %	Row N %	Row N %
In 2010 how many times was your lawn fertilized?	Total	66.7%	9.5%	23.8%
	0	46.7%	4.2%	49.1%
	1	61.6%	10.3%	28.1%
	2	72.6%	8.7%	18.7%
	3	67.6%	12.5%	19.9%
	4	79.9%	5.0%	15.1%
	5	35.4%	.0%	64.6%
	6	47.2%	19.0%	33.8%
	7	100.0%	.0%	.0%
	8+	83.1%	11.5%	5.4%
Don't know		41.2%	2.6%	56.1%

		Fertilize before a storm?		
		Yes	No	Not sure
		Row N %	Row N %	Row N %
In 2010 how many times was your lawn fertilized?	Total	16.0%	78.7%	5.4%
	0	7.8%	77.8%	14.4%
	1	15.8%	80.1%	4.1%
	2	17.0%	78.6%	4.4%
	3	19.2%	74.1%	6.7%
	4	16.0%	79.8%	4.2%
	5	4.8%	89.9%	5.3%
	6	3.3%	92.3%	4.4%
	7	53.6%	46.4%	.0%
	8+	25.9%	70.6%	3.5%
Don't know		.0%	64.4%	35.6%

## North Sample

		Will fertilizing your lawn the wrong way or using too much fertilizer: READ1=Yes2=No3=DK - Cause thatch build up (IF ASKED, thatch is a buildup of dead roots, lawn debris and dead turfgrass crowns)		
		Yes	No	Don't know
		Row N %	Row N %	Row N %
In 2010 how many times was your lawn fertilized?	Total	41.6%	19.4%	39.0%
	0	100.0%	.0%	.0%
	1	43.4%	15.5%	41.2%
	2	44.7%	27.7%	27.6%
	3	32.7%	19.5%	47.8%
	4	37.8%	20.1%	42.1%
	5	30.4%	10.6%	59.0%
	6	71.5%	17.6%	10.9%
	7	100.0%	.0%	.0%
	8+	38.0%	20.2%	41.8%
Don't know		7.4%	9.7%	82.9%

		Will fertilizing your lawn the wrong way or using too much fertilizer: READ1=Yes2=No3=DK - Pollute nearby bodies of water		
		Yes	No	Don't know
		Row N %	Row N %	Row N %
In 2010 how many times was your lawn fertilized?	Total	70.4%	19.2%	10.4%
	0	45.2%	.0%	54.8%
	1	79.3%	13.6%	7.0%
	2	66.4%	24.1%	9.5%
	3	59.6%	35.6%	4.8%
	4	48.3%	29.0%	22.6%
	5	65.1%	.0%	34.9%
	6	89.1%	.0%	10.9%
	7	100.0%	.0%	.0%
	8+	100.0%	.0%	.0%
	Don't know	66.0%	.0%	34.0%

		Will fertilizing your lawn the wrong way or using too much fertilizer: READ1=Yes2=No3=DK - Cause cinch bugs (IF ASKED cinch bugs cause circular yellow spots on your lawn. They leave a poison that kills grass)		
		Yes	No	Don't know
		Row N %	Row N %	Row N %
In 2010 how many times was your lawn fertilized?	Total	30.9%	25.5%	43.6%
	0	54.8%	27.7%	17.5%
	1	33.5%	13.8%	52.7%
	2	29.7%	40.1%	30.3%
	3	30.1%	29.2%	40.7%
	4	21.8%	46.5%	31.7%
	5	10.6%	25.8%	63.7%
	6	60.6%	28.5%	10.9%
	7	66.7%	.0%	33.3%
	8+	78.4%	.0%	21.6%
	Don't know	.0%	.0%	100.0%

		Will fertilizing your lawn the wrong way or using too much fertilizer: READ1=Yes2=No3=DK - Turn your lawn an orangey brown color		
		Yes	No	Don't know
		Row N %	Row N %	Row N %
In 2010 how many times was your lawn fertilized?	Total	54.2%	21.3%	24.5%
	0	.0%	82.5%	17.5%
	1	66.7%	10.9%	22.3%
	2	48.7%	34.7%	16.5%
	3	41.6%	34.9%	23.5%
	4	36.2%	16.0%	47.8%
	5	10.6%	28.8%	60.7%
	6	71.5%	28.5%	.0%
	7	.0%	66.7%	33.3%
	8+	82.3%	.0%	17.7%
Don't know		41.0%	.0%	59.0%

		Will fertilizing your lawn the wrong way or using too much fertilizer: READ1=Yes2=No3=DK - Cause algae growth in bodies of water		
		Yes	No	Don't know
		Row N %	Row N %	Row N %
In 2010 how many times was your lawn fertilized?	Total	65.7%	12.4%	21.9%
	0	100.0%	.0%	.0%
	1	72.9%	8.8%	18.3%
	2	58.2%	20.3%	21.6%
	3	56.5%	8.2%	35.3%
	4	62.7%	20.8%	16.5%
	5	51.5%	13.6%	34.9%
	6	89.1%	.0%	10.9%
	7	100.0%	.0%	.0%
	8+	100.0%	.0%	.0%
Don't know		40.4%	.0%	59.6%

		Which of the following are the correct things to do when fertilizing your lawn?		
		Read and follow package instructions on the fertilizer bag	Use slow-release fertilizer	Fertilize before storms
		Row N %	Row N %	Row N %
In 2010 how many times was your lawn fertilized?	Total	80.0%	82.3%	24.2%
	0	45.2%	100.0%	.0%
	1	72.9%	87.5%	24.2%
	2	87.4%	83.3%	18.5%
	3	84.7%	53.8%	31.8%
	4	92.7%	95.2%	40.3%
	5	100.0%	100.0%	.0%
	6	100.0%	85.5%	.0%
	7	33.3%	100.0%	.0%
	8+	100.0%	100.0%	40.4%
Don't know		63.5%	59.4%	28.1%

		Read and follow package instructions on the fertilizer bag?		
		Yes	No	Not sure
		Row N %	Row N %	Row N %
In 2010 how many times was your lawn fertilized?	Total	90.0%	7.1%	2.9%
	0	100.0%	.0%	.0%
	1	87.4%	10.6%	2.0%
	2	94.4%	3.2%	2.4%
	3	90.9%	6.7%	2.4%
	4	92.6%	2.7%	4.7%
	5	100.0%	.0%	.0%
	6	89.1%	10.9%	.0%
	7	100.0%	.0%	.0%
	8+	91.1%	8.9%	.0%
Don't know		69.6%	11.5%	19.0%

		Use slow-release fertilizer?		
		Yes	No	Not sure
		Row N %	Row N %	Row N %
In 2010 how many times was your lawn fertilized?	Total	67.5%	7.6%	24.9%
	0	100.0%	.0%	.0%
	1	67.7%	5.4%	26.9%
	2	68.4%	5.3%	26.3%
	3	63.3%	19.6%	17.1%
	4	87.6%	2.3%	10.1%
	5	78.7%	.0%	21.3%
	6	10.9%	53.4%	35.7%
	7	100.0%	.0%	.0%
	8+	59.6%	40.4%	.0%
Don't know		24.5%	5.7%	69.8%

		Fertilize before a storm?		
		Yes	No	Not sure
In 2010 how many times was your lawn fertilized?	Total	15.2%	78.6%	6.2%
	0	.0%	45.2%	54.8%
	1	13.2%	84.0%	2.7%
	2	9.7%	82.9%	7.4%
	3	30.4%	63.1%	6.5%
	4	26.0%	74.0%	.0%
	5	13.6%	71.2%	15.2%
	6	.0%	75.1%	24.9%
	7	66.7%	33.3%	.0%
	8+	40.4%	50.7%	8.9%
	Don't know	.0%	64.0%	36.0%

### Additional Demographic Crosstabs - Total Sample

		In 2010 how many times was your lawn fertilized?						
		0	1	2	3	4	5	6
		Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	1.0%	36.9%	33.7%	10.8%	7.7%	1.2%	3.0%
	Employed full-time	1.2%	34.9%	38.6%	8.9%	8.5%	.7%	2.3%
	Employed part-time	3.1%	34.6%	21.3%	18.7%	8.2%	.0%	8.1%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	54.8%	27.6%	6.1%	.0%	11.6%	.0%
	Unemployed but not retired	1.1%	36.7%	37.9%	9.2%	.0%	.0%	15.1%
	Retired	.5%	39.0%	32.6%	13.2%	7.4%	1.5%	1.6%
	Refused	.0%	34.1%	19.6%	6.7%	13.9%	.0%	1.1%
Are you part of a Homeowners' Association?	Yes	.6%	32.0%	31.6%	12.2%	11.8%	1.2%	5.7%
	No	1.3%	40.9%	35.9%	9.2%	4.4%	1.2%	.9%
Which best describes your neighborhood? READ	Urban/city	3.0%	33.6%	39.6%	11.2%	8.1%	.2%	1.4%
	Rural	.5%	43.9%	31.6%	10.3%	4.0%	1.3%	3.7%
	Suburban	.2%	34.4%	32.1%	10.9%	9.8%	1.6%	3.4%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	.8%	38.4%	29.4%	11.5%	10.5%	1.5%	3.2%
	One half acre	1.5%	29.1%	38.9%	11.4%	3.9%	1.0%	4.6%
	One acre	.0%	36.5%	45.1%	8.2%	8.4%	.7%	.4%
	Larger than 1 acre	1.6%	51.8%	22.0%	7.8%	5.7%	1.5%	3.2%
	Don't know	.9%	17.7%	60.6%	12.8%	1.1%	.0%	.6%
	Other	.0%	63.6%	19.0%	8.7%	4.5%	.0%	.0%

## Appendix

		In 2010 how many times was your lawn fertilized?		
		7	8+	Don't know
		Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	.2%	3.1%	2.4%
	Employed full-time	.0%	2.5%	2.3%
	Employed part-time	.0%	1.5%	4.5%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	.0%	.0%
	Unemployed but not retired	.0%	.0%	.0%
	Retired	.5%	1.3%	2.4%
	Refused	.0%	20.7%	4.0%
Are you part of a Homeowners' Association?	Yes	.2%	2.9%	1.8%
	No	.2%	3.2%	2.9%
Which best describes your neighborhood? READ	Urban/city	.0%	1.6%	1.2%
	Rural	.0%	1.5%	3.2%
	Suburban	.3%	4.7%	2.6%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	.3%	2.6%	1.9%
	One half acre	.0%	7.8%	1.8%
	One acre	.0%	.0%	.7%
	Larger than 1 acre	.0%	.2%	6.1%
	Don't know	.0%	2.3%	4.1%
	Other	.0%	.0%	4.1%

		Why did you fertilize your lawn two or more times in 2010?				
		If I fertilize more often than twice a year my grass appears healthier and greener.	My neighbor(s) fertilizes more than twice a year.	I thought you were suppose to fertilize more than twice a year.	I have always fertilized more than twice a year.	I was advised to do so by a lawn care company or store clerk.
		Row N %	Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	47.9%	.3%	8.1%	20.9%	9.2%
	Employed full-time	50.7%	.0%	9.3%	22.3%	8.0%
	Employed part-time	20.2%	.0%	3.1%	35.3%	1.5%
	Voluntarily not in the work force (in school; raising family, etc.)	63.3%	.0%	1.6%	3.0%	.0%
	Unemployed but not retired	62.1%	.0%	.0%	29.5%	2.1%
	Retired	47.6%	1.0%	9.2%	17.1%	15.0%
	Refused	39.6%	.0%	8.5%	15.1%	5.2%
Are you part of a Homeowners' Association?	Yes	53.3%	.6%	9.7%	20.1%	8.9%
	No	43.2%	.1%	7.4%	22.5%	9.6%
Which best describes your neighborhood? READ	Urban/city	38.2%	.3%	13.5%	24.0%	13.2%
	Rural	40.1%	.0%	7.4%	30.7%	5.7%
	Suburban	56.5%	.5%	5.8%	14.5%	9.0%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	52.3%	.2%	8.9%	18.0%	8.1%
	One half acre	49.6%	.3%	7.4%	14.7%	9.4%
	One acre	29.7%	.0%	14.9%	33.5%	6.5%
	Larger than 1 acre	56.1%	1.0%	2.8%	20.1%	6.7%
	Don't know	31.4%	.9%	3.6%	39.1%	21.2%
	Other	22.6%	.0%	.0%	49.2%	.0%

		Why did you fertilize your lawn two or more times in 2010?		
		Don't know	Other	remove weeds/bugs
		Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	6.9%	2.8%	3.9%
	Employed full-time	3.8%	3.8%	2.0%
	Employed part-time	40.0%	.0%	.0%
	Voluntarily not in the work force (in school; raising family, etc.)	7.4%	7.4%	17.4%
	Unemployed but not retired	6.4%	.0%	.0%
	Retired	5.6%	2.8%	1.6%
	Refused	2.8%	.0%	28.9%
Are you part of a Homeowners' Association?	Yes	4.6%	1.5%	1.3%
	No	6.7%	4.2%	6.3%
Which best describes your neighborhood? READ	Urban/city	3.0%	7.8%	.0%
	Rural	9.7%	1.9%	4.5%
	Suburban	7.4%	.8%	5.4%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	9.1%	2.0%	1.4%
	One half acre	5.7%	.4%	12.4%
	One acre	1.2%	14.2%	.0%
	Larger than 1 acre	7.5%	2.3%	3.6%
	Don't know	1.2%	2.6%	.0%
	Other	19.6%	.0%	8.6%

		Do you live on a body of water?		
		Yes	No	Not sure
		Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	13.3%	86.7%	.0%
	Employed full-time	14.6%	85.4%	.0%
	Employed part-time	14.3%	85.7%	.0%
	Voluntarily not in the work force (in school; raising family, etc.)	12.9%	87.1%	.0%
	Unemployed but not retired	1.3%	98.7%	.0%
	Retired	12.9%	87.1%	.0%
	Refused	16.3%	83.7%	.0%
Are you part of a Homeowners' Association?	Yes	14.9%	85.1%	.0%
	No	12.6%	87.4%	.0%
Which best describes your neighborhood? READ	Urban/city	11.2%	88.8%	.0%
	Rural	9.2%	90.8%	.0%
	Suburban	16.7%	83.3%	.0%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	14.5%	85.5%	.0%
	One half acre	14.0%	86.0%	.0%
	One acre	8.0%	92.0%	.0%
	Larger than 1 acre	12.2%	87.8%	.0%
	Don't know	9.8%	90.2%	.0%
	Other	15.9%	84.1%	.0%

## Appendix

	Last time you fertilized, how close to the body of water did you fertilize? (HOW MANY FEET)(IF NECESSARY, SAY "Was it within 10 feet of the water?") (INCREASE/D ECREASE BY 5 FEET UNTIL ANSWER) (TAKE MIDPOINT OF RANGE IF OFFERED) (99=DK)	
	Mean	
What is your present employment status? READ IF NECESSARY	Employed full-time Employed part-time Voluntarily not in the work force (in school; raising family, etc.) Unemployed but not retired Retired Refused	57.3 29.0 14.5 54.5 41.3 19.8
Are you part of a Homeowners' Association?	Yes No	35.0 54.5
Which best describes your neighborhood? READ	Urban/city Rural Suburban	21.3 66.8 46.2

	Last time you fertilized, how close to the body of water did you fertilize? (HOW MANY FEET)(IF NECESSARY, SAY "Was it within 10 feet of the water?") (INCREASE/D ECREASE BY 5 FEET UNTIL ANSWER) (TAKE MIDPOINT OF RANGE IF OFFERED) (99=DK)	
	Mean	
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less One half acre One acre Larger than 1 acre Don't know Other	47.1 31.6 49.4 76.7 20.4 50.4

		Water your grass after fertilizing?		
		Yes	No	Not sure
		Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	60.0%	32.2%	7.8%
	Employed full-time	58.4%	34.3%	7.4%
	Employed part-time	43.7%	43.4%	12.9%
	Voluntarily not in the work force (in school; raising family, etc.)	65.7%	22.7%	11.6%
	Unemployed but not retired	65.7%	29.4%	4.9%
	Retired	60.4%	31.8%	7.8%
	Refused	77.2%	16.9%	5.9%
Are you part of a Homeowners' Association?	Yes	65.1%	31.3%	3.6%
	No	56.6%	32.9%	10.5%
Which best describes your neighborhood? READ	Urban/city	61.7%	27.7%	10.6%
	Rural	56.0%	36.4%	7.6%
	Suburban	61.6%	31.9%	6.5%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	59.5%	34.6%	5.9%
	One half acre	67.9%	22.6%	9.4%
	One acre	47.5%	49.0%	3.5%
	Larger than 1 acre	48.2%	35.9%	16.0%
	Don't know	80.1%	13.7%	6.2%
	Other	47.5%	33.6%	19.0%

		About how much did you water your lawn after fertilizing? READ IF NECESSARY					
		1/8 of an inch or less	1/4 inch	1/2 inch	1 inch	2 inches	Enough to thoroughly wet the grass
		Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	16.0%	20.5%	10.4%	5.6%	.7%	36.1%
	Employed full-time	16.8%	23.0%	6.9%	5.8%	.9%	38.2%
	Employed part-time	9.9%	20.8%	8.5%	5.0%	.0%	28.6%
	Voluntarily not in the work force (in school; raising family, etc.)	44.7%	8.8%	9.9%	3.2%	.0%	29.6%
	Unemployed but not retired	2.0%	9.8%	4.6%	23.0%	.0%	51.8%
	Retired	15.0%	24.2%	8.9%	2.4%	.2%	36.0%
	Refused	18.8%	5.3%	39.3%	5.8%	2.6%	21.3%
Are you part of a Homeowners' Association?	Yes	20.0%	24.7%	10.0%	6.5%	.5%	29.4%
	No	14.0%	18.1%	10.5%	4.2%	.5%	40.2%
Which best describes your neighborhood? READ	Urban/city	21.4%	18.8%	3.3%	1.4%	.5%	44.7%
	Rural	11.2%	25.1%	9.1%	12.7%	1.4%	28.1%
	Suburban	16.0%	18.8%	14.7%	3.8%	.4%	36.1%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	21.5%	19.0%	7.6%	3.1%	.7%	38.4%
	One half acre	16.3%	19.6%	16.7%	9.4%	.0%	25.6%
	One acre	7.4%	55.3%	7.0%	.0%	.0%	21.7%
	Larger than 1 acre	7.7%	16.6%	18.0%	10.1%	4.0%	27.6%
	Don't know	1.1%	7.4%	5.0%	9.8%	.0%	70.1%
	Other	.0%	25.5%	16.9%	9.2%	.0%	31.5%

## Appendix

		About how much did you water your lawn after fertilizing? READ IF NECESSARY	
		Don't know	Other
		Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	10.4%	.3%
	Employed full-time	7.6%	.7%
	Employed part-time	26.1%	1.1%
	Voluntarily not in the work force (in school; raising family, etc.)	3.8%	.0%
	Unemployed but not retired	8.9%	.0%
	Retired	13.2%	.0%
	Refused	6.9%	.0%
Are you part of a Homeowners' Association?	Yes	9.0%	.0%
	No	11.8%	.6%
Which best describes your neighborhood? READ	Urban/city	9.2%	.7%
	Rural	11.8%	.7%
	Suburban	10.2%	.0%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	9.3%	.5%
	One half acre	12.0%	.5%
	One acre	8.6%	.0%
	Larger than 1 acre	16.0%	.0%
	Don't know	6.6%	.0%
	Other	17.0%	.0%

		Fertilize before a storm?		
		Yes	No	Not sure
		Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	16.1%	78.6%	5.4%
	Employed full-time	17.8%	78.5%	3.7%
	Employed part-time	30.5%	60.2%	9.3%
	Voluntarily not in the work force (in school; raising family, etc.)	26.4%	70.1%	3.5%
	Unemployed but not retired	6.8%	88.7%	4.5%
	Retired	11.3%	81.7%	7.0%
	Refused	18.0%	76.4%	5.6%
Are you part of a Homeowners' Association?	Yes	14.6%	80.6%	4.8%
	No	15.7%	78.7%	5.6%
Which best describes your neighborhood? READ	Urban/city	22.6%	74.8%	2.6%
	Rural	13.5%	80.4%	6.1%
	Suburban	14.4%	79.3%	6.3%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	18.4%	76.8%	4.7%
	One half acre	10.3%	83.1%	6.6%
	One acre	6.0%	88.8%	5.2%
	Larger than 1 acre	13.6%	81.5%	4.9%
	Don't know	29.7%	62.7%	7.5%
	Other	28.6%	65.1%	6.4%

		Why did you fertilize before a storm?				
		The instructions on the bag told me to water it in.	My neighbor (s) do.	The fertilizer seems to work better when I do.	I have just always done it this way, no particular reason why.	I was advised to do so by a lawn care company or store clerk. They could choose all that applied.
		Row N %	Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	23.2%	.4%	21.3%	9.9%	.3%
	Employed full-time	28.9%	.0%	28.6%	6.5%	.7%
	Employed part-time	15.4%	.0%	8.3%	32.4%	.0%
	Voluntarily not in the work force (in school; raising family, etc.)	7.5%	.0%	.0%	.0%	.0%
	Unemployed but not retired	.0%	.0%	27.5%	.0%	.0%
	Retired	25.1%	1.5%	21.7%	6.3%	.0%
	Refused	11.8%	.0%	8.3%	14.7%	.0%
Are you part of a Homeowners' Association?	Yes	30.2%	1.0%	16.8%	8.4%	.0%
	No	22.6%	.0%	27.6%	10.4%	.6%
Which best describes your neighborhood? READ	Urban/city	18.0%	1.1%	36.7%	6.7%	.0%
	Rural	30.7%	.0%	22.2%	5.6%	.0%
	Suburban	23.1%	.0%	9.3%	14.7%	.8%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	28.1%	.6%	8.1%	9.9%	.6%
	One half acre	9.5%	.0%	22.7%	5.3%	.0%
	One acre	23.6%	.0%	19.1%	44.6%	.0%
	Larger than 1 acre	36.1%	.0%	29.3%	4.2%	.0%
	Don't know	5.8%	.0%	83.7%	.0%	.0%
	Other	15.6%	.0%	.0%	51.6%	.0%

		Why did you fertilize before a storm?				
		I do this so the fertilizer won't burn my grass.	The fertilizer needs to be water in and I don't have an irrigation system.	I didn't know it was going to storm	Fertilized several days before a storm	Don't know
		Row N %	Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	1.9%	12.0%	9.5%	2.1%	13.5%
	Employed full-time	.0%	13.4%	15.2%	.7%	2.9%
	Employed part-time	.0%	.0%	.0%	.0%	43.9%
	Voluntarily not in the work force (in school; raising family, etc.)	10.1%	.0%	.0%	.0%	60.5%
	Unemployed but not retired	.0%	15.9%	10.3%	46.3%	.0%
	Retired	3.5%	19.5%	7.8%	2.7%	2.9%
	Refused	7.4%	5.8%	.0%	.0%	37.7%
Are you part of a Homeowners' Association?	Yes	1.4%	12.4%	9.5%	6.1%	2.8%
	No	2.5%	12.6%	11.0%	.0%	9.4%
Which best describes your neighborhood? READ	Urban/city	.0%	8.4%	14.1%	3.0%	12.1%
	Rural	4.1%	8.3%	4.3%	.0%	19.6%
	Suburban	2.1%	16.8%	8.9%	2.6%	11.3%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	.8%	13.4%	6.9%	1.9%	21.3%
	One half acre	3.4%	16.4%	31.5%	2.6%	7.0%
	One acre	.0%	12.7%	.0%	.0%	.0%
	Larger than 1 acre	5.8%	9.3%	11.2%	.0%	.0%
	Don't know	.0%	5.1%	.0%	5.4%	.0%
	Other	13.9%	.0%	9.2%	.0%	.0%

## Appendix

		Why did you fertilize before a storm?	
		Other	To save water/money
		Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	.3%	5.5%
	Employed full-time	.0%	3.1%
	Employed part-time	.0%	.0%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	21.8%
	Unemployed but not retired	.0%	.0%
	Retired	1.1%	7.9%
	Refused	.0%	14.4%
Are you part of a Homeowners' Association?	Yes	.0%	11.4%
	No	.5%	2.8%
Which best describes your neighborhood? READ	Urban/city	.0%	.0%
	Rural	.0%	5.3%
	Suburban	.6%	9.9%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	.5%	7.9%
	One half acre	.0%	1.6%
	One acre	.0%	.0%
	Larger than 1 acre	.0%	4.1%
	Don't know	.0%	.0%
	Other	.0%	9.7%

		Read and follow package instructions on the fertilizer bag?		
		Yes	No	Not sure
		Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	88.9%	7.3%	3.8%
	Employed full-time	92.1%	6.9%	1.0%
	Employed part-time	92.2%	3.3%	4.5%
	Voluntarily not in the work force (in school; raising family, etc.)	67.9%	2.7%	29.4%
	Unemployed but not retired	91.2%	5.6%	3.2%
	Retired	85.7%	9.5%	4.8%
	Refused	88.9%	6.5%	4.7%
Are you part of a Homeowners' Association?	Yes	88.0%	6.7%	5.2%
	No	89.2%	8.0%	2.8%
Which best describes your neighborhood? READ	Urban/city	92.7%	5.3%	2.0%
	Rural	87.5%	10.6%	1.9%
	Suburban	87.9%	6.4%	5.8%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	88.6%	6.7%	4.7%
	One half acre	89.4%	7.5%	3.1%
	One acre	95.2%	3.0%	1.8%
	Larger than 1 acre	83.8%	14.0%	2.2%
	Don't know	90.4%	6.1%	3.5%
	Other	88.3%	8.1%	3.6%

		Use a spreader so fertilizer got distributed evenly?		
		Yes	No	Not sure
		Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	85.9%	13.0%	1.1%
	Employed full-time	87.3%	12.1%	.6%
	Employed part-time	95.2%	1.9%	2.9%
	Voluntarily not in the work force (in school; raising family, etc.)	62.8%	37.2%	.0%
	Unemployed but not retired	89.2%	10.8%	.0%
	Retired	82.6%	15.5%	2.0%
	Refused	92.1%	7.9%	.0%
Are you part of a Homeowners' Association?	Yes	85.5%	13.5%	1.0%
	No	87.1%	11.6%	1.3%
Which best describes your neighborhood? READ	Urban/city	85.0%	13.6%	1.3%
	Rural	88.6%	9.9%	1.5%
	Suburban	84.7%	14.5%	.9%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	85.1%	13.7%	1.2%
	One half acre	90.1%	9.3%	.6%
	One acre	87.2%	12.1%	.7%
	Larger than 1 acre	83.0%	15.8%	1.2%
	Don't know	83.9%	15.0%	1.1%
	Other	79.6%	12.6%	7.7%

		Have your soil tested to determine if fertilizing was needed?		
		Yes	No	Not sure
		Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	15.8%	79.1%	5.1%
	Employed full-time	16.9%	76.4%	6.7%
	Employed part-time	3.3%	96.0%	.7%
	Voluntarily not in the work force (in school; raising family, etc.)	18.7%	69.7%	11.6%
	Unemployed but not retired	25.7%	71.6%	2.7%
	Retired	13.8%	82.7%	3.5%
	Refused	21.5%	71.8%	6.6%
Are you part of a Homeowners' Association?	Yes	19.7%	77.4%	2.9%
	No	14.3%	79.6%	6.1%
Which best describes your neighborhood? READ	Urban/city	15.3%	77.9%	6.8%
	Rural	21.2%	75.2%	3.6%
	Suburban	12.8%	82.0%	5.2%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	9.4%	86.8%	3.8%
	One half acre	23.0%	67.8%	9.2%
	One acre	27.8%	70.6%	1.6%
	Larger than 1 acre	16.2%	75.4%	8.4%
	Don't know	24.9%	71.6%	3.5%
	Other	26.3%	73.7%	.0%

## Appendix

		Match your fertilizer to your soil?		
		Yes	No	Not sure
		Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	37.1%	53.7%	9.2%
	Employed full-time	42.7%	49.6%	7.8%
	Employed part-time	33.1%	56.2%	10.7%
	Voluntarily not in the work force (in school; raising family, etc.)	21.2%	61.2%	17.6%
	Unemployed but not retired	45.3%	49.4%	5.3%
	Retired	35.7%	53.8%	10.5%
	Refused	11.9%	78.1%	10.1%
Are you part of a Homeowners' Association?	Yes	41.4%	51.0%	7.5%
	No	35.4%	55.1%	9.4%
Which best describes your neighborhood? READ	Urban/city	36.5%	57.5%	6.0%
	Rural	46.4%	47.1%	6.5%
	Suburban	31.7%	55.9%	12.4%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	34.7%	56.1%	9.2%
	One half acre	41.4%	50.7%	7.9%
	One acre	48.6%	47.2%	4.2%
	Larger than 1 acre	32.2%	51.7%	16.1%
	Don't know	38.8%	53.8%	7.4%
	Other	22.1%	67.4%	10.4%

		How do you match your fertilizer to your soil?				
		I took my soil to an extension office to be tested (or had it tested professionally, at a county office, or at Lowe's)	I matched it based on my grass type.	I matched it based on my lawn size.	I matched it based on what my neighbor(s) do or told me.	A lawn care company or store clerk advised me what to buy.
		Row N %	Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	14.4%	29.2%	4.5%	3.4%	19.7%
	Employed full-time	15.4%	27.1%	3.5%	2.7%	22.9%
	Employed part-time	5.0%	21.3%	3.2%	24.5%	9.6%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	.0%	.0%	.0%	12.9%
	Unemployed but not retired	4.8%	33.7%	.0%	.0%	.0%
	Retired	18.0%	32.6%	7.9%	1.7%	21.4%
	Refused	6.1%	54.8%	.0%	.0%	17.8%
Are you part of a Homeowners' Association?	Yes	17.4%	25.9%	6.3%	5.6%	22.3%
	No	12.4%	32.4%	3.4%	1.7%	18.5%
Which best describes your neighborhood? READ	Urban/city	13.3%	29.9%	4.1%	2.0%	10.9%
	Rural	20.1%	30.0%	5.8%	2.1%	11.6%
	Suburban	10.0%	28.0%	3.7%	5.2%	31.7%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	12.2%	23.5%	6.5%	5.6%	28.3%
	One half acre	9.3%	43.2%	3.1%	.8%	10.7%
	One acre	31.8%	25.5%	1.1%	4.2%	9.6%
	Larger than 1 acre	26.8%	30.6%	6.1%	.0%	15.8%
	Don't know	1.9%	29.5%	.0%	.0%	9.6%
	Other	.0%	16.0%	.0%	.0%	32.1%

		How do you match your fertilizer to your soil?		
		Follow the package/label instructions	Don't know	Other
		Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	18.6%	6.4%	3.8%
	Employed full-time	18.4%	4.3%	5.8%
	Employed part-time	36.4%	.0%	.0%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	75.4%	11.7%
	Unemployed but not retired	56.0%	3.9%	1.7%
	Retired	8.5%	8.2%	1.7%
	Refused	21.3%	.0%	.0%
Are you part of a Homeowners' Association?	Yes	11.6%	3.3%	7.5%
	No	21.3%	9.1%	1.1%
Which best describes your neighborhood? READ	Urban/city	26.5%	11.7%	1.6%
	Rural	24.3%	4.8%	1.2%
	Suburban	9.1%	4.9%	7.3%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	13.1%	9.1%	1.8%
	One half acre	20.1%	2.4%	10.4%
	One acre	19.5%	8.3%	.0%
	Larger than 1 acre	12.4%	5.5%	2.8%
	Don't know	59.0%	.0%	.0%
	Other	20.2%	.0%	31.7%

		Use slow-release fertilizer?		
		Yes	No	Not sure
		Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	66.5%	9.5%	23.9%
	Employed full-time	71.0%	7.6%	21.4%
	Employed part-time	41.5%	14.5%	44.0%
	Voluntarily not in the work force (in school; raising family, etc.)	30.4%	17.3%	52.3%
	Unemployed but not retired	55.1%	24.3%	20.5%
	Retired	71.0%	8.4%	20.5%
	Refused	65.2%	6.9%	27.9%
Are you part of a Homeowners' Association?	Yes	71.5%	6.1%	22.5%
	No	64.6%	10.7%	24.7%
Which best describes your neighborhood? READ	Urban/city	64.7%	10.7%	24.5%
	Rural	71.2%	11.2%	17.6%
	Suburban	64.6%	7.9%	27.4%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	61.6%	11.4%	26.9%
	One half acre	73.7%	7.9%	18.4%
	One acre	81.6%	3.4%	15.0%
	Larger than 1 acre	63.3%	7.8%	28.9%
	Don't know	64.2%	12.3%	23.5%
	Other	85.0%	3.6%	11.4%

## Appendix

		Why don't you use slow-release fertilizer?				
		I do not know what slow-release fertilizer is.	I use what my neighbor(s) use(s).	I use what a lawn care company or store clerk advised me to use.	I have always used a specific type.	I didn't think it would make a difference to my lawn or the environment.
		Row N %	Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	38.4%	.6%	4.7%	9.5%	4.4%
	Employed full-time	52.0%	.0%	3.7%	8.4%	6.6%
	Employed part-time	.0%	.0%	10.1%	.0%	.0%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	.0%	7.7%	.0%	.0%
	Unemployed but not retired	55.5%	.0%	.0%	2.9%	10.4%
	Retired	35.1%	2.0%	6.4%	20.4%	2.0%
	Refused	35.1%	.0%	.0%	.0%	.0%
Are you part of a Homeowners' Association?	Yes	26.9%	2.5%	5.2%	16.3%	6.3%
	No	47.0%	.0%	5.3%	8.7%	4.5%
Which best describes your neighborhood? READ	Urban/city	36.0%	.0%	1.6%	12.7%	5.0%
	Rural	40.5%	.0%	3.0%	1.8%	9.2%
	Suburban	38.3%	1.5%	8.1%	13.9%	.0%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	29.9%	1.0%	4.1%	13.2%	3.2%
	One half acre	60.1%	.0%	8.0%	4.2%	.0%
	One acre	41.8%	.0%	.0%	.0%	11.3%
	Larger than 1 acre	34.4%	.0%	.0%	7.2%	22.2%
	Don't know	57.2%	.0%	9.6%	.0%	.0%
	Other	100.0%	.0%	.0%	.0%	.0%

		Why don't you use slow-release fertilizer?				
		I use what is the least expensive and slow-release is always more expensive.	I tried it but didn't like the results.	when I use slow-release fertilizer it takes longer to see the results (i.e. my grass responds slower when I use slow rel	I tried it but didn't like the results.	Don't know
		Row N %	Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	4.6%	.0%	1.2%	.5%	27.6%
	Employed full-time	.0%	.0%	.0%	.0%	15.0%
	Employed part-time	16.5%	.0%	.0%	.0%	73.4%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	.0%	.0%	.0%	92.3%
	Unemployed but not retired	.0%	.0%	5.0%	.0%	18.4%
	Retired	6.1%	.0%	.0%	1.5%	20.8%
	Refused	21.7%	.0%	8.7%	.0%	19.1%
Are you part of a Homeowners' Association?	Yes	4.4%	.0%	.0%	1.9%	18.9%
	No	5.5%	.0%	1.8%	.0%	21.8%
Which best describes your neighborhood? READ	Urban/city	2.4%	.0%	.0%	.0%	39.6%
	Rural	8.1%	.0%	2.2%	1.4%	24.3%
	Suburban	3.1%	.0%	1.1%	.0%	22.6%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	2.0%	.0%	.7%	.0%	36.7%
	One half acre	16.4%	.0%	4.4%	.0%	6.9%
	One acre	.0%	.0%	.0%	.0%	28.3%
	Larger than 1 acre	6.7%	.0%	.0%	5.0%	7.9%
	Don't know	.0%	.0%	.0%	.0%	25.3%
	Other	.0%	.0%	.0%	.0%	.0%

		Why don't you use slow-release fertilizer?	
		Other	Too expensive.
		Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	5.3%	3.2%
	Employed full-time	7.8%	6.4%
	Employed part-time	.0%	.0%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	.0%
	Unemployed but not retired	5.4%	2.4%
	Retired	3.4%	2.2%
	Refused	15.4%	.0%
Are you part of a Homeowners' Association?	Yes	9.8%	7.7%
	No	3.3%	2.1%
Which best describes your neighborhood? READ	Urban/city	2.8%	.0%
	Rural	3.3%	6.1%
	Suburban	8.5%	2.9%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	5.7%	3.6%
	One half acre	.0%	.0%
	One acre	7.4%	11.3%
	Larger than 1 acre	16.6%	.0%
	Don't know	.0%	7.9%
	Other	.0%	.0%

		Sweep the excess fertilizer into the storm drain or sewer?		
		Yes	No	Not sure
		Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	.4%	97.4%	2.2%
	Employed full-time	.1%	99.3%	.5%
	Employed part-time	.8%	97.1%	2.0%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	70.6%	29.4%
	Unemployed but not retired	.0%	100.0%	.0%
	Retired	.7%	96.9%	2.4%
	Refused	.0%	97.7%	2.3%
Are you part of a Homeowners' Association?	Yes	.6%	95.4%	4.0%
	No	.2%	98.8%	1.0%
Which best describes your neighborhood? READ	Urban/city	.9%	98.2%	.9%
	Rural	.0%	100.0%	.0%
	Suburban	.3%	95.5%	4.2%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	.5%	96.6%	2.9%
	One half acre	.5%	98.2%	1.3%
	One acre	.0%	100.0%	.0%
	Larger than 1 acre	.0%	98.2%	1.8%
	Don't know	.0%	96.9%	3.1%
	Other	.0%	95.9%	4.1%

## Appendix

		Why do you sweep the excess fertilizer into the storm drain or sewer?				
What is your present employment status? READ IF NECESSARY	Total	I thought that was what I was supposed to do.	My neighbor (s) do, so I do too.	I didn't think it would make a difference to the environment.	A lawn care company or store clerk advised me to do so.	I did not know what else to do with it.
		Row N %	Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	14.6%	18.9%	.0%	12.3%	54.2%
	Employed full-time	.0%	.0%	.0%	.0%	100.0%
	Employed part-time	.0%	.0%	.0%	.0%	100.0%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	.0%	.0%	.0%	.0%
	Unemployed but not retired	.0%	.0%	.0%	.0%	.0%
	Retired	21.7%	28.3%	.0%	18.3%	31.7%
	Refused	.0%	.0%	.0%	.0%	.0%
Are you part of a Homeowners' Association?	Yes	22.8%	.0%	.0%	19.2%	58.0%
	No	.0%	52.4%	.0%	.0%	47.6%
Which best describes your neighborhood? READ	Urban/city	25.9%	.0%	.0%	21.8%	52.4%
	Rural	.0%	.0%	.0%	.0%	.0%
	Suburban	.0%	43.4%	.0%	.0%	56.6%
How large (approximate) is your yard? READ IF NECESSARYIf they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	19.7%	25.7%	.0%	16.6%	38.0%
	One half acre	.0%	.0%	.0%	.0%	100.0%
	One acre	.0%	.0%	.0%	.0%	.0%
	Larger than 1 acre	.0%	.0%	.0%	.0%	.0%
	Don't know	.0%	.0%	.0%	.0%	.0%
	Other	.0%	.0%	.0%	.0%	.0%

		Why do you sweep the excess fertilizer into the storm drain or sewer?	
What is your present employment status? READ IF NECESSARY	Total	Don't know	Other
		Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	.0%	.0%
	Employed full-time	.0%	.0%
	Employed part-time	.0%	.0%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	.0%
	Unemployed but not retired	.0%	.0%
	Retired	.0%	.0%
	Refused	.0%	.0%
Are you part of a Homeowners' Association?	Yes	.0%	.0%
	No	.0%	.0%
Which best describes your neighborhood? READ	Urban/city	.0%	.0%
	Rural	.0%	.0%
	Suburban	.0%	.0%
How large (approximate) is your yard? READ IF NECESSARYIf they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	.0%	.0%
	One half acre	.0%	.0%
	One acre	.0%	.0%
	Larger than 1 acre	.0%	.0%
	Don't know	.0%	.0%
	Other	.0%	.0%

		How often should your lawn be fertilized? DO NOT READ				
		More than twice a year	Twice a year	Once or twice a year	Once a year	Every other year
		Row N %	Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	25.9%	32.5%	11.6%	12.0%	.2%
	Employed full-time	27.3%	31.8%	15.6%	12.1%	.3%
	Employed part-time	30.1%	25.9%	6.7%	7.6%	1.0%
	Voluntarily not in the work force (in school; raising family, etc.)	14.9%	24.8%	2.0%	9.5%	.0%
	Unemployed but not retired	17.6%	30.4%	19.3%	6.4%	.0%
	Retired	25.7%	33.8%	8.0%	15.6%	.2%
	Refused	25.3%	42.0%	6.6%	3.1%	.0%
Are you part of a Homeowners' Association?	Yes	26.9%	35.0%	9.3%	8.6%	.2%
	No	23.2%	30.4%	13.3%	15.0%	.3%
Which best describes your neighborhood? READ	Urban/city	31.4%	35.0%	8.6%	9.0%	.1%
	Rural	18.8%	30.5%	14.6%	20.2%	.6%
	Suburban	27.4%	32.4%	11.2%	8.5%	.1%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	28.9%	33.3%	8.5%	9.6%	.2%
	One half acre	24.6%	30.9%	15.6%	8.1%	.0%
	One acre	19.0%	34.5%	3.2%	31.5%	.0%
	Larger than 1 acre	23.2%	22.4%	21.1%	18.0%	1.0%
	Don't know	20.0%	46.4%	15.1%	7.5%	.0%
	Other	22.0%	29.9%	24.6%	7.2%	2.8%

		How often should your lawn be fertilized? DO NOT READ			
		Less often than every other year	Depends on how it looks	Other	Not sure
		Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	.4%	13.2%	1.5%	2.8%
	Employed full-time	.1%	8.9%	1.2%	2.8%
	Employed part-time	.0%	18.1%	3.7%	6.9%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	48.7%	.0%	.0%
	Unemployed but not retired	2.2%	24.1%	.0%	.0%
	Retired	.5%	11.4%	1.6%	3.2%
	Refused	.0%	20.9%	2.1%	.0%
Are you part of a Homeowners' Association?	Yes	.2%	17.6%	1.0%	1.1%
	No	.5%	11.3%	1.8%	4.1%
Which best describes your neighborhood? READ	Urban/city	.5%	10.0%	1.3%	4.1%
	Rural	.8%	11.3%	1.0%	2.3%
	Suburban	.0%	16.0%	1.8%	2.5%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	.4%	15.0%	1.4%	2.8%
	One half acre	.6%	17.4%	1.6%	1.1%
	One acre	.0%	2.5%	.6%	8.6%
	Larger than 1 acre	.5%	11.0%	1.0%	1.7%
	Don't know	.0%	8.1%	.0%	2.9%
	Other	.0%	.0%	13.5%	.0%

## Appendix

		Are there times or situations when you should NOT fertilize your lawn?					
		Right before a hard rain	After a hard rain	During a drought	Morning	Evening	Winter
		Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	42.3%	11.5%	22.9%	.4%	.4%	12.1%
	Employed full-time	49.4%	9.2%	19.5%	.1%	.7%	16.2%
	Employed part-time	38.0%	17.3%	40.7%	.0%	.0%	12.0%
	Voluntarily not in the work force (in school; raising family, etc.)	30.5%	8.5%	5.3%	.0%	.0%	.7%
	Unemployed but not retired	49.7%	21.5%	35.7%	.0%	.0%	.8%
	Retired	38.8%	12.8%	25.2%	.8%	.2%	10.1%
	Refused	17.3%	6.5%	13.1%	1.1%	.0%	10.8%
Are you part of a Homeowners' Association?	Yes	39.7%	10.0%	23.3%	.6%	.2%	13.5%
	No	45.3%	11.8%	23.1%	.2%	.6%	11.4%
Which best describes your neighborhood? READ	Urban/city	44.3%	11.5%	14.0%	.3%	.0%	18.1%
	Rural	38.8%	8.6%	20.1%	.2%	1.1%	9.3%
	Suburban	43.4%	13.3%	29.0%	.5%	.1%	10.9%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	41.9%	13.7%	24.1%	.6%	.7%	9.8%
	One half acre	47.2%	8.8%	23.6%	.0%	.0%	14.4%
	One acre	48.6%	7.5%	17.7%	.0%	.0%	15.2%
	Larger than 1 acre	42.4%	10.9%	26.0%	.0%	.0%	6.9%
	Don't know	20.6%	12.0%	15.0%	.0%	.0%	26.1%
	Other	46.8%	.0%	18.0%	4.5%	.0%	22.7%

		Are there times or situations when you should NOT fertilize your lawn?					
		Summer	Spring	Fall	Not sure	Other	If the grass looks good.
		Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	8.6%	.7%	.5%	25.8%	3.6%	2.7%
	Employed full-time	6.7%	.7%	.8%	21.5%	1.6%	4.1%
	Employed part-time	21.4%	1.0%	.0%	14.0%	.9%	5.4%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	.0%	.0%	61.1%	7.7%	.0%
	Unemployed but not retired	21.4%	.0%	.0%	16.6%	.0%	.4%
	Retired	8.1%	.9%	.5%	29.2%	3.7%	1.5%
	Refused	3.5%	1.0%	.0%	39.5%	20.5%	.0%
Are you part of a Homeowners' Association?	Yes	10.4%	.7%	.3%	25.5%	3.8%	5.4%
	No	7.7%	.7%	.7%	24.7%	3.8%	1.1%
Which best describes your neighborhood? READ	Urban/city	9.2%	.3%	.3%	29.3%	1.3%	1.2%
	Rural	8.9%	1.2%	.3%	26.8%	3.1%	7.1%
	Suburban	8.1%	.7%	.7%	23.4%	5.0%	.8%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	9.2%	.7%	.7%	27.5%	3.7%	1.2%
	One half acre	11.9%	.5%	.2%	21.7%	6.6%	1.0%
	One acre	1.7%	.0%	.9%	18.0%	.0%	15.5%
	Larger than 1 acre	3.8%	1.4%	.0%	31.2%	2.3%	3.9%
	Don't know	8.9%	1.0%	.0%	28.4%	2.0%	.0%
	Other	16.6%	4.4%	.0%	15.0%	.0%	2.8%

		How do you know when your lawn needs to be fertilized?				
		Test the soil	Brown patches	Time of the year/ the season	Lawn has weeds	Lawn looks spotty
		Row N %	Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	3.5%	33.2%	37.1%	16.2%	23.4%
	Employed full-time	2.9%	30.6%	36.7%	18.9%	22.0%
	Employed part-time	1.8%	32.8%	45.1%	13.9%	44.2%
	Voluntarily not in the work force (in school; raising family, etc.)	29.4%	50.9%	30.6%	4.7%	14.0%
	Unemployed but not retired	5.2%	50.7%	36.6%	18.3%	30.9%
	Retired	2.8%	29.3%	38.7%	15.8%	17.3%
	Refused	.0%	46.7%	26.5%	7.4%	40.5%
Are you part of a Homeowners' Association?	Yes	6.4%	34.1%	42.0%	16.1%	21.8%
	No	1.9%	33.8%	33.4%	17.0%	23.9%
Which best describes your neighborhood? READ	Urban/city	1.6%	40.5%	35.7%	12.2%	25.3%
	Rural	2.5%	29.2%	32.1%	18.5%	23.1%
	Suburban	5.1%	31.9%	40.7%	16.9%	22.6%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	3.3%	28.3%	41.2%	16.3%	20.8%
	One half acre	6.5%	45.5%	42.5%	12.8%	26.8%
	One acre	.5%	30.6%	25.4%	33.9%	29.1%
	Larger than 1 acre	3.7%	26.1%	27.5%	13.2%	23.0%
	Don't know	.7%	47.7%	25.9%	7.7%	25.2%
	Other	.0%	40.3%	10.6%	16.5%	29.3%

		Are there times or situations when you should NOT fertilize your lawn?		
		If it is very hot.	No	If you are near a water body.
		Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	.3%	.0%	.0%
	Employed full-time	.4%	.0%	.0%
	Employed part-time	.0%	.0%	.0%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	.0%	.0%
	Unemployed but not retired	.0%	.0%	.0%
	Retired	.4%	.0%	.0%
	Refused	.0%	.0%	.0%
Are you part of a Homeowners' Association?	Yes	.1%	.0%	.0%
	No	.5%	.0%	.0%
Which best describes your neighborhood? READ	Urban/city	.0%	.0%	.0%
	Rural	.7%	.0%	.0%
	Suburban	.2%	.0%	.0%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	.3%	.0%	.0%
	One half acre	.0%	.0%	.0%
	One acre	.0%	.0%	.0%
	Larger than 1 acre	1.4%	.0%	.0%
	Don't know	.0%	.0%	.0%
	Other	.0%	.0%	.0%

## Appendix

		How do you know when your lawn needs to be fertilized?				
		Grass is growing	Test the soil to determine	Don't look for any factors - just fertilize every year (or another time period)	If my grass is thinned out or doesn't look good - looks dead	Ask someone at the store (garden store, Wal-Mart, etc.)
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	2.7%	.4%	11.4%	16.8%	1.3%
	Employed full-time	3.7%	.2%	12.2%	12.0%	1.8%
	Employed part-time	.5%	.0%	13.8%	37.6%	.0%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	.0%	7.2%	38.0%	.0%
	Unemployed but not retired	.0%	2.2%	.0%	27.2%	.0%
	Retired	1.8%	.4%	14.2%	17.4%	1.4%
	Refused	6.8%	.0%	1.8%	5.5%	1.0%
Are you part of a Homeowners' Association?	Yes	2.0%	.4%	8.9%	17.6%	1.0%
	No	2.6%	.4%	13.9%	15.5%	1.5%
Which best describes your neighborhood? READ	Urban/city	5.6%	.5%	10.3%	10.9%	1.6%
	Rural	1.0%	.6%	11.9%	18.3%	1.9%
	Suburban	2.4%	.2%	11.7%	18.8%	.9%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	2.7%	.4%	14.5%	20.8%	1.5%
	One half acre	2.8%	.3%	4.4%	14.9%	1.9%
	One acre	5.1%	.0%	11.8%	9.5%	.0%
	Larger than 1 acre	2.5%	1.0%	14.7%	14.9%	1.3%
	Don't know	.0%	.0%	2.8%	3.0%	1.1%
	Other	2.8%	.0%	10.6%	18.1%	.0%

		How do you know when your lawn needs to be fertilized?		
		Ask a neighbor, friend, etc.	NONE	Other
	Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	1.4%	5.4%	4.4%
	Employed full-time	1.9%	6.2%	5.6%
	Employed part-time	1.6%	3.2%	1.9%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	16.0%	.0%
	Unemployed but not retired	.4%	3.2%	2.3%
	Retired	1.3%	3.9%	4.3%
	Refused	.0%	7.0%	2.7%
Are you part of a Homeowners' Association?	Yes	1.2%	2.3%	3.5%
	No	1.7%	7.3%	5.2%
Which best describes your neighborhood? READ	Urban/city	.8%	6.9%	3.2%
	Rural	1.6%	5.3%	8.5%
	Suburban	1.7%	4.7%	2.5%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	1.3%	4.9%	3.8%
	One half acre	2.2%	5.2%	2.5%
	One acre	.0%	1.4%	2.6%
	Larger than 1 acre	1.2%	11.0%	9.8%
	Don't know	2.1%	5.7%	4.8%
	Other	4.1%	4.0%	15.7%

		Will fertilizing your lawn the wrong way or using too much fertilizer: READ1=Yes2=No3=DK - Cause thatch build up (IF ASKED, thatch is a buildup of dead roots, lawn debris and dead turfgrass crowns)		
		Yes	No	Don't know
		Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	43.5%	20.7%	35.8%
	Employed full-time	44.5%	20.9%	34.5%
	Employed part-time	46.1%	13.1%	40.8%
	Voluntarily not in the work force (in school; raising family, etc.)	21.7%	18.7%	59.6%
	Unemployed but not retired	39.2%	17.0%	43.8%
	Retired	43.5%	21.8%	34.7%
	Refused	48.1%	25.5%	26.5%
Are you part of a Homeowners' Association?	Yes	42.3%	18.7%	39.0%
	No	45.3%	20.7%	33.9%
Which best describes your neighborhood? READ	Urban/city	38.3%	25.4%	36.3%
	Rural	47.5%	22.2%	30.3%
	Suburban	43.7%	17.6%	38.7%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	37.2%	22.0%	40.9%
	One half acre	53.9%	16.7%	29.4%
	One acre	52.9%	12.8%	34.2%
	Larger than 1 acre	45.5%	29.1%	25.3%
	Don't know	46.4%	15.9%	37.7%
	Other	41.9%	34.1%	24.1%

		Will fertilizing your lawn the wrong way or using too much fertilizer: READ1=Yes2=No3=DK - Pollute nearby bodies of water		
		Yes	No	Don't know
		Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	77.0%	13.6%	9.4%
	Employed full-time	83.4%	8.1%	8.5%
	Employed part-time	78.3%	13.6%	8.1%
	Voluntarily not in the work force (in school; raising family, etc.)	72.4%	22.9%	4.7%
	Unemployed but not retired	92.6%	1.5%	6.0%
	Retired	71.3%	17.3%	11.4%
	Refused	52.6%	35.3%	12.1%
Are you part of a Homeowners' Association?	Yes	81.3%	10.0%	8.7%
	No	76.4%	14.2%	9.3%
Which best describes your neighborhood? READ	Urban/city	70.1%	16.7%	13.1%
	Rural	72.0%	19.7%	8.2%
	Suburban	83.4%	8.3%	8.4%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	75.6%	14.6%	9.8%
	One half acre	82.2%	5.4%	12.4%
	One acre	71.8%	24.4%	3.7%
	Larger than 1 acre	82.7%	12.4%	4.9%
	Don't know	76.0%	11.7%	12.3%
	Other	49.8%	38.6%	11.6%

## Appendix

		Will fertilizing your lawn the wrong way or using too much fertilizer: READ1=Yes2=No3=DK - Cause cinch bugs (IF ASKED cinch bugs cause circular yellow spots on your lawn. They leave a poison that kills grass)		
		Yes	No	Don't know
		Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	33.8%	23.4%	42.8%
	Employed full-time	34.1%	25.7%	40.2%
	Employed part-time	46.5%	15.7%	37.7%
	Voluntarily not in the work force (in school; raising family, etc.)	33.8%	13.8%	52.3%
	Unemployed but not retired	14.5%	20.5%	64.9%
	Retired	35.3%	24.8%	39.8%
	Refused	27.6%	15.6%	56.8%
Are you part of a Homeowners' Association?	Yes	37.3%	20.2%	42.4%
	No	30.7%	26.0%	43.3%
Which best describes your neighborhood? READ	Urban/city	31.1%	31.3%	37.6%
	Rural	30.4%	24.8%	44.8%
	Suburban	37.2%	18.7%	44.1%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	37.4%	20.5%	42.1%
	One half acre	33.3%	22.4%	44.3%
	One acre	13.8%	30.4%	55.8%
	Larger than 1 acre	26.5%	28.5%	45.0%
	Don't know	48.2%	32.0%	19.7%
	Other	24.2%	19.4%	56.4%

		Will fertilizing your lawn the wrong way or using too much fertilizer: READ1=Yes2=No3=DK - Turn your lawn an orangey brown color		
		Yes	No	Don't know
		Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	60.4%	18.8%	20.8%
	Employed full-time	62.2%	18.7%	19.1%
	Employed part-time	57.8%	17.9%	24.3%
	Voluntarily not in the work force (in school; raising family, etc.)	59.7%	20.0%	20.2%
	Unemployed but not retired	87.5%	8.4%	4.1%
	Retired	54.9%	19.4%	25.7%
	Refused	56.2%	26.4%	17.4%
Are you part of a Homeowners' Association?	Yes	61.2%	12.5%	26.3%
	No	61.6%	21.4%	17.0%
Which best describes your neighborhood? READ	Urban/city	52.2%	27.7%	20.2%
	Rural	63.5%	18.6%	18.0%
	Suburban	62.6%	14.7%	22.7%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	57.9%	19.5%	22.6%
	One half acre	61.6%	19.5%	18.8%
	One acre	57.1%	19.9%	23.0%
	Larger than 1 acre	63.5%	17.9%	18.6%
	Don't know	74.9%	13.3%	11.8%
	Other	61.8%	12.7%	25.5%

		Will fertilizing your lawn the wrong way or using too much fertilizer: READ1=Yes2=No3=DK - Cause algae growth in bodies of water		
		Yes	No	Don't know
		Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	67.0%	12.9%	20.1%
	Employed full-time	67.4%	11.7%	20.9%
	Employed part-time	67.7%	3.1%	29.2%
	Voluntarily not in the work force (in school; raising family, etc.)	68.1%	18.1%	13.8%
	Unemployed but not retired	71.2%	13.5%	15.3%
	Retired	65.3%	15.4%	19.3%
	Refused	68.1%	15.3%	16.6%
Are you part of a Homeowners' Association?	Yes	77.4%	7.2%	15.5%
	No	62.1%	16.5%	21.4%
Which best describes your neighborhood? READ	Urban/city	61.8%	18.5%	19.7%
	Rural	63.5%	14.9%	21.6%
	Suburban	71.6%	9.0%	19.4%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	65.1%	12.0%	22.9%
	One half acre	73.8%	11.0%	15.2%
	One acre	61.4%	26.2%	12.4%
	Larger than 1 acre	69.7%	11.6%	18.6%
	Don't know	69.4%	10.9%	19.8%
	Other	43.4%	12.2%	44.4%

		Which of the following are the correct things to do when fertilizing your lawn?				
		Read and follow package instructions on the fertilizer bag	Use slow-release fertilizer	Fertilize before storms	Leave a 10 foot buffer around bodies of water where no fertilizer is applied	Distribute fertilizer evenly across your lawn
		Row N %	Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	68.7%	66.6%	14.9%	50.2%	66.7%
	Employed full-time	67.8%	67.9%	16.2%	53.2%	64.9%
	Employed part-time	74.6%	61.0%	16.2%	51.7%	76.7%
	Voluntarily not in the work force (in school; raising family, etc.)	98.5%	72.8%	34.0%	66.1%	78.2%
	Unemployed but not retired	79.4%	60.2%	4.3%	53.0%	70.9%
	Retired	68.2%	69.1%	10.5%	48.2%	67.1%
	Refused	49.3%	53.1%	27.4%	29.7%	57.9%
Are you part of a Homeowners' Association?	Yes	72.3%	69.1%	14.0%	56.4%	65.5%
	No	66.9%	66.0%	13.8%	46.5%	68.3%
Which best describes your neighborhood? READ	Urban/city	64.1%	56.5%	17.7%	40.5%	65.2%
	Rural	60.5%	64.1%	15.9%	45.0%	56.1%
	Suburban	75.9%	73.0%	12.9%	58.0%	73.8%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	77.1%	71.6%	16.7%	57.5%	73.7%
	One half acre	61.9%	65.3%	12.8%	48.3%	71.8%
	One acre	58.8%	65.6%	3.2%	37.6%	42.0%
	Larger than 1 acre	57.6%	63.2%	10.5%	47.6%	62.3%
	Don't know	56.7%	39.2%	27.6%	23.0%	43.4%
	Other	66.2%	61.5%	22.8%	35.4%	37.0%

## Appendix

		Which of the following are the correct things to do when fertilizing your lawn?				
		Use fertilizer with low levels of phosphorous	Use as much fertilizer as possible	Water your grass lightly, say a 1/4 inch or so after fertilizing	Have your soil tested to determine if fertilizing is needed	Match your fertilizer to your soil
		Row N %	Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	43.1%	2.8%	57.5%	47.8%	58.5%
	Employed full-time	49.0%	1.2%	58.3%	51.3%	64.3%
	Employed part-time	43.9%	.0%	64.2%	45.4%	60.5%
	Voluntarily not in the work force (in school; raising family, etc.)	25.3%	.0%	69.3%	60.6%	70.1%
	Unemployed but not retired	44.8%	.0%	56.4%	52.7%	69.4%
	Retired	40.3%	3.5%	59.3%	42.2%	53.4%
	Refused	25.6%	15.0%	32.3%	47.1%	31.6%
Are you part of a Homeowners' Association?	Yes	44.8%	4.1%	60.6%	54.8%	63.7%
	No	42.5%	1.7%	56.3%	44.8%	56.2%
Which best describes your neighborhood? READ	Urban/city	38.4%	6.5%	46.8%	45.1%	57.6%
	Rural	41.6%	1.3%	58.9%	36.9%	59.1%
	Suburban	46.4%	1.8%	62.0%	55.7%	58.7%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	47.1%	4.0%	64.2%	52.1%	59.7%
	One half acre	39.9%	1.2%	56.8%	52.2%	64.4%
	One acre	37.0%	.0%	39.4%	38.1%	51.1%
	Larger than 1 acre	44.0%	.0%	62.7%	44.2%	60.4%
	Don't know	31.2%	5.7%	26.8%	21.1%	41.0%
	Other	32.5%	6.5%	38.9%	44.4%	46.9%

		Which of the following are the correct things to do when fertilizing your lawn?		
		Sweep the excess fertilizer into the storm drain or sewer	Not sure	Other
		Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	3.2%	7.6%	.6%
	Employed full-time	2.7%	6.7%	1.0%
	Employed part-time	1.6%	10.4%	.0%
	Voluntarily not in the work force (in school; raising family, etc.)	3.3%	.0%	3.3%
	Unemployed but not retired	2.6%	6.9%	.0%
	Retired	2.5%	9.2%	.1%
	Refused	12.8%	6.3%	.0%
Are you part of a Homeowners' Association?	Yes	5.0%	5.9%	.4%
	No	2.3%	8.8%	.7%
Which best describes your neighborhood? READ	Urban/city	5.3%	7.9%	.0%
	Rural	3.4%	11.3%	1.4%
	Suburban	2.2%	5.2%	.4%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	3.9%	5.7%	.4%
	One half acre	2.2%	7.3%	.0%
	One acre	1.1%	2.3%	.0%
	Larger than 1 acre	4.4%	19.2%	3.5%
	Don't know	1.8%	11.6%	.0%
	Other	6.3%	4.4%	.0%

		It doesn't matter which type of fertilizer is put on my lawn - they all work about the same.				
		Agree	Neither agree nor disagree	Disagree	Not sure	
		Row N %	Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	12.4%	3.6%	80.5%	3.6%	
	Employed full-time	10.2%	2.5%	84.7%	2.6%	
	Employed part-time	3.9%	.9%	92.6%	2.6%	
	Voluntarily not in the work force (in school; raising family, etc.)	2.7%	1.9%	93.4%	2.0%	
	Unemployed but not retired	10.7%	22.8%	63.1%	3.3%	
	Retired	13.8%	2.2%	78.4%	5.6%	
	Refused	33.3%	4.7%	60.9%	1.0%	
Are you part of a Homeowners' Association?	Yes	13.3%	2.4%	80.0%	4.2%	
	No	11.7%	4.4%	81.1%	2.9%	
Which best describes your neighborhood? READ	Urban/city	7.8%	2.8%	83.9%	5.5%	
	Rural	10.1%	4.0%	83.7%	2.3%	
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	Suburban	16.0%	3.7%	76.9%	3.4%	
	One quarter acre or less	13.7%	3.6%	78.2%	4.6%	
	One half acre	14.8%	.3%	82.5%	2.4%	
	One acre	3.5%	.5%	94.9%	1.1%	
	Larger than 1 acre	12.0%	7.6%	77.2%	3.2%	
	Don't know	8.7%	10.2%	77.3%	3.8%	
	Other	8.6%	4.4%	87.0%	.0%	

		Compared to all things that might pollute bodies of water, is fertilizer: READ				
		A major cause of pollution to bodies of water	A minor cause of pollution to bodies of water	Not at all a cause of pollution to bodies of water	Don't know	
		Row N %	Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	51.0%	35.7%	4.4%	8.9%	
	Employed full-time	50.8%	37.3%	2.8%	9.1%	
	Employed part-time	60.1%	35.9%	1.0%	3.0%	
	Voluntarily not in the work force (in school; raising family, etc.)	31.6%	68.4%	.0%	.0%	
	Unemployed but not retired	50.1%	30.9%	16.6%	2.4%	
	Retired	55.3%	28.5%	4.0%	12.2%	
	Refused	31.7%	50.7%	11.8%	5.7%	
Are you part of a Homeowners' Association?	Yes	58.4%	27.3%	5.1%	9.1%	
	No	48.4%	39.1%	3.9%	8.6%	
Which best describes your neighborhood? READ	Urban/city	45.4%	37.2%	7.0%	10.3%	
	Rural	51.1%	37.2%	2.7%	9.0%	
	Suburban	53.8%	33.9%	4.1%	8.1%	
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	53.1%	31.9%	6.1%	9.0%	
	One half acre	53.1%	38.9%	1.3%	6.7%	
	One acre	50.8%	43.9%	.0%	5.3%	
	Larger than 1 acre	53.6%	33.2%	1.9%	11.3%	
	Don't know	25.2%	49.2%	11.0%	14.6%	
	Other	49.4%	34.2%	3.7%	12.7%	

## Appendix

		The more fertilizer I use, the more likely I am to have a greener, fuller lawn with fewer			
		Agree	Neither agree nor disagree	Disagree	Don't know
		Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	16.4%	6.2%	76.0%	1.3%
	Employed full-time	13.1%	6.1%	80.4%	.4%
	Employed part-time	7.8%	3.3%	88.8%	.0%
	Voluntarily not in the work force (in school; raising family, etc.)	.7%	.0%	97.3%	2.0%
	Unemployed but not retired	21.7%	15.9%	62.5%	.0%
	Retired	17.1%	5.9%	74.6%	2.4%
	Refused	45.4%	6.2%	45.1%	3.3%
Are you part of a Homeowners' Association?	Yes	13.2%	5.2%	80.3%	1.3%
	No	17.3%	7.0%	74.7%	1.0%
Which best describes your neighborhood? READ	Urban/city	16.1%	7.5%	74.8%	1.5%
	Rural	12.2%	6.8%	80.2%	.8%
	Suburban	19.1%	5.2%	74.2%	1.5%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	17.1%	5.2%	76.9%	.8%
	One half acre	18.8%	3.5%	76.6%	1.2%
	One acre	11.3%	3.8%	84.0%	1.0%
	Larger than 1 acre	18.4%	12.6%	68.6%	.4%
	Don't know	5.5%	15.7%	70.8%	8.0%
	Other	22.6%	4.5%	72.9%	.0%

		Having a healthy lawn is important to me			
		Agree	Neither agree nor disagree	Disagree	Don't know
		Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	79.1%	10.6%	9.1%	1.2%
	Employed full-time	82.2%	11.6%	5.5%	.7%
	Employed part-time	83.0%	5.5%	11.5%	.0%
	Voluntarily not in the work force (in school; raising family, etc.)	54.7%	37.1%	2.5%	5.8%
	Unemployed but not retired	75.0%	9.6%	15.3%	.0%
	Retired	76.7%	9.4%	12.9%	1.0%
	Refused	81.9%	4.5%	7.7%	5.9%
Are you part of a Homeowners' Association?	Yes	81.5%	10.1%	6.9%	1.5%
	No	77.4%	11.5%	10.3%	.8%
Which best describes your neighborhood? READ	Urban/city	85.3%	7.4%	6.4%	1.0%
	Rural	71.5%	14.7%	13.6%	.2%
	Suburban	80.7%	9.7%	7.6%	1.9%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	83.3%	8.7%	6.6%	1.3%
	One half acre	81.7%	9.6%	8.7%	.0%
	One acre	69.9%	16.8%	12.6%	.6%
	Larger than 1 acre	63.7%	18.8%	16.7%	.8%
	Don't know	77.0%	7.4%	9.4%	6.2%
	Other	79.5%	4.0%	16.6%	.0%

		The appearance of a front lawn says something about the homeowner			
		Agree	Neither agree nor disagree	Disagree	Don't know
		Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	84.4%	7.5%	6.6%	1.5%
	Employed full-time	86.1%	7.1%	6.0%	.8%
	Employed part-time	84.1%	14.4%	1.5%	.0%
	Voluntarily not in the work force (in school; raising family, etc.)	100.0%	.0%	.0%	.0%
	Unemployed but not retired	75.7%	10.9%	4.7%	8.7%
	Retired	82.8%	6.3%	9.8%	1.1%
	Refused	81.5%	9.8%	4.4%	4.3%
Are you part of a Homeowners' Association?	Yes	86.0%	6.1%	6.8%	1.1%
	No	83.8%	8.0%	6.8%	1.4%
Which best describes your neighborhood? READ	Urban/city	90.6%	3.3%	4.8%	1.3%
	Rural	77.0%	13.1%	9.0%	1.0%
	Suburban	85.7%	6.2%	6.1%	1.9%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	89.1%	4.4%	5.9%	.6%
	One half acre	82.3%	8.4%	9.3%	.0%
	One acre	66.8%	17.7%	8.6%	6.9%
	Larger than 1 acre	83.2%	11.0%	3.6%	2.1%
	Don't know	82.6%	8.5%	3.4%	5.4%
	Other	68.4%	10.8%	20.7%	.0%

		I would change my fertilizer if I knew it was harmful to the environment			
		Agree	Neither agree nor disagree	Disagree	Don't know
		Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	90.4%	2.9%	5.7%	1.0%
	Employed full-time	91.5%	2.6%	5.6%	.3%
	Employed part-time	85.8%	.5%	13.7%	.0%
	Voluntarily not in the work force (in school; raising family, etc.)	97.3%	.0%	2.7%	.0%
	Unemployed but not retired	94.8%	4.4%	.0%	.8%
	Retired	91.7%	2.6%	4.4%	1.2%
	Refused	73.9%	9.2%	11.0%	6.0%
Are you part of a Homeowners' Association?	Yes	89.0%	2.9%	7.2%	.9%
	No	93.8%	3.0%	2.8%	.4%
Which best describes your neighborhood? READ	Urban/city	94.2%	1.4%	2.6%	1.7%
	Rural	84.3%	2.7%	12.4%	.6%
	Suburban	92.1%	3.8%	3.2%	.9%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	91.2%	3.8%	4.6%	.5%
	One half acre	92.6%	1.8%	5.2%	.5%
	One acre	81.4%	.7%	16.4%	1.4%
	Larger than 1 acre	94.9%	2.6%	2.2%	.4%
	Don't know	87.9%	.0%	7.7%	4.4%
	Other	63.4%	17.4%	8.0%	11.2%

## Appendix

		The way I fertilize my lawn can harm the environment in a substantial way			
		Agree	Neither agree nor disagree	Disagree	Don't know
		Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	52.0%	5.3%	37.9%	4.8%
	Employed full-time	51.4%	3.7%	39.3%	5.6%
	Employed part-time	70.8%	3.0%	23.6%	2.6%
	Voluntarily not in the work force (in school; raising family, etc.)	68.0%	.0%	30.0%	2.0%
	Unemployed but not retired	53.0%	14.3%	32.7%	.0%
	Retired	50.8%	6.5%	37.7%	4.9%
	Refused	35.7%	6.4%	52.0%	6.0%
Are you part of a Homeowners' Association?	Yes	50.5%	3.6%	42.6%	3.3%
	No	53.5%	6.6%	34.5%	5.4%
Which best describes your neighborhood? READ	Urban/city	48.2%	6.8%	36.4%	8.6%
	Rural	51.8%	6.5%	36.0%	5.7%
	Suburban	54.0%	3.9%	39.8%	2.3%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	57.1%	4.6%	35.3%	2.9%
	One half acre	51.2%	3.4%	42.7%	2.6%
	One acre	50.1%	2.3%	37.2%	10.4%
	Larger than 1 acre	46.2%	9.7%	34.1%	9.9%
	Don't know	33.9%	11.3%	47.1%	7.7%
	Other	23.1%	13.0%	52.8%	11.2%

		It is important to me to use the right amount of fertilizer that's appropriate for my lawn			
		Agree	Neither agree nor disagree	Disagree	Don't know
		Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	95.3%	2.1%	2.0%	.6%
	Employed full-time	95.8%	2.2%	1.9%	.2%
	Employed part-time	96.0%	.9%	3.1%	.0%
	Voluntarily not in the work force (in school; raising family, etc.)	99.3%	.0%	.7%	.0%
	Unemployed but not retired	100.0%	.0%	.0%	.0%
	Retired	94.3%	2.3%	2.5%	.9%
	Refused	90.8%	4.8%	1.0%	3.3%
Are you part of a Homeowners' Association?	Yes	95.3%	2.2%	1.6%	.9%
	No	95.8%	2.2%	1.9%	.1%
Which best describes your neighborhood? READ	Urban/city	96.7%	1.6%	.7%	.9%
	Rural	94.7%	3.9%	.6%	.8%
	Suburban	95.0%	1.3%	3.4%	.3%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	95.3%	1.6%	2.8%	.3%
	One half acre	96.7%	1.5%	1.8%	.0%
	One acre	100.0%	.0%	.0%	.0%
	Larger than 1 acre	93.0%	7.0%	.0%	.0%
	Don't know	89.2%	.9%	2.8%	7.0%
	Other	91.6%	8.4%	.0%	.0%

		I don't care about science behind fertilizers, I just want my lawn green			
		Agree	Neither agree nor disagree	Disagree	Don't know
		Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	12.4%	5.3%	79.3%	3.0%
	Employed full-time	7.3%	4.5%	87.5%	.7%
	Employed part-time	14.5%	4.6%	77.8%	3.0%
	Voluntarily not in the work force (in school; raising family, etc.)	11.6%	.0%	88.4%	.0%
	Unemployed but not retired	9.7%	5.2%	62.2%	22.8%
	Retired	17.7%	6.7%	73.7%	2.0%
	Refused	19.4%	7.3%	66.3%	7.0%
Are you part of a Homeowners' Association?	Yes	10.4%	4.8%	83.5%	1.4%
	No	11.6%	5.7%	79.4%	3.4%
Which best describes your neighborhood? READ	Urban/city	12.9%	3.8%	79.2%	4.0%
	Rural	12.9%	7.8%	77.6%	1.7%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	Suburban	11.9%	4.6%	80.2%	3.2%
	One quarter acre or less	14.5%	4.6%	77.9%	3.0%
	One half acre	10.0%	4.8%	84.4%	.8%
	One acre	5.4%	3.6%	89.6%	1.4%
	Larger than 1 acre	12.2%	10.6%	74.5%	2.7%
	Don't know	11.3%	6.4%	69.7%	12.5%
	Other	20.7%	4.5%	74.8%	.0%

		Does slow-release fertilizer take longer than regular fertilizer for you to be able to see the results on your lawn?		
		Yes	No	Not sure
		Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	40.0%	32.5%	27.6%
	Employed full-time	36.0%	38.3%	25.7%
	Employed part-time	48.1%	27.0%	24.9%
	Voluntarily not in the work force (in school; raising family, etc.)	52.9%	30.9%	16.3%
	Unemployed but not retired	30.2%	30.2%	39.6%
	Retired	42.1%	28.0%	29.9%
	Refused	48.9%	25.9%	25.1%
Are you part of a Homeowners' Association?	Yes	50.1%	27.4%	22.5%
	No	33.5%	36.3%	30.2%
Which best describes your neighborhood? READ	Urban/city	39.1%	34.1%	26.8%
	Rural	43.6%	31.3%	25.1%
	Suburban	38.2%	32.3%	29.4%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	39.3%	32.1%	28.6%
	One half acre	37.9%	35.0%	27.0%
	One acre	57.0%	15.8%	27.2%
	Larger than 1 acre	30.6%	42.2%	27.2%
	Don't know	48.4%	28.6%	23.0%
	Other	24.1%	50.2%	25.7%

## Appendix

		In the past 3 months, have you changed how you fertilize your lawn?		
		Yes	No	Not sure
		Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	8.9%	87.0%	4.1%
	Employed full-time	11.4%	83.0%	5.6%
	Employed part-time	15.2%	83.1%	1.7%
	Voluntarily not in the work force (in school; raising family, etc.)	42.8%	57.2%	.0%
	Unemployed but not retired	1.2%	98.8%	.0%
	Retired	4.5%	91.8%	3.7%
	Refused	.0%	96.0%	4.0%
Are you part of a Homeowners' Association?	Yes	14.2%	83.8%	2.0%
	No	6.0%	88.8%	5.2%
Which best describes your neighborhood? READ	Urban/city	11.4%	81.5%	7.1%
	Rural	3.7%	94.0%	2.3%
	Suburban	10.7%	85.6%	3.7%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	9.6%	88.2%	2.2%
	One half acre	7.5%	82.4%	10.1%
	One acre	2.0%	95.7%	2.3%
	Larger than 1 acre	4.5%	91.9%	3.7%
	Don't know	25.3%	72.0%	2.6%
	Other	4.0%	88.0%	8.1%

		What did you change?				
		I stopped fertilizing before a storm.	I started testing my soil.	I now read the directions on the fertilizer bag.	I am measuring my yard before I fertilize.	I am fertilizing less than I use to.
		Row N %	Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	2.1%	.0%	1.9%	2.0%	21.7%
	Employed full-time	.0%	.0%	1.1%	2.7%	29.1%
	Employed part-time	.0%	.0%	.0%	.0%	14.0%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	.0%	.0%	.0%	.0%
	Unemployed but not retired	.0%	.0%	.0%	66.8%	33.2%
	Retired	12.7%	.0%	7.6%	.0%	20.7%
	Refused	.0%	.0%	.0%	.0%	.0%
Are you part of a Homeowners' Association?	Yes	1.2%	.0%	2.0%	.0%	3.4%
	No	3.5%	.0%	1.7%	5.2%	49.6%
Which best describes your neighborhood? READ	Urban/city	.0%	.0%	6.1%	.0%	59.2%
	Rural	12.3%	.0%	.0%	4.5%	14.3%
	Suburban	1.2%	.0%	.0%	2.6%	3.6%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	1.3%	.0%	1.2%	1.3%	7.7%
	One half acre	.0%	.0%	3.7%	.0%	5.8%
	One acre	32.5%	.0%	.0%	.0%	.0%
	Larger than 1 acre	.0%	.0%	.0%	.0%	.0%
	Don't know	.0%	.0%	3.2%	6.8%	86.8%
	Other	100.0%	.0%	.0%	.0%	.0%

		What did you change?				
		I am cleaning up the excess fertilizer after I apply it, then I put it back into the bag or into the trash.	I am using slow-release fertilizer.	Don't know	Other	Changed or hired a lawn service
		Row N %	Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	.0%	31.1%	3.8%	5.4%	4.5%
	Employed full-time	.0%	24.3%	1.3%	2.2%	4.9%
	Employed part-time	.0%	.0%	6.5%	18.4%	.0%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	100.0%	.0%	.0%	.0%
	Unemployed but not retired	.0%	.0%	.0%	.0%	.0%
	Retired	.0%	16.0%	13.9%	11.9%	10.5%
	Refused	.0%	.0%	.0%	.0%	.0%
Are you part of a Homeowners' Association?	Yes	.0%	41.4%	3.2%	4.6%	2.3%
	No	.0%	15.4%	4.8%	6.5%	7.8%
Which best describes your neighborhood? READ	Urban/city	.0%	16.5%	6.3%	5.0%	4.9%
	Rural	.0%	10.2%	6.0%	12.0%	21.0%
	Suburban	.0%	42.7%	2.1%	4.3%	1.1%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	.0%	34.8%	2.2%	5.9%	4.4%
	One half acre	.0%	66.8%	7.8%	.0%	.0%
	One acre	.0%	.0%	32.5%	35.0%	.0%
	Larger than 1 acre	.0%	11.2%	11.7%	22.6%	34.5%
	Don't know	.0%	.0%	.0%	.0%	.0%
	Other	.0%	.0%	.0%	.0%	.0%

		What did you change?	
		Watering less	I changed my fertilizing technique.
			Row N %
What is your present employment status? READ IF NECESSARY	Total	.9%	26.6%
	Employed full-time	.0%	34.4%
	Employed part-time	7.9%	53.1%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	.0%
	Unemployed but not retired	.0%	.0%
	Retired	.0%	6.7%
	Refused	.0%	.0%
Are you part of a Homeowners' Association?	Yes	1.5%	40.4%
	No	.0%	5.7%
Which best describes your neighborhood? READ	Urban/city	.0%	2.0%
	Rural	.0%	19.7%
	Suburban	1.6%	40.8%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	1.6%	39.5%
	One half acre	.0%	15.9%
	One acre	.0%	.0%
	Larger than 1 acre	.0%	19.9%
	Don't know	.0%	3.2%
	Other	.0%	.0%

## Appendix

		Why? CATEGORIZE				
		Noticed advertising	Noticed news coverage	Noticed pamphlet	Southwest Florida Water Management District Website	Neighbor, friend to me/someone told me
		Row N %	Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	4.4%	1.3%	.0%	.0%	12.0%
	Employed full-time	.0%	2.3%	.0%	.0%	19.0%
	Employed part-time	14.4%	.0%	.0%	.0%	5.7%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	.0%	.0%	.0%	.0%
	Unemployed but not retired	.0%	.0%	.0%	.0%	.0%
	Retired	16.6%	.0%	.0%	.0%	4.0%
	Refused	.0%	.0%	.0%	.0%	.0%
Are you part of a Homeowners' Association?	Yes	3.8%	.0%	.0%	.0%	17.4%
	No	5.4%	3.3%	.0%	.0%	3.8%
Which best describes your neighborhood? READ	Urban/city	.0%	.0%	.0%	.0%	2.8%
	Rural	12.3%	.0%	.0%	.0%	.0%
	Suburban	5.2%	2.2%	.0%	.0%	19.1%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	4.1%	.0%	.0%	.0%	3.8%
	One half acre	4.7%	.0%	.0%	.0%	61.0%
	One acre	32.5%	.0%	.0%	.0%	.0%
	Larger than 1 acre	.0%	.0%	.0%	.0%	.0%
	Don't know	.0%	6.8%	.0%	.0%	.0%
	Other	100.0%	.0%	.0%	.0%	.0%

		Why? CATEGORIZE				
		Lawn service/expert told me	To save money	To save the environment	Other	Because the lawn didn't look good.
		Row N %	Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	17.6%	20.4%	15.6%	16.5%	12.2%
	Employed full-time	28.4%	31.2%	3.2%	6.2%	9.8%
	Employed part-time	.0%	.0%	16.9%	63.0%	.0%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	.0%	68.7%	.0%	31.3%
	Unemployed but not retired	.0%	.0%	.0%	66.8%	33.2%
	Retired	9.6%	17.0%	10.2%	31.8%	10.9%
	Refused	.0%	.0%	.0%	.0%	.0%
Are you part of a Homeowners' Association?	Yes	26.5%	1.9%	19.8%	19.8%	10.8%
	No	4.0%	48.5%	9.1%	11.6%	14.3%
Which best describes your neighborhood? READ	Urban/city	5.2%	63.9%	6.3%	9.3%	12.5%
	Rural	5.0%	8.3%	16.5%	46.4%	11.5%
	Suburban	26.5%	.0%	20.3%	14.6%	12.1%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	28.4%	3.3%	24.3%	19.8%	16.3%
	One half acre	5.8%	8.9%	.0%	9.2%	10.4%
	One acre	.0%	32.5%	35.0%	.0%	.0%
	Larger than 1 acre	11.4%	.0%	19.9%	46.2%	22.4%
	Don't know	.0%	86.8%	.0%	6.4%	.0%
	Other	.0%	.0%	.0%	.0%	.0%

		Why have you not changed the way you fertilize? CATEGORIZE					
		I think i'm doing it correctly	I like the way my lawn looks	no reason to change	Not sure	Always done it that way	Other
		Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	36.6%	14.9%	28.5%	8.2%	10.0%	1.9%
	Employed full-time	36.9%	14.7%	28.8%	6.5%	11.2%	2.0%
	Employed part-time	26.0%	21.4%	26.0%	21.1%	5.5%	.0%
	Voluntarily not in the work force (in school; raising family, etc.)	37.1%	36.2%	26.8%	.0%	.0%	.0%
	Unemployed but not retired	37.4%	20.8%	35.4%	1.3%	5.1%	.0%
	Retired	36.6%	11.7%	30.3%	7.5%	11.0%	3.0%
	Refused	42.9%	15.8%	14.0%	18.3%	9.0%	.0%
Are you part of a Homeowners' Association?	Yes	40.8%	14.4%	23.7%	8.5%	10.2%	2.3%
	No	35.0%	13.2%	32.2%	7.6%	10.1%	1.8%
Which best describes your neighborhood? READ	Urban/city	31.8%	15.1%	30.5%	11.5%	10.1%	1.0%
	Rural	32.4%	16.2%	27.9%	3.6%	17.6%	2.3%
	Suburban	41.5%	14.0%	27.9%	9.7%	4.9%	2.0%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	36.8%	14.5%	29.3%	10.0%	7.4%	1.9%
	One half acre	45.6%	11.8%	25.3%	6.2%	9.8%	1.3%
	One acre	14.9%	27.7%	31.6%	2.1%	23.7%	.0%
	Larger than 1 acre	32.9%	10.7%	38.3%	7.3%	8.2%	2.6%
	Don't know	49.4%	13.9%	7.1%	10.7%	16.3%	2.7%
	Other	35.0%	23.7%	17.0%	8.2%	3.0%	13.1%

		In the past few months have you heard or seen any advertisements that gives tips on proper fertilizing techniques?		
		Yes	No	Don't recall
		Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	47.9%	46.5%	5.5%
	Employed full-time	59.3%	38.3%	2.4%
	Employed part-time	49.0%	36.9%	14.1%
	Voluntarily not in the work force (in school; raising family, etc.)	25.7%	74.3%	.0%
	Unemployed but not retired	37.4%	49.1%	13.5%
	Retired	42.9%	50.3%	6.7%
	Refused	18.3%	75.3%	6.5%
Are you part of a Homeowners' Association?	Yes	55.8%	40.4%	3.9%
	No	44.0%	49.2%	6.8%
Which best describes your neighborhood? READ	Urban/city	43.3%	53.0%	3.7%
	Rural	53.3%	42.4%	4.3%
	Suburban	47.0%	45.9%	7.1%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	44.8%	47.0%	8.2%
	One half acre	51.1%	47.1%	1.8%
	One acre	65.1%	32.2%	2.7%
	Larger than 1 acre	46.0%	52.2%	1.9%
	Don't know	46.7%	47.6%	5.7%
	Other	36.5%	59.1%	4.5%

## Appendix

		What were those tips?				
		Read the fertilizer package instructions	Never fertilize after a heavy rain	Use fertilizer that has slow-release nitrogen	Water your lawn with about $\frac{1}{4}$ inch of water after fertilizing	Fertilize only when needed
		Row N %	Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	26.5%	27.9%	15.3%	19.7%	8.5%
	Employed full-time	26.5%	27.4%	18.8%	21.9%	5.7%
	Employed part-time	11.4%	29.2%	22.6%	52.3%	5.4%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	23.9%	9.7%	10.5%	48.2%
	Unemployed but not retired	65.7%	21.7%	15.0%	1.0%	4.6%
	Retired	24.1%	30.8%	9.2%	12.7%	13.4%
	Refused	43.3%	13.2%	.0%	9.6%	.0%
Are you part of a Homeowners' Association?	Yes	31.3%	31.9%	17.1%	22.6%	8.2%
	No	21.5%	24.3%	14.7%	17.9%	9.0%
Which best describes your neighborhood? READ	Urban/city	17.1%	30.0%	13.9%	9.7%	6.3%
	Rural	41.7%	16.9%	8.9%	12.9%	9.0%
	Suburban	20.3%	34.5%	20.3%	28.8%	9.2%
How large (approximate) is your yard? READ IF NECESSARYIf they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	19.4%	37.7%	19.8%	24.1%	11.1%
	One half acre	29.1%	22.3%	11.4%	22.5%	8.3%
	One acre	69.6%	8.5%	13.0%	3.9%	1.9%
	Larger than 1 acre	14.2%	20.9%	9.2%	18.3%	9.9%
	Don't know	7.2%	15.0%	10.2%	6.1%	.0%
	Other	50.1%	56.9%	9.9%	33.5%	9.9%

		What were those tips?				
		Fertilize when your grass is growing	Florida-friendly fertilizing - it just makes sense	Too much fertilizer can cause thatch build up and cinch bugs	Measure your yard to determine how much fertilizer to buy	Test your soil to determine when to fertilize
		Row N %	Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	1.1%	4.6%	9.1%	3.7%	1.9%
	Employed full-time	1.1%	5.3%	13.3%	6.6%	1.9%
	Employed part-time	1.8%	1.0%	2.5%	.0%	.0%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	.0%	.0%	.0%	.0%
	Unemployed but not retired	.0%	3.8%	.0%	.0%	7.0%
	Retired	1.2%	2.9%	5.4%	.6%	2.0%
	Refused	.0%	24.5%	5.3%	.0%	.0%
Are you part of a Homeowners' Association?	Yes	1.9%	5.0%	10.7%	7.7%	1.8%
	No	.6%	3.4%	8.0%	.6%	2.2%
Which best describes your neighborhood? READ	Urban/city	1.9%	6.5%	20.7%	.3%	1.7%
	Rural	.9%	4.8%	2.8%	1.3%	3.3%
	Suburban	.9%	3.7%	8.1%	6.9%	1.1%
How large (approximate) is your yard? READ IF NECESSARYIf they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	.9%	6.7%	5.4%	6.8%	1.4%
	One half acre	2.7%	1.8%	11.2%	.6%	1.9%
	One acre	.0%	2.1%	7.9%	2.7%	.6%
	Larger than 1 acre	.0%	.0%	.0%	.0%	7.3%
	Don't know	.0%	4.8%	49.2%	.0%	.0%
	Other	9.9%	39.9%	.0%	.0%	.0%

		What were those tips?				
		Too much fertilizer can pollute nearby waterways	Chemicals can wash into waterways and cause algae	Follow local ordinances	I thought it would be more complicated than that	No, it's easy
		Row N %	Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	11.1%	3.9%	1.2%	.0%	.3%
	Employed full-time	13.0%	5.5%	1.2%	.0%	.0%
	Employed part-time	6.7%	.0%	.0%	.0%	.0%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	.0%	.0%	.0%	.0%
	Unemployed but not retired	14.6%	7.9%	.0%	.0%	.0%
	Retired	9.9%	1.9%	1.7%	.0%	.9%
	Refused	.0%	.0%	.0%	.0%	.0%
Are you part of a Homeowners' Association?	Yes	15.1%	5.9%	1.0%	.0%	.0%
	No	7.2%	2.4%	1.4%	.0%	.6%
Which best describes your neighborhood? READ	Urban/city	12.5%	1.4%	1.3%	.0%	.0%
	Rural	5.0%	1.5%	.9%	.0%	.9%
	Suburban	14.6%	6.6%	1.3%	.0%	.0%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	8.9%	1.7%	1.2%	.0%	.0%
	One half acre	17.4%	12.0%	1.4%	.0%	1.4%
	One acre	14.4%	1.2%	1.6%	.0%	.0%
	Larger than 1 acre	9.9%	3.3%	1.1%	.0%	.0%
	Don't know	4.3%	.0%	.0%	.0%	.0%
	Other	.0%	.0%	.0%	.0%	.0%

		What were those tips?			
		Free fertilizer guide	Order free guide at wattermatters.org	Not sure	Other
		Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	3.3%	.3%	16.8%	3.9%
	Employed full-time	2.8%	.0%	13.0%	3.7%
	Employed part-time	5.1%	1.2%	26.4%	3.6%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	.0%	26.2%	7.3%
	Unemployed but not retired	1.0%	.0%	8.4%	.0%
	Retired	3.5%	.6%	21.8%	4.7%
	Refused	14.5%	.0%	21.1%	5.8%
Are you part of a Homeowners' Association?	Yes	2.7%	.2%	14.2%	3.5%
	No	4.0%	.3%	19.1%	4.2%
Which best describes your neighborhood? READ	Urban/city	1.8%	.0%	18.8%	4.6%
	Rural	5.8%	.0%	17.4%	5.9%
	Suburban	2.4%	.6%	15.6%	2.3%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	5.2%	.2%	14.4%	4.1%
	One half acre	2.7%	.8%	20.9%	4.4%
	One acre	.0%	.0%	11.8%	1.1%
	Larger than 1 acre	1.1%	.0%	27.2%	7.0%
	Don't know	2.1%	.0%	15.3%	.0%
	Other	.0%	.0%	7.2%	11.7%

## Appendix

		Recalled pictures				
		2 guys in a garage	Algae	Someone fertilizing their lawn with a spreader	Water with fertilizer washing down the stormwater drain	2 guys on a nice lawn
		Row N %	Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	12.4%	1.7%	.9%	.6%	11.6%
	Employed full-time	14.3%	1.5%	1.1%	.6%	9.7%
	Employed part-time	15.2%	3.6%	.0%	.0%	9.3%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	.0%	.0%	.0%	32.1%
	Unemployed but not retired	11.4%	.0%	1.5%	.0%	46.0%
	Retired	10.5%	2.1%	.7%	.8%	9.2%
	Refused	.0%	.0%	.0%	.0%	12.8%
Are you part of a Homeowners' Association?	Yes	7.7%	1.7%	.5%	.3%	15.4%
	No	16.8%	1.8%	1.2%	.9%	8.4%
Which best describes your neighborhood? READ	Urban/city	9.3%	1.4%	.0%	2.2%	5.4%
	Rural	16.4%	1.5%	2.8%	.0%	11.3%
	Suburban	11.1%	1.9%	.0%	.3%	14.6%
How large (approximate) is your yard? READ IF NECESSARYIf they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	11.7%	1.6%	1.7%	.7%	14.8%
	One half acre	11.4%	2.2%	.3%	.6%	18.2%
	One acre	31.7%	.6%	.0%	1.0%	1.8%
	Larger than 1 acre	4.2%	1.9%	.0%	.0%	.0%
	Don't know	2.1%	2.5%	.0%	.0%	.0%
	Other	.0%	.0%	.0%	.0%	27.9%

		Recalled pictures				
		2 guys fishing as the sun sets	Florida-Friendly Fertilizing Guide	2 guys in a hardware or lawn store	Cinch bugs on blades of grass	2 women kayaking
		Row N %	Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	1.2%	1.5%	8.7%	.2%	.1%
	Employed full-time	1.2%	.3%	2.8%	.4%	.1%
	Employed part-time	.0%	.0%	24.4%	.0%	.0%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	.0%	.0%	.0%	.0%
	Unemployed but not retired	.0%	1.0%	47.3%	.0%	.0%
	Retired	1.5%	3.9%	11.0%	.0%	.0%
	Refused	5.5%	5.5%	.0%	.0%	.0%
Are you part of a Homeowners' Association?	Yes	.6%	.8%	10.9%	.5%	.2%
	No	1.6%	1.9%	7.3%	.0%	.0%
Which best describes your neighborhood? READ	Urban/city	.7%	2.2%	4.1%	.0%	.0%
	Rural	.6%	.0%	10.7%	.7%	.0%
	Suburban	1.9%	2.3%	9.3%	.0%	.2%
How large (approximate) is your yard? READ IF NECESSARYIf they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	.9%	1.0%	9.6%	.0%	.0%
	One half acre	1.5%	3.5%	15.4%	.0%	.0%
	One acre	2.7%	.0%	.0%	.0%	.0%
	Larger than 1 acre	.0%	1.7%	6.8%	1.9%	.6%
	Don't know	.0%	2.3%	.0%	.0%	.0%
	Other	12.0%	.0%	.0%	.0%	.0%

		Recalled pictures		
		Ingredients on a fertilizer bag	Don't know	Other
		Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	1.2%	62.8%	8.8%
	Employed full-time	1.0%	69.2%	11.8%
	Employed part-time	.0%	32.5%	17.5%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	67.9%	.0%
	Unemployed but not retired	2.1%	31.0%	.0%
	Retired	1.9%	61.7%	3.9%
	Refused	.0%	73.1%	3.2%
Are you part of a Homeowners' Association?	Yes	.2%	65.2%	6.0%
	No	1.9%	60.3%	11.6%
Which best describes your neighborhood? READ	Urban/city	3.1%	73.2%	17.4%
	Rural	.7%	62.3%	7.2%
	Suburban	.7%	58.4%	6.0%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	1.4%	57.4%	5.2%
	One half acre	.4%	59.7%	2.6%
	One acre	.0%	66.7%	.7%
	Larger than 1 acre	2.6%	76.0%	20.8%
	Don't know	.0%	91.0%	49.2%
	Other	11.4%	27.2%	21.6%

		Where did you hear or see these fertilizing tips?					
		Television	Radio	Newspaper	Internet	Billboards (Outdoor advertising) (THEY MIGHT SAY THIS EVEN THOUGH THE THE CAMPAIGN DOES NOT USE THEM)	Bus wraps
		Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	69.8%	16.1%	12.6%	5.9%	1.7%	.0%
	Employed full-time	71.2%	21.6%	11.2%	9.3%	1.7%	.0%
	Employed part-time	72.3%	23.0%	5.5%	3.9%	.0%	.0%
	Voluntarily not in the work force (in school; raising family, etc.)	83.9%	17.6%	.0%	.0%	.0%	.0%
	Unemployed but not retired	80.3%	8.9%	7.7%	2.1%	4.6%	.0%
	Retired	67.7%	6.5%	18.3%	1.9%	1.4%	.0%
	Refused	36.0%	11.1%	11.1%	.0%	3.2%	.0%
Are you part of a Homeowners' Association?	Yes	66.1%	17.3%	17.1%	9.8%	1.0%	.0%
	No	73.7%	15.5%	9.1%	3.0%	2.3%	.0%
Which best describes your neighborhood? READ	Urban/city	69.4%	10.5%	5.7%	3.6%	.0%	.0%
	Rural	65.9%	13.5%	15.4%	13.7%	3.8%	.0%
	Suburban	72.7%	20.4%	13.9%	1.7%	.9%	.0%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	72.0%	19.7%	13.5%	3.4%	1.7%	.0%
	One half acre	66.9%	16.4%	12.6%	3.0%	2.4%	.0%
	One acre	67.8%	3.4%	18.2%	24.9%	.0%	.0%
	Larger than 1 acre	67.5%	14.3%	6.6%	6.4%	3.1%	.0%
	Don't know	71.4%	12.7%	6.6%	.0%	.0%	.0%
	Other	71.0%	23.3%	9.9%	.0%	.0%	.0%

## Appendix

		Where did you hear or see these fertilizing tips?					
		Home Improvement Store Promotions	Facebook	Twitter	Don't know	Refused	Other
		Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	3.6%	.0%	.0%	3.0%	1.1%	4.1%
	Employed full-time	1.7%	.0%	.0%	1.0%	1.4%	3.5%
	Employed part-time	4.2%	.0%	.0%	15.2%	.0%	3.9%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	.0%	.0%	.0%	.0%	8.2%
	Unemployed but not retired	1.5%	.0%	.0%	3.5%	.0%	2.1%
	Retired	6.0%	.0%	.0%	2.3%	1.3%	5.5%
	Refused	17.9%	.0%	.0%	20.7%	.0%	.0%
Are you part of a Homeowners' Association?	Yes	3.6%	.0%	.0%	1.4%	2.4%	5.9%
	No	3.5%	.0%	.0%	3.4%	.2%	2.8%
Which best describes your neighborhood? READ	Urban/city	4.0%	.0%	.0%	2.6%	1.9%	6.4%
	Rural	3.2%	.0%	.0%	3.4%	.7%	2.8%
	Suburban	3.6%	.0%	.0%	2.9%	1.1%	3.9%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	2.6%	.0%	.0%	2.0%	.6%	3.2%
	One half acre	5.4%	.0%	.0%	6.5%	.4%	3.9%
	One acre	3.0%	.0%	.0%	1.4%	.0%	9.0%
	Larger than 1 acre	4.6%	.0%	.0%	4.2%	1.9%	2.7%
	Don't know	4.1%	.0%	.0%	.0%	8.1%	2.1%
	Other	.0%	.0%	.0%	.0%	.0%	17.1%

		Please tell me if you recall hearing or seeing anything in the media in the past few months about the following fertilizing tips (1=Yes 2=No)	
		Yes	No
		Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	44.0%	56.0%
	Employed full-time	40.9%	59.1%
	Employed part-time	43.6%	56.4%
	Voluntarily not in the work force (in school; raising family, etc.)	28.3%	71.7%
	Unemployed but not retired	56.2%	43.8%
	Retired	51.4%	48.6%
	Refused	22.8%	77.2%
Are you part of a Homeowners' Association?	Yes	49.3%	50.7%
	No	40.8%	59.2%
Which best describes your neighborhood? READ	Urban/city	41.2%	58.8%
	Rural	37.9%	62.1%
	Suburban	49.0%	51.0%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	45.1%	54.9%
	One half acre	51.1%	48.9%
	One acre	35.7%	64.3%
	Larger than 1 acre	39.1%	60.9%
	Don't know	28.1%	71.9%
	Other	62.3%	37.7%

		Please tell me if you recall hearing or seeing anything in the media in the past few months about the following fertilizing tips (1=Yes 2=No)	
		Yes	No
		Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	39.9%	60.1%
	Employed full-time	37.7%	62.3%
	Employed part-time	49.8%	50.2%
	Voluntarily not in the work force (in school; raising family, etc.)	14.9%	85.1%
	Unemployed but not retired	36.4%	63.6%
	Retired	43.7%	56.3%
	Refused	39.0%	61.0%
Are you part of a Homeowners' Association?	Yes	43.2%	56.8%
	No	36.0%	64.0%
Which best describes your neighborhood? READ	Urban/city	32.1%	67.9%
	Rural	45.5%	54.5%
	Suburban	40.8%	59.2%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	40.8%	59.2%
	One half acre	41.4%	58.6%
	One acre	44.6%	55.4%
	Larger than 1 acre	32.4%	67.6%
	Don't know	26.9%	73.1%
	Other	69.0%	31.0%

		Please tell me if you recall hearing or seeing anything in the media in the past few months about the following fertilizing tips (1=Yes 2=No)	
		Yes	No
		Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	59.6%	40.4%
	Employed full-time	56.4%	43.6%
	Employed part-time	65.0%	35.0%
	Voluntarily not in the work force (in school; raising family, etc.)	36.0%	64.0%
	Unemployed but not retired	54.1%	45.9%
	Retired	65.5%	34.5%
	Refused	58.2%	41.8%
Are you part of a Homeowners' Association?	Yes	63.0%	37.0%
	No	57.4%	42.6%
Which best describes your neighborhood? READ	Urban/city	56.0%	44.0%
	Rural	58.9%	41.1%
	Suburban	61.7%	38.3%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	58.2%	41.8%
	One half acre	68.9%	31.1%
	One acre	55.8%	44.2%
	Larger than 1 acre	50.4%	49.6%
	Don't know	60.9%	39.1%
	Other	59.2%	40.8%

## Appendix

		Dont fertilize before a heavy rain. Where did you hear or see this fertilizing tip?					
		Television	Radio	Newspaper	Internet	Billboards (Outdoor advertising)	Bus wraps
		Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	70.7%	16.6%	13.8%	2.1%	1.2%	.0%
	Employed full-time	72.3%	26.1%	11.9%	1.8%	.7%	.0%
	Employed part-time	72.2%	21.3%	4.5%	.0%	.0%	.0%
	Voluntarily not in the work force (in school; raising family, etc.)	92.8%	16.0%	.0%	.0%	.0%	.0%
	Unemployed but not retired	77.1%	1.4%	5.1%	2.5%	.0%	.0%
	Retired	68.4%	8.7%	17.7%	3.1%	2.0%	.0%
	Refused	49.6%	20.8%	34.8%	.0%	2.6%	.0%
Are you part of a Homeowners' Association?	Yes	66.3%	22.7%	19.9%	1.7%	2.0%	.0%
	No	74.5%	11.6%	8.1%	2.7%	.6%	.0%
Which best describes your neighborhood? READ	Urban/city	72.4%	14.0%	7.1%	.7%	.6%	.0%
	Rural	76.8%	11.4%	16.4%	2.6%	1.2%	.0%
	Suburban	67.1%	20.1%	15.4%	2.5%	1.4%	.0%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	70.4%	18.8%	15.4%	2.3%	.8%	.0%
	One half acre	72.0%	17.8%	9.2%	2.6%	1.5%	.0%
	One acre	57.0%	6.2%	29.1%	.0%	2.0%	.0%
	Larger than 1 acre	74.1%	8.6%	2.8%	3.2%	1.4%	.0%
	Don't know	85.5%	7.6%	13.9%	.0%	.0%	.0%
	Other	63.8%	28.0%	25.5%	0%	5.7%	0%

		Dont fertilize before a heavy rain. Where did you hear or see this fertilizing tip?					
		Home Improvement Store Promotions	Facebook	Twitter	Don't know	Package/label instruction	
		Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	3.3%	.0%	.0%	4.3%	1.3%	
	Employed full-time	2.6%	.0%	.0%	2.3%	1.6%	
	Employed part-time	2.1%	.0%	.0%	10.1%	.0%	
	Voluntarily not in the work force (in school; raising family, etc.)	40.8%	.0%	.0%	.0%	.0%	
	Unemployed but not retired	.0%	.0%	.0%	15.6%	.7%	
	Retired	3.4%	.0%	.0%	4.0%	1.2%	
	Refused	.0%	.0%	.0%	.0%	3.8%	
Are you part of a Homeowners' Association?	Yes	2.1%	.0%	.0%	1.3%	1.7%	
	No	4.5%	.0%	.0%	7.1%	1.1%	
Which best describes your neighborhood? READ	Urban/city	4.6%	.0%	.0%	2.6%	1.6%	
	Rural	.6%	.0%	.0%	.9%	1.2%	
	Suburban	4.1%	.0%	.0%	6.6%	1.2%	
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	4.4%	.0%	.0%	2.7%	.7%	
	One half acre	2.6%	.0%	.0%	4.9%	.2%	
	One acre	3.0%	.0%	.0%	16.1%	2.2%	
	Larger than 1 acre	1.3%	.0%	.0%	6.1%	7.2%	
	Don't know	.0%	.0%	.0%	.0%	.0%	
	Other	.0%	.0%	.0%	.0%	.0%	

		Dont fertilize before a heavy rain. Where did you hear or see this fertilizing tip?	
		Refused	Other
		Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	.8%	3.5%
	Employed full-time	.0%	3.1%
	Employed part-time	.0%	3.8%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	.0%
	Unemployed but not retired	.0%	.0%
	Retired	2.0%	5.1%
	Refused	.0%	.0%
Are you part of a Homeowners' Association?	Yes	1.5%	4.1%
	No	.4%	3.4%
Which best describes your neighborhood? READ	Urban/city	1.6%	4.6%
	Rural	.8%	4.3%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	Suburban	.5%	2.7%
	One quarter acre or less	.6%	3.0%
	One half acre	1.6%	2.4%
	One acre	.0%	9.1%
	Larger than 1 acre	1.0%	4.9%
	Don't know	.0%	.0%
	Other	.0%	10.0%

		Use slow-release nitrogen. Where did you hear or see this fertilizing tip??					
		Television	Radio	Newspaper	Internet	Billboards (Outdoor advertising)	Bus wraps
		Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	64.6%	9.7%	16.0%	1.4%	.8%	.0%
	Employed full-time	67.0%	15.1%	11.3%	.4%	.4%	.0%
	Employed part-time	50.9%	4.1%	27.9%	.0%	.0%	.0%
	Voluntarily not in the work force (in school; raising family, etc.)	48.9%	36.1%	.0%	.0%	.0%	.0%
	Unemployed but not retired	86.3%	8.3%	11.0%	4.1%	.0%	.0%
	Retired	61.1%	5.1%	19.6%	2.9%	1.6%	.0%
	Refused	68.5%	2.6%	20.1%	.0%	.0%	.0%
Are you part of a Homeowners' Association?	Yes	68.7%	9.8%	22.3%	1.5%	1.4%	.0%
	No	61.8%	10.3%	10.5%	1.3%	.3%	.0%
Which best describes your neighborhood? READ	Urban/city	65.7%	3.9%	7.5%	1.4%	.0%	.0%
	Rural	60.4%	10.8%	14.8%	1.2%	.5%	.0%
	Suburban	66.7%	11.4%	20.2%	1.6%	1.2%	.0%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	64.0%	8.5%	18.2%	1.6%	.6%	.0%
	One half acre	72.6%	11.0%	9.4%	1.7%	1.3%	.0%
	One acre	71.4%	5.8%	26.0%	.0%	.0%	.0%
	Larger than 1 acre	47.0%	7.8%	6.7%	2.4%	1.8%	.0%
	Don't know	61.0%	27.2%	12.3%	.0%	.0%	.0%
	Other	48.2%	13.8%	24.9%	.0%	.0%	.0%

## Appendix

		Use slow-release nitrogen. Where did you hear or see this fertilizing tip??				
		Home Improvement Store Promotions	Facebook	Twitter	Don't know	Package/label instructions
		Row N %	Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	2.8%	.0%	.0%	10.4%	3.0%
	Employed full-time	2.6%	.0%	.0%	16.0%	1.8%
	Employed part-time	2.2%	.0%	.0%	11.3%	3.7%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	.0%	.0%	15.0%	.0%
	Unemployed but not retired	.0%	.0%	.0%	.0%	1.1%
	Retired	4.2%	.0%	.0%	6.8%	3.2%
	Refused	.0%	.0%	.0%	.0%	11.4%
Are you part of a Homeowners' Association?	Yes	3.2%	.0%	.0%	7.1%	2.9%
	No	2.9%	.0%	.0%	14.3%	2.2%
Which best describes your neighborhood? READ	Urban/city	4.1%	.0%	.0%	15.2%	.6%
	Rural	1.2%	.0%	.0%	8.7%	5.4%
	Suburban	3.3%	.0%	.0%	9.5%	2.7%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	3.7%	.0%	.0%	11.9%	3.1%
	One half acre	.7%	.0%	.0%	10.0%	1.3%
	One acre	2.4%	.0%	.0%	.0%	1.8%
	Larger than 1 acre	2.3%	.0%	.0%	22.6%	8.3%
	Don't know	4.0%	.0%	.0%	.0%	.0%
	Other	4.7%	.0%	.0%	.0%	8.4%

		Use slow-release nitrogen. Where did you hear or see this fertilizing tip??	
		Refused	Other
		Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	1.5%	2.3%
	Employed full-time	1.4%	1.3%
	Employed part-time	.0%	4.0%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	.0%
	Unemployed but not retired	.0%	.0%
	Retired	2.4%	3.3%
	Refused	.0%	2.7%
Are you part of a Homeowners' Association?	Yes	1.8%	2.3%
	No	1.5%	2.1%
Which best describes your neighborhood? READ	Urban/city	1.0%	4.8%
	Rural	1.1%	2.0%
	Suburban	1.9%	1.4%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	1.1%	2.5%
	One half acre	2.3%	1.4%
	One acre	2.5%	.0%
	Larger than 1 acre	1.9%	5.6%
	Don't know	.0%	4.0%
	Other	.0%	.0%

		Always read and follow package directions to avoid over-fertilizing Where did you hear or see this?					
		Television	Radio	Newspaper	Internet	Billboards (Outdoor advertising)	Bus wraps
		Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	68.2%	11.3%	10.9%	1.5%	.4%	.0%
	Employed full-time	74.2%	16.1%	10.0%	1.1%	.0%	.0%
	Employed part-time	71.6%	21.7%	4.3%	.0%	.0%	.0%
	Voluntarily not in the work force (in school; raising family, etc.)	83.0%	9.7%	.0%	.0%	.0%	.0%
	Unemployed but not retired	69.4%	3.9%	4.5%	2.8%	.0%	.0%
	Retired	57.9%	7.0%	14.8%	2.4%	1.1%	.0%
	Refused	80.0%	1.8%	8.4%	.0%	.0%	.0%
Are you part of a Homeowners' Association?	Yes	68.3%	13.5%	17.1%	1.0%	.7%	.0%
	No	68.5%	10.3%	6.4%	1.9%	.2%	.0%
Which best describes your neighborhood? READ	Urban/city	75.1%	6.4%	5.8%	.9%	.9%	.0%
	Rural	64.9%	11.8%	13.4%	2.4%	.0%	.0%
	Suburban	66.7%	13.3%	12.0%	1.4%	.4%	.0%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	69.0%	12.9%	13.0%	1.1%	.6%	.0%
	One half acre	71.2%	10.0%	6.0%	2.2%	.5%	.0%
	One acre	60.1%	6.4%	20.8%	.0%	.0%	.0%
	Larger than 1 acre	59.6%	10.5%	5.1%	4.9%	.0%	.0%
	Don't know	74.2%	12.3%	8.7%	.0%	.0%	.0%
	Other	68.1%	8.4%	8.2%	.0%	.0%	.0%

		Always read and follow package directions to avoid over-fertilizing Where did you hear or see this?				
		Home Improvement Store Promotions	Facebook	Twitter	Don't know	Package/label instructions
		Row N %	Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	3.4%	.0%	.2%	8.0%	6.0%
	Employed full-time	1.6%	.0%	.0%	5.9%	4.6%
	Employed part-time	4.7%	.0%	.0%	14.8%	3.0%
	Voluntarily not in the work force (in school; raising family, etc.)	44.9%	.0%	.0%	7.3%	.0%
	Unemployed but not retired	.0%	.0%	.0%	19.6%	2.3%
	Retired	4.7%	.0%	.4%	9.2%	9.2%
	Refused	.0%	.0%	.0%	.0%	4.3%
Are you part of a Homeowners' Association?	Yes	2.0%	.0%	.4%	4.8%	4.9%
	No	4.3%	.0%	.0%	10.9%	6.4%
Which best describes your neighborhood? READ	Urban/city	3.9%	.0%	.0%	3.1%	5.5%
	Rural	.9%	.0%	.0%	8.5%	6.9%
	Suburban	4.4%	.0%	.3%	10.0%	5.8%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	4.2%	.0%	.0%	7.2%	6.3%
	One half acre	3.0%	.0%	.7%	6.3%	3.3%
	One acre	2.9%	.0%	.0%	10.4%	4.8%
	Larger than 1 acre	3.5%	.0%	.0%	18.1%	11.5%
	Don't know	.0%	.0%	.0%	4.9%	3.2%
	Other	.0%	.0%	.0%	.0%	23.3%

## Appendix

		Always read and follow package directions to avoid over-fertilizing Where did you hear or see this?	
		Refused	Other
		Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	1.0%	2.8%
	Employed full-time	1.0%	2.3%
	Employed part-time	.0%	6.1%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	.0%
	Unemployed but not retired	.0%	1.5%
	Retired	.5%	3.7%
	Refused	5.5%	.0%
Are you part of a Homeowners' Association?	Yes	1.8%	2.6%
	No	.2%	3.1%
Which best describes your neighborhood? READ	Urban/city	1.5%	3.6%
	Rural	.2%	1.4%
	Suburban	1.2%	3.2%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	1.5%	2.2%
	One half acre	.0%	4.6%
	One acre	1.2%	3.3%
	Larger than 1 acre	1.4%	.0%
	Don't know	.0%	3.6%
	Other	.0%	5.0%

		Have you heard of the Florida-Friendly Fertilizing Guide, that is a do-it-yourself guide to Florida-friendly fertilizing techniques?		
		Yes	No	Not sure
		Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	30.1%	65.9%	4.1%
	Employed full-time	33.7%	64.0%	2.3%
	Employed part-time	25.9%	60.9%	13.2%
	Voluntarily not in the work force (in school; raising family, etc.)	5.2%	94.8%	.0%
	Unemployed but not retired	36.0%	50.5%	13.5%
	Retired	31.1%	65.8%	3.2%
	Refused	11.9%	83.5%	4.7%
Are you part of a Homeowners' Association?	Yes	35.4%	62.2%	2.4%
	No	26.9%	68.2%	4.9%
Which best describes your neighborhood? READ	Urban/city	28.6%	69.3%	2.0%
	Rural	36.4%	60.8%	2.8%
	Suburban	27.0%	67.2%	5.8%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	26.3%	68.2%	5.5%
	One half acre	36.9%	61.5%	1.6%
	One acre	32.8%	64.6%	2.6%
	Larger than 1 acre	32.5%	63.4%	4.1%
	Don't know	34.6%	62.3%	3.0%
	Other	15.4%	84.6%	.0%

		Where did you hear about or see the guide?					
		Advertisement	Facebook	Twitter	Newspaper	Southwest Florida Water Management District website	Hardware store/retailer/landscape store
		Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	11.4%	.0%	.1%	8.4%	6.9%	11.2%
	Employed full-time	9.7%	.0%	.2%	4.5%	11.9%	8.3%
	Employed part-time	8.4%	.0%	.0%	.0%	.0%	5.9%
	Voluntarily not in the work force (in school; raising family, etc.)	38.3%	.0%	.0%	14.0%	.0%	.0%
	Unemployed but not retired	4.0%	.0%	.0%	6.9%	.0%	41.9%
	Retired	15.7%	.0%	.0%	15.3%	3.1%	6.6%
	Refused	6.1%	.0%	.0%	8.9%	.0%	58.8%
Are you part of a Homeowners' Association?	Yes	10.1%	.0%	.3%	12.9%	11.8%	12.5%
	No	13.1%	.0%	.0%	4.6%	3.1%	7.8%
Which best describes your neighborhood? READ	Urban/city	16.1%	.0%	.0%	3.6%	2.5%	10.3%
	Rural	6.6%	.0%	.0%	16.4%	18.2%	14.0%
	Suburban	12.8%	.0%	.3%	4.4%	.0%	9.3%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	14.0%	.0%	.0%	9.8%	2.9%	9.0%
	One half acre	8.4%	.0%	.0%	4.3%	.4%	21.9%
	One acre	6.2%	.0%	.0%	16.7%	47.2%	.0%
	Larger than 1 acre	15.7%	.0%	.9%	10.4%	6.1%	10.1%
	Don't know	3.4%	.0%	.0%	.0%	.0%	6.6%
	Other	26.9%	.0%	.0%	.0%	27.7%	.0%

		Where did you hear about or see the guide?					
		Institute of Food Agriculture Sciences (IFAS)- University of Florida	County Extension Office	Event (e.g. Living Green Festival)	Friend	Radio	
		Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	1.4%	3.7%	2.0%	1.3%	11.4%	
	Employed full-time	2.8%	4.6%	1.4%	1.0%	17.2%	
	Employed part-time	.0%	.0%	1.3%	3.4%	3.8%	
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	47.7%	.0%	.0%	.0%	
	Unemployed but not retired	.0%	7.8%	.0%	2.1%	2.0%	
	Retired	.0%	1.8%	3.3%	1.4%	6.8%	
	Refused	.0%	.0%	.0%	.0%	8.7%	
Are you part of a Homeowners' Association?	Yes	.2%	5.0%	2.5%	.7%	12.5%	
	No	2.6%	2.8%	1.7%	2.0%	10.8%	
Which best describes your neighborhood? READ	Urban/city	.3%	1.5%	1.6%	.7%	8.1%	
	Rural	3.8%	4.1%	1.1%	1.2%	9.1%	
	Suburban	.0%	4.4%	2.8%	1.8%	14.9%	
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	.2%	3.7%	3.1%	.5%	13.6%	
	One half acre	3.3%	4.1%	1.4%	2.9%	15.4%	
	One acre	.0%	.0%	.0%	.0%	6.9%	
	Larger than 1 acre	4.0%	7.8%	.0%	.0%	4.4%	
	Don't know	.0%	.0%	2.9%	5.5%	.0%	
	Other	.0%	.0%	.0%	.0%	28.3%	

## Appendix

		Where did you hear about or see the guide?	
		TV	Other
		Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	32.5%	9.8%
	Employed full-time	22.7%	15.7%
	Employed part-time	77.2%	.0%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	.0%
	Unemployed but not retired	35.3%	.0%
	Retired	39.8%	6.1%
	Refused	17.4%	.0%
Are you part of a Homeowners' Association?	Yes	26.6%	5.1%
	No	37.3%	14.2%
Which best describes your neighborhood? READ	Urban/city	31.3%	23.9%
	Rural	20.0%	5.5%
	Suburban	43.3%	6.0%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	40.6%	2.7%
	One half acre	31.5%	6.2%
	One acre	19.2%	3.8%
	Larger than 1 acre	27.0%	13.6%
	Don't know	15.2%	66.4%
	Other	17.0%	.0%

		In the past 3 months did you get a Florida-Friendly Fertilizing Guide?		
		Yes	No	Not sure
		Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	15.4%	83.4%	1.3%
	Employed full-time	17.5%	81.9%	.6%
	Employed part-time	5.7%	94.3%	.0%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	100.0%	.0%
	Unemployed but not retired	.0%	100.0%	.0%
	Retired	15.2%	82.5%	2.3%
	Refused	42.2%	51.8%	6.1%
Are you part of a Homeowners' Association?	Yes	23.9%	75.6%	.5%
	No	7.6%	91.1%	1.3%
Which best describes your neighborhood? READ	Urban/city	13.4%	86.6%	.0%
	Rural	9.8%	87.7%	2.5%
	Suburban	20.9%	78.2%	.9%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	15.0%	83.3%	1.7%
	One half acre	23.2%	75.7%	1.1%
	One acre	4.4%	93.4%	2.2%
	Larger than 1 acre	6.7%	93.3%	.0%
	Don't know	18.4%	81.6%	.0%
	Other	27.7%	72.3%	.0%

		Where did you get the guide?				
		Ordered it online	Southwest Florida Water Management District	Hardware store/retailer/landscape store	Institute of Food Agriculture Sciences (IFAS)-University of Florida	County Extension Office
		Row N %	Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	34.2%	4.2%	23.0%	4.6%	10.2%
	Employed full-time	45.7%	4.0%	20.0%	8.2%	12.4%
	Employed part-time	77.8%	.0%	.0%	.0%	.0%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	.0%	.0%	.0%	.0%
	Unemployed but not retired	.0%	.0%	.0%	.0%	.0%
	Retired	20.2%	5.6%	18.4%	.0%	9.5%
	Refused	.0%	.0%	73.8%	.0%	.0%
Are you part of a Homeowners' Association?	Yes	36.8%	6.0%	29.3%	.0%	6.3%
	No	33.6%	.0%	4.7%	17.4%	17.3%
Which best describes your neighborhood? READ	Urban/city	.0%	4.9%	48.3%	.0%	20.3%
	Rural	33.6%	8.8%	6.2%	20.9%	20.1%
	Suburban	45.7%	2.2%	20.9%	.0%	3.2%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	26.5%	5.0%	23.9%	.0%	10.8%
	One half acre	57.1%	1.3%	20.8%	12.4%	.0%
	One acre	.0%	.0%	64.5%	.0%	.0%
	Larger than 1 acre	24.0%	.0%	25.8%	.0%	50.2%
	Don't know	.0%	.0%	16.7%	.0%	30.7%
	Other	.0%	100.0%	.0%	.0%	.0%

		Where did you get the guide?		
		Event (e.g. Living Green Festival)	Friend	Other
		Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	15.3%	.5%	8.2%
	Employed full-time	5.4%	.0%	4.4%
	Employed part-time	22.2%	.0%	.0%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	.0%	.0%
	Unemployed but not retired	.0%	.0%	.0%
	Retired	28.4%	1.4%	16.5%
	Refused	26.2%	.0%	.0%
Are you part of a Homeowners' Association?	Yes	12.0%	.7%	8.9%
	No	19.2%	.0%	7.7%
Which best describes your neighborhood? READ	Urban/city	22.1%	.0%	4.5%
	Rural	10.4%	.0%	.0%
	Suburban	14.8%	.8%	12.4%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	17.7%	.0%	16.1%
	One half acre	7.1%	1.3%	.0%
	One acre	.0%	.0%	35.5%
	Larger than 1 acre	.0%	.0%	.0%
	Don't know	52.7%	.0%	.0%
	Other	.0%	.0%	.0%

## Appendix

		How helpful was the guide? READ				
		Very helpful	Somewhat helpful	Not at all helpful	Did not read it	Not sure
		Row N %	Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	71.1%	25.3%	.0%	2.7%	1.0%
	Employed full-time	85.9%	14.1%	.0%	.0%	.0%
	Employed part-time	22.2%	77.8%	.0%	.0%	.0%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	.0%	.0%	.0%	.0%
	Unemployed but not retired	.0%	.0%	.0%	.0%	.0%
	Retired	59.1%	30.0%	.0%	8.0%	2.9%
	Refused	26.2%	73.8%	.0%	.0%	.0%
Are you part of a Homeowners' Association?	Yes	67.7%	30.2%	.0%	2.1%	.0%
	No	80.1%	11.5%	.0%	4.7%	3.7%
Which best describes your neighborhood? READ	Urban/city	45.7%	54.3%	.0%	.0%	.0%
	Rural	93.6%	.0%	.0%	6.4%	.0%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	Suburban	71.0%	25.1%	.0%	2.2%	1.7%
	One quarter acre or less	68.9%	28.3%	.0%	2.8%	.0%
	One half acre	71.1%	28.9%	.0%	.0%	.0%
	One acre	.0%	.0%	.0%	.0%	100.0%
	Larger than 1 acre	100.0%	.0%	.0%	.0%	.0%
	Don't know	67.7%	16.7%	.0%	15.7%	.0%
	Other	100.0%	.0%	.0%	.0%	.0%

		Please tell me if you have heard or seen the following phrases in the media or in advertising in the past 3 months READ (1=YES 2=NO 9=DK) - It just makes sense		
		Yes	No	Don't know
		Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	36.7%	56.7%	6.6%
	Employed full-time	38.9%	56.1%	5.1%
	Employed part-time	25.8%	69.1%	5.1%
	Voluntarily not in the work force (in school; raising family, etc.)	55.7%	44.3%	.0%
	Unemployed but not retired	44.9%	50.5%	4.6%
	Retired	32.1%	60.9%	7.0%
	Refused	42.1%	37.6%	20.4%
Are you part of a Homeowners' Association?	Yes	37.0%	58.5%	4.5%
	No	37.1%	56.8%	6.1%
Which best describes your neighborhood? READ	Urban/city	44.2%	51.7%	4.0%
	Rural	36.3%	55.0%	8.7%
	Suburban	33.4%	60.1%	6.6%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	33.0%	60.0%	7.0%
	One half acre	43.2%	54.2%	2.7%
	One acre	34.2%	58.5%	7.3%
	Larger than 1 acre	37.4%	51.4%	11.2%
	Don't know	50.3%	41.9%	7.8%
	Other	30.2%	69.8%	.0%

		Please tell me if you have heard or seen the following phrases in the media or in advertising in the past 3 months READ (1=YES 2=NO 9=DK) - Skip a Week		
		Yes	No	Don't know
		Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	40.8%	55.6%	3.6%
	Employed full-time	49.1%	49.6%	1.2%
	Employed part-time	43.1%	46.6%	10.3%
	Voluntarily not in the work force (in school; raising family, etc.)	37.4%	62.6%	.0%
	Unemployed but not retired	34.1%	65.9%	.0%
	Retired	33.4%	64.1%	2.6%
	Refused	30.9%	47.5%	21.5%
Are you part of a Homeowners' Association?	Yes	48.2%	49.7%	2.1%
	No	36.6%	61.2%	2.2%
Which best describes your neighborhood? READ	Urban/city	32.6%	64.8%	2.7%
	Rural	42.8%	53.4%	3.8%
	Suburban	43.6%	52.5%	3.9%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	38.4%	58.1%	3.4%
	One half acre	43.5%	54.2%	2.3%
	One acre	46.8%	53.2%	.0%
	Larger than 1 acre	43.9%	49.5%	6.6%
	Don't know	41.2%	50.1%	8.7%
	Other	28.4%	71.6%	.0%

		Please tell me if you have heard or seen the following phrases in the media or in advertising in the past 3 months READ (1=YES 2=NO 9=DK) - Florida-Friendly Fertilizer		
		Yes	No	Don't know
		Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	36.5%	59.9%	3.6%
	Employed full-time	43.6%	55.6%	.8%
	Employed part-time	32.0%	62.5%	5.4%
	Voluntarily not in the work force (in school; raising family, etc.)	17.0%	83.0%	.0%
	Unemployed but not retired	14.2%	85.8%	.0%
	Retired	35.1%	60.9%	4.0%
	Refused	30.6%	47.6%	21.8%
Are you part of a Homeowners' Association?	Yes	34.0%	63.6%	2.4%
	No	39.3%	58.4%	2.3%
Which best describes your neighborhood? READ	Urban/city	35.7%	62.0%	2.2%
	Rural	34.6%	61.1%	4.3%
	Suburban	38.0%	58.2%	3.8%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	32.6%	63.5%	3.9%
	One half acre	41.4%	57.1%	1.6%
	One acre	51.1%	47.6%	1.3%
	Larger than 1 acre	33.7%	61.8%	4.5%
	Don't know	41.4%	49.9%	8.7%
	Other	22.4%	74.0%	3.6%

## Appendix

		Please tell me if you have heard or seen the following phrases in the media or in advertising in the past 3 months READ (1=YES 2=NO 9=DK) - Fertilize for your family (fictitious)		
		Yes	No	Don't know
		Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	4.8%	91.0%	4.2%
	Employed full-time	3.9%	93.2%	2.9%
	Employed part-time	5.8%	89.4%	4.8%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	100.0%	.0%
	Unemployed but not retired	16.8%	83.2%	.0%
	Retired	4.3%	91.8%	3.8%
	Refused	4.2%	76.6%	19.2%
Are you part of a Homeowners' Association?	Yes	5.1%	93.2%	1.7%
	No	4.8%	91.6%	3.6%
Which best describes your neighborhood? READ	Urban/city	4.4%	91.3%	4.3%
	Rural	8.7%	86.2%	5.1%
	Suburban	2.8%	93.5%	3.7%
How large (approximate) is your yard? READ IF NECESSARYIf they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	2.4%	93.7%	3.9%
	One half acre	6.3%	91.1%	2.6%
	One acre	4.0%	91.4%	4.6%
	Larger than 1 acre	10.4%	83.4%	6.1%
	Don't know	7.6%	83.6%	8.9%
	Other	17.2%	82.8%	.0%

		Please tell me if you have heard or seen the following phrases in the media or in advertising in the past 3 months READ (1=YES 2=NO 9=DK) - Wholesome water through fitting fertilizer (fictitious)		
		Yes	No	Don't know
		Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	7.1%	89.0%	3.9%
	Employed full-time	7.7%	90.7%	1.6%
	Employed part-time	15.9%	79.8%	4.3%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	96.7%	3.3%
	Unemployed but not retired	4.5%	94.9%	.6%
	Retired	6.9%	89.0%	4.1%
	Refused	1.1%	78.6%	20.3%
Are you part of a Homeowners' Association?	Yes	8.5%	89.1%	2.4%
	No	5.2%	91.9%	2.9%
Which best describes your neighborhood? READ	Urban/city	5.8%	91.4%	2.9%
	Rural	10.5%	84.7%	4.8%
	Suburban	5.8%	90.2%	3.9%
How large (approximate) is your yard? READ IF NECESSARYIf they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	4.8%	91.1%	4.1%
	One half acre	10.0%	88.9%	1.2%
	One acre	17.9%	80.0%	2.1%
	Larger than 1 acre	5.8%	86.7%	7.5%
	Don't know	4.1%	88.2%	7.6%
	Other	15.2%	84.8%	.0%

		The word Swiftmud is an abbreviation for the Southwest Florida Water Management District. What meaning does the Southwest Florida Water Management District have for you? DO NOT READ -CATEGORIZE				
		Positive meaning	Neutral meaning	Negative meaning	No meaning	Not sure
		Row N %	Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	39.5%	21.3%	7.6%	18.3%	13.4%
	Employed full-time	41.7%	21.7%	8.1%	16.4%	12.2%
	Employed part-time	39.8%	30.1%	2.0%	14.2%	13.9%
	Voluntarily not in the work force (in school; raising family, etc.)	19.8%	7.7%	.0%	37.7%	34.8%
	Unemployed but not retired	18.7%	43.9%	8.5%	20.2%	8.7%
	Retired	46.5%	16.9%	8.4%	18.0%	10.3%
	Refused	16.0%	18.7%	9.2%	25.9%	30.1%
Are you part of a Homeowners' Association?	Yes	37.1%	22.5%	7.9%	17.4%	15.1%
	No	40.9%	21.3%	7.3%	19.2%	11.3%
Which best describes your neighborhood? READ	Urban/city	42.7%	19.9%	5.1%	21.7%	10.6%
	Rural	41.5%	18.0%	9.6%	18.6%	12.3%
	Suburban	36.7%	23.9%	7.7%	16.4%	15.3%
How large (approximate) is your yard? READ IF NECESSARYIf they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	38.0%	22.2%	6.8%	18.4%	14.6%
	One half acre	39.5%	28.0%	5.6%	21.1%	5.9%
	One acre	36.1%	6.3%	9.8%	23.0%	24.7%
	Larger than 1 acre	43.7%	19.0%	14.7%	11.5%	11.1%
	Don't know	48.8%	17.6%	1.5%	15.7%	16.4%
	Other	37.4%	18.6%	22.7%	13.6%	7.7%

		Based on what you know or have heard, how would you rate the overall job Swiftmud does? READ				
		Excellent	Good	Fair	Poor	Not sure
		Row N %	Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	14.4%	36.3%	13.3%	4.3%	31.6%
	Employed full-time	15.7%	36.2%	11.2%	4.1%	32.8%
	Employed part-time	3.0%	60.1%	9.4%	4.7%	22.8%
	Voluntarily not in the work force (in school; raising family, etc.)	3.4%	12.8%	20.1%	3.3%	60.4%
	Unemployed but not retired	7.2%	45.0%	6.8%	6.6%	34.4%
	Retired	15.4%	35.3%	14.4%	5.1%	29.8%
	Refused	23.9%	21.5%	27.9%	.0%	26.8%
Are you part of a Homeowners' Association?	Yes	13.6%	32.8%	13.5%	3.3%	36.8%
	No	15.6%	38.9%	13.0%	5.3%	27.2%
Which best describes your neighborhood? READ	Urban/city	18.8%	29.1%	15.2%	3.8%	33.1%
	Rural	12.1%	41.8%	8.0%	6.8%	31.4%
	Suburban	13.7%	36.5%	15.6%	3.2%	31.0%
How large (approximate) is your yard? READ IF NECESSARYIf they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	12.5%	35.2%	15.7%	3.5%	33.0%
	One half acre	24.6%	35.4%	12.5%	3.9%	23.6%
	One acre	4.1%	38.8%	8.3%	5.7%	43.1%
	Larger than 1 acre	5.4%	44.7%	7.2%	9.9%	32.9%
	Don't know	30.0%	29.7%	8.4%	.0%	31.9%
	Other	7.1%	35.7%	36.7%	6.3%	14.2%

## Appendix

		Generally speaking, where would you say that you get most of your information about news in your community?					
		Local TV news	Radio news	Local newspaper	Internet	Friends and family and coworkers	Newsletter
		Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	57.7%	10.7%	45.1%	12.6%	5.1%	1
	Employed full-time	54.6%	14.3%	38.1%	18.5%	6.9%	
	Employed part-time	42.7%	16.5%	69.1%	7.2%	7.6%	1
	Voluntarily not in the work force (in school; raising family, etc.)	86.0%	4.5%	29.1%	.0%	4.5%	
	Unemployed but not retired	61.0%	4.5%	40.3%	18.9%	2.0%	1
	Retired	58.6%	7.2%	58.2%	7.4%	3.5%	3
	Refused	72.2%	6.5%	11.5%	6.8%	1.5%	2
Are you part of a Homeowners' Association?	Yes	54.5%	12.7%	46.6%	13.1%	2.7%	3
	No	60.2%	9.3%	45.3%	12.5%	7.1%	
Which best describes your neighborhood? READ	Urban/city	65.7%	8.9%	41.6%	7.5%	10.0%	1
	Rural	43.8%	11.8%	46.3%	18.2%	4.5%	1
	Suburban	62.0%	10.8%	46.1%	11.8%	3.1%	2
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	63.8%	9.5%	49.5%	12.0%	3.1%	2
	One half acre	46.3%	11.3%	43.7%	8.0%	12.8%	
	One acre	43.4%	20.8%	33.7%	27.3%	.5%	2
	Larger than 1 acre	56.5%	7.8%	50.3%	18.8%	3.4%	
	Don't know	63.2%	7.4%	24.2%	3.8%	7.8%	1
	Other	67.1%	17.7%	32.0%	.0%	.0%	

		Generally speaking, where would you say that you get most of your information about news in your community?	
		Not sure	Someplace else
		Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	1.9%	1.2%
	Employed full-time	.7%	1.2%
	Employed part-time	5.1%	.8%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	.0%
	Unemployed but not retired	2.8%	.0%
	Retired	1.2%	1.6%
	Refused	10.3%	1.3%
Are you part of a Homeowners' Association?	Yes	.9%	1.3%
	No	1.5%	1.2%
Which best describes your neighborhood? READ	Urban/city	.3%	.7%
	Rural	3.0%	1.6%
	Suburban	2.1%	1.2%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	2.0%	1.3%
	One half acre	1.4%	1.8%
	One acre	.0%	.0%
	Larger than 1 acre	2.9%	1.5%
	Don't know	3.9%	.0%
	Other	.0%	.0%

## ADDITIONAL DEMOGRAPHIC CROSSTABS - NORTH SAMPLE

		In 2010 how many times was your lawn fertilized?						
		0 Row N %	1 Row N %	2 Row N %	3 Row N %	4 Row N %	5 Row N %	6 Row N %
What is your present employment status? READ IF NECESSARY	Total	.8%	43.9%	27.9%	10.9%	8.9%	1.3%	1.2%
	Employed full-time	.4%	50.0%	29.5%	5.8%	8.8%	.0%	1.7%
	Employed part-time	6.7%	32.5%	7.5%	38.4%	2.3%	.0%	.0%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	40.8%	36.7%	22.5%	.0%	.0%	.0%
	Unemployed but not retired	.0%	26.0%	63.5%	10.5%	.0%	.0%	.0%
	Retired	.3%	43.4%	27.3%	11.4%	7.7%	2.9%	.9%
	Refused	.0%	41.3%	17.5%	2.9%	31.2%	.0%	2.9%
Are you part of a Homeowners' Association?	Yes	1.4%	42.8%	20.1%	13.2%	11.8%	3.0%	1.2%
	No	.5%	48.3%	33.4%	6.5%	5.0%	.3%	1.0%
Which best describes your neighborhood? READ	Urban/city	2.2%	29.8%	39.8%	6.9%	17.0%	.9%	1.1%
	Rural	.8%	51.1%	23.7%	11.7%	6.1%	.6%	1.4%
	Suburban	.0%	43.1%	26.5%	11.9%	8.0%	2.1%	1.0%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	.9%	38.8%	24.2%	16.6%	10.2%	1.7%	2.2%
	One half acre	.0%	49.8%	30.2%	10.6%	3.0%	1.4%	.0%
	One acre	.0%	34.7%	38.9%	4.5%	20.0%	1.9%	.0%
	Larger than 1 acre	2.1%	60.0%	19.0%	1.9%	8.9%	.0%	1.3%
	Don't know	.0%	32.8%	52.5%	3.6%	.0%	.0%	.0%
	Other	.0%	34.5%	39.5%	13.0%	13.0%	.0%	.0%

		In 2010 how many times was your lawn fertilized?		
		7 Row N %	8+ Row N %	Don't know Row N %
		Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	.4%	1.5%	3.3%
	Employed full-time	.0%	.7%	3.2%
	Employed part-time	.0%	4.1%	8.4%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	.0%	.0%
	Unemployed but not retired	.0%	.0%	.0%
	Retired	.9%	1.5%	3.6%
	Refused	.0%	4.1%	.0%
Are you part of a Homeowners' Association?	Yes	.4%	2.8%	3.3%
	No	.5%	.9%	3.7%
Which best describes your neighborhood? READ	Urban/city	.0%	2.4%	.0%
	Rural	.0%	1.4%	3.1%
	Suburban	1.0%	1.1%	5.2%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	.9%	1.4%	3.1%
	One half acre	.0%	4.0%	1.0%
	One acre	.0%	.0%	.0%
	Larger than 1 acre	.0%	.0%	6.8%
	Don't know	.0%	.0%	11.1%
	Other	.0%	.0%	.0%

## Appendix

		Why did you fertilize your lawn two or more times in 2010?				
		If I fertilize more often than twice a year my grass appears healthier and greener.	My neighbor(s) fertilizes more than twice a year.	I thought you were suppose to fertilize more than twice a year.	I have always fertilized more than twice a year.	I was advised to do so by a lawn care company or store clerk.
		Row N %	Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	39.8%	.5%	14.6%	15.2%	11.1%
	Employed full-time	30.2%	.0%	26.7%	8.5%	8.8%
	Employed part-time	15.8%	.0%	.0%	24.2%	4.4%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	.0%	.0%	.0%	.0%
	Unemployed but not retired	39.2%	.0%	.0%	60.8%	.0%
	Retired	50.4%	1.2%	12.0%	9.6%	15.3%
	Refused	48.8%	.0%	9.9%	26.3%	15.0%
Are you part of a Homeowners' Association?	Yes	42.6%	.7%	22.0%	14.6%	13.1%
	No	38.6%	.5%	11.9%	17.5%	9.8%
Which best describes your neighborhood? READ	Urban/city	22.9%	1.0%	23.6%	18.6%	13.3%
	Rural	37.7%	.0%	10.7%	19.6%	6.2%
	Suburban	52.8%	.7%	12.2%	8.8%	14.3%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	42.3%	.0%	15.4%	12.8%	11.8%
	One half acre	44.7%	.0%	9.4%	14.8%	15.6%
	One acre	19.0%	.0%	33.5%	5.7%	6.8%
	Larger than 1 acre	62.9%	2.6%	4.1%	12.5%	.0%
	Don't know	13.6%	4.4%	6.6%	53.7%	21.7%
	Other	19.9%	.0%	.0%	39.9%	.0%

		Why did you fertilize your lawn two or more times in 2010?		
		Don't know	Other	remove weeds/bugs
		Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	9.5%	4.9%	4.5%
	Employed full-time	4.3%	12.9%	8.7%
	Employed part-time	55.6%	.0%	.0%
	Voluntarily not in the work force (in school; raising family, etc.)	38.0%	38.0%	24.0%
	Unemployed but not retired	.0%	.0%	.0%
	Retired	7.9%	.6%	3.1%
	Refused	.0%	.0%	.0%
Are you part of a Homeowners' Association?	Yes	1.7%	1.6%	3.7%
	No	7.4%	8.3%	6.0%
Which best describes your neighborhood? READ	Urban/city	4.5%	16.2%	.0%
	Rural	14.9%	.7%	10.2%
	Suburban	7.8%	1.5%	1.9%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	14.3%	1.2%	2.2%
	One half acre	4.8%	.0%	10.6%
	One acre	2.9%	32.0%	.0%
	Larger than 1 acre	5.8%	2.6%	9.5%
	Don't know	.0%	.0%	.0%
	Other	28.0%	.0%	12.3%

		Do you live on a body of water?		
		Yes	No	Not sure
		Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	7.5%	92.5%	.0%
	Employed full-time	5.9%	94.1%	.0%
	Employed part-time	3.3%	96.7%	.0%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	100.0%	.0%
	Unemployed but not retired	.0%	100.0%	.0%
	Retired	9.8%	90.2%	.0%
	Refused	11.6%	88.4%	.0%
Are you part of a Homeowners' Association?	Yes	5.6%	94.4%	.0%
	No	9.2%	90.8%	.0%
Which best describes your neighborhood? READ	Urban/city	3.2%	96.8%	.0%
	Rural	6.9%	93.1%	.0%
	Suburban	10.2%	89.8%	.0%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	6.0%	94.0%	.0%
	One half acre	12.6%	87.4%	.0%
	One acre	3.2%	96.8%	.0%
	Larger than 1 acre	5.7%	94.3%	.0%
	Don't know	4.0%	96.0%	.0%
	Other	35.9%	64.1%	.0%

		Last time you fertilized, how close to the body of water did you fertilize? (HOW MANY FEET)(IF NECESSARY, SAY "Was it within 10 feet of the water?") (INCREASE/D ECREASE BY 5 FEET UNTIL ANSWER) (TAKE MIDPOINT OF RANGE IF OFFERED) (99=DK)
		Mean
What is your present employment status? READ IF NECESSARY	Employed full-time	45.7
	Employed part-time	10.0
	Voluntarily not in the work force (in school; raising family, etc.)	.
	Unemployed but not retired	.
	Retired	57.9
	Refused	22.5
Are you part of a Homeowners' Association?	Yes	18.3
	No	59.6
Which best describes your neighborhood? READ	Urban/city	49.4
	Rural	54.6
	Suburban	44.6

	Last time you fertilized, how close to the body of water did you fertilize? (HOW MANY FEET)(IF NECESSARY, SAY "Was it within 10 feet of the water?") (INCREASE/D ECREASE BY 5 FEET UNTIL ANSWER) (TAKE MIDPOINT OF RANGE IF OFFERED) (99=DK)
	Mean
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less 51.5 One half acre 43.5 One acre 15.9 Larger than 1 acre 52.4 Don't know 75.0 Other 64.9

What is your present employment status? READ IF NECESSARY	Water your grass after fertilizing?			
	Yes	No	Not sure	
	Row N %	Row N %	Row N %	
Total	61.1%	32.4%	6.5%	
Employed full-time	54.6%	35.4%	10.0%	
Employed part-time	21.4%	73.0%	5.5%	
Voluntarily not in the work force (in school; raising family, etc.)	100.0%	.0%	.0%	
Unemployed but not retired	78.5%	21.5%	.0%	
Retired	66.1%	27.9%	6.0%	
Refused	82.5%	17.5%	.0%	
Are you part of a Homeowners' Association?	69.7%	27.3%	3.0%	
Yes	69.7%	27.3%	3.0%	
No	55.7%	34.7%	9.6%	
Which best describes your neighborhood? READ	Urban/city	71.3%	27.7%	1.0%
	Rural	52.8%	37.4%	9.8%
	Suburban	64.9%	29.3%	5.8%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	69.5%	27.0%	3.5%
	One half acre	68.8%	29.7%	1.5%
	One acre	32.7%	61.1%	6.1%
	Larger than 1 acre	41.4%	37.6%	21.0%
	Don't know	70.9%	18.4%	10.8%
	Other	70.9%	29.1%	.0%

		About how much did you water your lawn after fertilizing? READ IF NECESSARY					
		1/8 of an inch or less	1/4 inch	1/2 inch	1 inch	2 inches	Enough to thoroughly wet the grass
		Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	13.0%	25.4%	7.5%	3.7%	1.5%	36.0%
	Employed full-time	9.6%	26.8%	9.8%	3.3%	1.9%	34.4%
	Employed part-time	19.2%	10.8%	10.8%	13.4%	.0%	27.7%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	.0%	.0%	14.2%	.0%	85.8%
	Unemployed but not retired	.0%	16.4%	6.2%	.0%	.0%	66.4%
	Retired	11.8%	30.7%	7.9%	3.6%	.5%	31.7%
	Refused	39.4%	11.1%	.0%	3.5%	6.7%	32.6%
Are you part of a Homeowners' Association?	Yes	17.7%	33.2%	10.1%	2.5%	.5%	24.8%
	No	10.1%	20.4%	6.4%	3.9%	1.2%	42.7%
Which best describes your neighborhood? READ	Urban/city	31.2%	28.8%	2.9%	.0%	1.6%	25.4%
	Rural	6.8%	23.5%	8.8%	6.5%	2.6%	32.4%
	Suburban	8.5%	25.3%	8.9%	3.3%	.5%	44.9%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	17.5%	25.6%	7.2%	2.4%	.9%	37.9%
	One half acre	14.9%	20.0%	8.4%	4.3%	.0%	28.9%
	One acre	.0%	65.9%	4.0%	.0%	.0%	24.4%
	Larger than 1 acre	4.4%	25.9%	14.0%	3.6%	9.4%	29.2%
	Don't know	.0%	5.7%	.0%	16.7%	.0%	67.4%
	Other	.0%	34.8%	.0%	.0%	.0%	46.8%

		About how much did you water your lawn after fertilizing? READ IF NECESSARY	
		Don't know	Other
		Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	12.5%	.3%
	Employed full-time	13.2%	1.0%
	Employed part-time	18.1%	.0%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	.0%
	Unemployed but not retired	11.0%	.0%
	Retired	13.8%	.0%
	Refused	6.7%	.0%
Are you part of a Homeowners' Association?	Yes	11.1%	.0%
	No	14.7%	.6%
Which best describes your neighborhood? READ	Urban/city	8.7%	1.4%
	Rural	19.3%	.0%
	Suburban	8.6%	.0%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	8.5%	.0%
	One half acre	22.2%	1.3%
	One acre	5.7%	.0%
	Larger than 1 acre	13.5%	.0%
	Don't know	10.2%	.0%
	Other	18.3%	.0%

		Fertilize before a storm?		
		Yes	No	Not sure
		Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	15.2%	78.6%	6.2%
	Employed full-time	10.6%	82.8%	6.6%
	Employed part-time	53.5%	32.7%	13.8%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	100.0%	.0%
	Unemployed but not retired	6.4%	87.6%	6.0%
	Retired	11.3%	83.3%	5.4%
	Refused	31.5%	65.9%	2.6%
Are you part of a Homeowners' Association?	Yes	11.0%	85.3%	3.7%
	No	13.1%	79.2%	7.7%
Which best describes your neighborhood? READ	Urban/city	7.2%	87.7%	5.1%
	Rural	18.3%	75.0%	6.7%
	Suburban	15.9%	77.9%	6.2%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	19.2%	74.5%	6.2%
	One half acre	12.6%	81.1%	6.4%
	One acre	12.4%	83.9%	3.7%
	Larger than 1 acre	12.8%	80.4%	6.8%
	Don't know	.0%	92.4%	7.6%
	Other	32.6%	59.4%	8.0%

		Why did you fertilize before a storm?				
		The instructions on the bag told me to water it in.	My neighbor (s) do.	The fertilizer seems to work better when I do.	I have just always done it this way, no particular reason why.	I was advised to do so by a lawn care company or store clerk. They could choose all that applied.
		Row N %	Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	18.4%	.0%	20.1%	5.4%	.0%
	Employed full-time	12.6%	.0%	29.4%	12.0%	.0%
	Employed part-time	24.0%	.0%	7.7%	.0%	.0%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	.0%	.0%	.0%	.0%
	Unemployed but not retired	.0%	.0%	100.0%	.0%	.0%
	Retired	19.5%	.0%	21.1%	7.4%	.0%
	Refused	18.5%	.0%	13.0%	.0%	.0%
Are you part of a Homeowners' Association?	Yes	23.8%	.0%	29.8%	9.3%	.0%
	No	24.8%	.0%	25.1%	6.0%	.0%
Which best describes your neighborhood? READ	Urban/city	35.4%	.0%	32.7%	.0%	.0%
	Rural	12.2%	.0%	30.8%	5.8%	.0%
	Suburban	22.2%	.0%	4.2%	6.0%	.0%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	16.7%	.0%	6.5%	1.5%	.0%
	One half acre	7.9%	.0%	45.3%	.0%	.0%
	One acre	24.0%	.0%	10.5%	55.1%	.0%
	Larger than 1 acre	30.0%	.0%	54.8%	.0%	.0%
	Don't know	.0%	.0%	.0%	.0%	.0%
	Other	39.9%	.0%	.0%	.0%	.0%

		Why did you fertilize before a storm?				
		I do this so the fertilizer won't burn my grass.	The fertilizer needs to be water in and I don't have an irrigation system.	I didn't know it was going to storm	Fertilized several days before a storm	Don't know
		Row N %	Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	2.6%	13.8%	3.5%	.0%	30.1%
	Employed full-time	.0%	29.6%	4.5%	.0%	11.8%
	Employed part-time	.0%	.0%	.0%	.0%	68.3%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	.0%	.0%	.0%	.0%
	Unemployed but not retired	.0%	.0%	.0%	.0%	.0%
	Retired	7.9%	15.7%	7.1%	.0%	2.6%
	Refused	.0%	9.1%	.0%	.0%	59.4%
Are you part of a Homeowners' Association?	Yes	.0%	15.7%	4.7%	.0%	6.0%
	No	5.3%	15.7%	4.5%	.0%	11.7%
Which best describes your neighborhood? READ	Urban/city	.0%	.0%	.0%	.0%	31.9%
	Rural	2.7%	10.1%	2.2%	.0%	29.4%
	Suburban	3.0%	21.3%	5.7%	.0%	30.6%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	.0%	18.1%	1.9%	.0%	48.0%
	One half acre	7.7%	9.8%	13.3%	.0%	16.0%
	One acre	.0%	10.5%	.0%	.0%	.0%
	Larger than 1 acre	.0%	6.2%	.0%	.0%	.0%
	Don't know	.0%	.0%	.0%	.0%	.0%
	Other	35.5%	.0%	.0%	.0%	.0%

		Why did you fertilize before a storm?	
		Other	To save water/money
		Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	.9%	5.3%
	Employed full-time	.0%	.0%
	Employed part-time	.0%	.0%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	.0%
	Unemployed but not retired	.0%	.0%
	Retired	2.6%	16.1%
	Refused	.0%	.0%
Are you part of a Homeowners' Association?	Yes	.0%	10.7%
	No	1.8%	5.1%
Which best describes your neighborhood? READ	Urban/city	.0%	.0%
	Rural	.0%	6.7%
	Suburban	2.1%	4.8%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	1.5%	5.6%
	One half acre	.0%	.0%
	One acre	.0%	.0%
	Larger than 1 acre	.0%	9.0%
	Don't know	.0%	.0%
	Other	.0%	24.6%

		Read and follow package instructions on the fertilizer bag?		
		Yes	No	Not sure
		Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	90.0%	7.2%	2.9%
	Employed full-time	89.4%	9.2%	1.4%
	Employed part-time	86.5%	5.2%	8.3%
	Voluntarily not in the work force (in school; raising family, etc.)	100.0%	.0%	.0%
	Unemployed but not retired	97.4%	2.6%	.0%
	Retired	88.6%	7.3%	4.1%
	Refused	97.1%	2.9%	.0%
Are you part of a Homeowners' Association?	Yes	88.3%	8.6%	3.1%
	No	89.7%	7.1%	3.1%
Which best describes your neighborhood? READ	Urban/city	91.8%	4.2%	4.0%
	Rural	89.3%	10.2%	.5%
	Suburban	89.7%	5.3%	5.0%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	90.8%	5.2%	4.0%
	One half acre	88.5%	7.4%	4.0%
	One acre	96.8%	3.2%	.0%
	Larger than 1 acre	85.6%	14.4%	.0%
	Don't know	90.0%	6.1%	4.0%
	Other	87.0%	13.0%	.0%

		Use a spreader so fertilizer got distributed evenly?		
		Yes	No	Not sure
		Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	86.9%	12.5%	.6%
	Employed full-time	84.1%	15.9%	.0%
	Employed part-time	89.3%	5.2%	5.5%
	Voluntarily not in the work force (in school; raising family, etc.)	100.0%	.0%	.0%
	Unemployed but not retired	88.3%	11.7%	.0%
	Retired	88.0%	11.6%	.5%
	Refused	88.3%	11.7%	.0%
Are you part of a Homeowners' Association?	Yes	89.4%	10.6%	.0%
	No	86.6%	12.3%	1.1%
Which best describes your neighborhood? READ	Urban/city	80.5%	19.5%	.0%
	Rural	87.8%	12.2%	.0%
	Suburban	89.1%	9.4%	1.6%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	90.6%	8.5%	.9%
	One half acre	90.4%	9.6%	.0%
	One acre	72.4%	27.6%	.0%
	Larger than 1 acre	82.9%	17.1%	.0%
	Don't know	77.8%	18.3%	4.0%
	Other	100.0%	.0%	.0%

		Have your soil tested to determine if fertilizing was needed?		
		Yes	No	Not sure
		Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	13.5%	84.6%	2.0%
	Employed full-time	10.3%	87.7%	1.9%
	Employed part-time	4.1%	94.0%	1.8%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	100.0%	.0%
	Unemployed but not retired	8.7%	91.3%	.0%
	Retired	19.1%	78.2%	2.7%
	Refused	10.0%	90.0%	.0%
Are you part of a Homeowners' Association?	Yes	19.5%	79.6%	.9%
	No	11.0%	86.5%	2.6%
Which best describes your neighborhood? READ	Urban/city	5.1%	93.9%	1.0%
	Rural	17.4%	80.8%	1.8%
	Suburban	13.3%	84.0%	2.7%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	12.3%	85.5%	2.1%
	One half acre	13.7%	85.5%	.9%
	One acre	10.4%	87.7%	1.9%
	Larger than 1 acre	19.2%	78.1%	2.7%
	Don't know	.0%	96.0%	4.0%
	Other	45.7%	54.3%	.0%

		Match your fertilizer to your soil?		
		Yes	No	Not sure
		Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	37.4%	54.0%	8.6%
	Employed full-time	33.1%	60.4%	6.5%
	Employed part-time	54.6%	27.3%	18.1%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	77.5%	22.5%
	Unemployed but not retired	31.9%	62.0%	6.0%
	Retired	44.2%	47.5%	8.4%
	Refused	11.7%	78.3%	10.0%
Are you part of a Homeowners' Association?	Yes	34.8%	59.6%	5.7%
	No	39.5%	50.1%	10.4%
Which best describes your neighborhood? READ	Urban/city	17.0%	79.3%	3.6%
	Rural	53.8%	40.2%	6.1%
	Suburban	29.8%	56.3%	13.9%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	37.4%	54.3%	8.3%
	One half acre	42.3%	49.8%	7.9%
	One acre	39.7%	54.7%	5.6%
	Larger than 1 acre	38.3%	50.0%	11.6%
	Don't know	11.3%	81.1%	7.5%
	Other	34.1%	47.6%	18.3%

## Appendix

		How do you match your fertilizer to your soil?				
What is your present employment status? READ IF NECESSARY	I took my soil to an extension office to be tested (or had it tested professionally, at a county office, or at Lowe's-)	I matched it based on my grass type.	I matched it based on my lawn size.	I matched it based on what my neighbor(s) do or told me.	A lawn care company or store clerk advised me what to buy.	
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	17.4%	35.3%	10.0%	1.2%	12.9%
	Employed full-time	8.8%	50.4%	7.4%	1.5%	5.2%
	Employed part-time	.0%	18.4%	5.3%	.0%	15.9%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	.0%	.0%	.0%	.0%
	Unemployed but not retired	.0%	72.9%	.0%	.0%	.0%
	Retired	28.5%	26.9%	13.9%	1.4%	16.4%
	Refused	.0%	25.0%	.0%	.0%	50.0%
Are you part of a Homeowners' Association?	Yes	13.6%	44.2%	17.1%	1.1%	13.4%
	No	21.2%	33.1%	7.2%	1.3%	14.0%
Which best describes your neighborhood? READ	Urban/city	15.6%	31.9%	7.4%	.0%	5.2%
	Rural	15.6%	33.8%	10.0%	1.3%	14.0%
	Suburban	21.4%	39.2%	10.9%	1.1%	13.0%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	17.8%	24.3%	15.9%	2.6%	9.4%
	One half acre	11.8%	56.8%	3.3%	.0%	16.3%
	One acre	10.8%	46.6%	3.3%	.0%	8.9%
	Larger than 1 acre	31.7%	23.2%	10.4%	.0%	19.0%
	Don't know	.0%	100.0%	.0%	.0%	.0%
	Other	.0%	.0%	.0%	.0%	38.2%

		How do you match your fertilizer to your soil?		
What is your present employment status? READ IF NECESSARY	Follow the package/label instructions	Don't know	Other	
	Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	16.0%	6.0%	1.3%
	Employed full-time	13.3%	10.6%	2.9%
	Employed part-time	60.4%	.0%	.0%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	.0%	.0%
	Unemployed but not retired	.0%	18.8%	8.3%
	Retired	9.3%	3.6%	.0%
	Refused	25.0%	.0%	.0%
Are you part of a Homeowners' Association?	Yes	5.3%	3.6%	1.7%
	No	14.1%	7.8%	1.2%
Which best describes your neighborhood? READ	Urban/city	26.5%	13.5%	0%
	Rural	19.6%	4.4%	1.2%
	Suburban	5.8%	6.8%	1.8%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	23.9%	5.3%	.8%
	One half acre	9.2%	2.7%	.0%
	One acre	10.8%	19.7%	.0%
	Larger than 1 acre	7.5%	4.7%	3.3%
	Don't know	.0%	.0%	.0%
	Other	38.2%	.0%	23.6%

		Use slow-release fertilizer?		
		Yes	No	Not sure
		Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	67.4%	7.6%	24.9%
	Employed full-time	66.4%	6.7%	26.9%
	Employed part-time	46.0%	33.2%	20.8%
	Voluntarily not in the work force (in school; raising family, etc.)	55.0%	.0%	45.0%
	Unemployed but not retired	47.5%	4.2%	48.3%
	Retired	77.4%	4.8%	17.8%
	Refused	50.5%	7.0%	42.4%
Are you part of a Homeowners' Association?	Yes	78.9%	3.3%	17.8%
	No	63.1%	7.1%	29.7%
Which best describes your neighborhood? READ	Urban/city	60.4%	3.8%	35.9%
	Rural	66.2%	14.0%	19.8%
	Suburban	72.3%	2.6%	25.0%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	65.2%	8.5%	26.3%
	One half acre	78.2%	6.7%	15.0%
	One acre	69.4%	3.0%	27.6%
	Larger than 1 acre	65.4%	10.1%	24.6%
	Don't know	35.1%	7.2%	57.8%
	Other	100.0%	.0%	.0%

		Why don't you use slow-release fertilizer?				
		I do not know what slow-release fertilizer is.	I use what my neighbor(s) use(s).	I use what a lawn care company or store clerk advised me to use.	I have always use a specific type.	I didn't think it would make a difference to my lawn or the environment.
		Row N %	Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	30.1%	.0%	.0%	11.5%	2.5%
	Employed full-time	57.7%	.0%	.0%	12.7%	8.0%
	Employed part-time	.0%	.0%	.0%	.0%	.0%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	.0%	.0%	.0%	.0%
	Unemployed but not retired	.0%	.0%	.0%	.0%	.0%
	Retired	44.4%	.0%	.0%	27.5%	.0%
	Refused	.0%	.0%	.0%	.0%	.0%
Are you part of a Homeowners' Association?	Yes	11.1%	.0%	.0%	16.2%	.0%
	No	53.0%	.0%	.0%	16.7%	4.7%
Which best describes your neighborhood? READ	Urban/city	18.1%	.0%	.0%	52.6%	.0%
	Rural	32.4%	.0%	.0%	.0%	3.2%
	Suburban	25.9%	.0%	.0%	48.2%	.0%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	14.8%	.0%	.0%	18.0%	.0%
	One half acre	43.9%	.0%	.0%	.0%	.0%
	One acre	56.3%	.0%	.0%	.0%	.0%
	Larger than 1 acre	43.9%	.0%	.0%	11.4%	11.4%
	Don't know	50.0%	.0%	.0%	.0%	.0%
	Other	.0%	.0%	.0%	.0%	.0%

## Appendix

		Why don't you use slow-release fertilizer?				
		I use what is the least expensive and slow-release is always more expensive.	I tried it but didn't like the results.	when I use slow-release fertilizer it takes longer to see the results (i.e. my grass responds slower when I use slow rel)	I tried it but didn't like the results.	Don't know
		Row N %	Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	7.9%	.0%	2.8%	1.7%	32.4%
	Employed full-time	.0%	.0%	.0%	.0%	8.8%
	Employed part-time	12.4%	.0%	.0%	.0%	87.6%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	.0%	.0%	.0%	.0%
	Unemployed but not retired	.0%	.0%	100.0%	.0%	.0%
	Retired	.0%	.0%	.0%	6.3%	6.3%
	Refused	58.5%	.0%	.0%	.0%	.0%
Are you part of a Homeowners' Association?	Yes	25.3%	.0%	.0%	11.1%	11.1%
	No	7.4%	.0%	5.1%	.0%	5.1%
Which best describes your neighborhood? READ	Urban/city	.0%	.0%	.0%	.0%	.0%
	Rural	10.3%	.0%	3.6%	2.3%	39.9%
	Suburban	.0%	.0%	.0%	.0%	12.9%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	.0%	.0%	.0%	.0%	55.8%
	One half acre	41.6%	.0%	14.5%	.0%	.0%
	One acre	.0%	.0%	.0%	.0%	43.7%
	Larger than 1 acre	.0%	.0%	.0%	7.9%	12.6%
	Don't know	.0%	.0%	.0%	.0%	.0%
	Other	.0%	.0%	.0%	.0%	.0%

		Why don't you use slow-release fertilizer?	
		Other	Too expensive.
		Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	4.5%	6.5%
	Employed full-time	.0%	12.7%
	Employed part-time	.0%	.0%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	.0%
	Unemployed but not retired	.0%	.0%
	Retired	6.3%	9.1%
	Refused	41.5%	.0%
Are you part of a Homeowners' Association?	Yes	.0%	25.3%
	No	3.2%	4.7%
Which best describes your neighborhood? READ	Urban/city	29.3%	.0%
	Rural	.0%	8.4%
	Suburban	12.9%	.0%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	3.5%	7.9%
	One half acre	.0%	.0%
	One acre	.0%	.0%
	Larger than 1 acre	12.8%	.0%
	Don't know	.0%	50.0%
	Other	.0%	.0%

		Sweep the excess fertilizer into the storm drain or sewer?		
		Yes	No	Not sure
		Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	.4%	98.5%	1.1%
	Employed full-time	.0%	100.0%	.0%
	Employed part-time	2.3%	92.1%	5.5%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	100.0%	.0%
	Unemployed but not retired	.0%	100.0%	.0%
	Retired	.6%	97.8%	1.6%
	Refused	.0%	100.0%	.0%
Are you part of a Homeowners' Association?	Yes	1.2%	97.4%	1.4%
	No	.0%	99.0%	1.0%
Which best describes your neighborhood? READ	Urban/city	1.4%	98.6%	.0%
	Rural	.0%	100.0%	.0%
	Suburban	.4%	96.7%	2.9%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	1.0%	97.7%	1.3%
	One half acre	.0%	98.2%	1.8%
	One acre	.0%	100.0%	.0%
	Larger than 1 acre	.0%	100.0%	.0%
	Don't know	.0%	97.5%	2.5%
	Other	.0%	100.0%	.0%

		Why do you sweep the excess fertilizer into the storm drain or sewer?				
		I thought that was what I was supposed to do.	My neighbor(s) do, so I do too.	I didn't think it would make a difference to the environment.	A lawn care company or store clerk advised me to do so.	I did not know what else to do with it.
		Row N %	Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	.0%	.0%	.0%	30.4%	69.6%
	Employed full-time	.0%	.0%	.0%	.0%	.0%
	Employed part-time	.0%	.0%	.0%	.0%	100.0%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	.0%	.0%	.0%	.0%
	Unemployed but not retired	.0%	.0%	.0%	.0%	.0%
	Retired	.0%	.0%	.0%	50.0%	50.0%
	Refused	.0%	.0%	.0%	.0%	.0%
Are you part of a Homeowners' Association?	Yes	.0%	.0%	.0%	30.4%	69.6%
	No	.0%	.0%	.0%	.0%	.0%
Which best describes your neighborhood? READ	Urban/city	.0%	.0%	.0%	50.0%	50.0%
	Rural	.0%	.0%	.0%	.0%	.0%
	Suburban	.0%	.0%	.0%	.0%	100.0%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	.0%	.0%	.0%	30.4%	69.6%
	One half acre	.0%	.0%	.0%	.0%	.0%
	One acre	.0%	.0%	.0%	.0%	.0%
	Larger than 1 acre	.0%	.0%	.0%	.0%	.0%
	Don't know	.0%	.0%	.0%	.0%	.0%
	Other	.0%	.0%	.0%	.0%	.0%

## Appendix

		Why do you sweep the excess fertilizer into the storm drain or sewer?	
		Don't know	Other
		Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	.0%	.0%
	Employed full-time	.0%	.0%
	Employed part-time	.0%	.0%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	.0%
	Unemployed but not retired	.0%	.0%
	Retired	.0%	.0%
	Refused	.0%	.0%
Are you part of a Homeowners' Association?	Yes	.0%	.0%
	No	.0%	.0%
Which best describes your neighborhood? READ	Urban/city	.0%	.0%
	Rural	.0%	.0%
	Suburban	.0%	.0%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	.0%	.0%
	One half acre	.0%	.0%
	One acre	.0%	.0%
	Larger than 1 acre	.0%	.0%
	Don't know	.0%	.0%
	Other	.0%	.0%

		How often should your lawn be fertilized? DO NOT READ				
		More than twice a year	Twice a year	Once or twice a year	Once a year	Every other year
		Row N %	Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	24.5%	32.5%	15.3%	15.6%	.5%
	Employed full-time	19.8%	28.7%	29.5%	11.5%	.7%
	Employed part-time	39.7%	21.7%	2.9%	18.0%	2.9%
	Voluntarily not in the work force (in school; raising family, etc.)	22.5%	22.5%	.0%	54.9%	.0%
	Unemployed but not retired	35.2%	31.9%	6.8%	14.0%	.0%
	Retired	24.9%	33.3%	8.9%	19.1%	.0%
	Refused	22.5%	59.7%	5.8%	6.2%	.0%
Are you part of a Homeowners' Association?	Yes	26.5%	40.1%	12.2%	14.3%	.6%
	No	19.8%	27.0%	18.0%	18.4%	.5%
Which best describes your neighborhood? READ	Urban/city	33.9%	39.7%	6.0%	6.3%	.0%
	Rural	21.5%	25.7%	20.3%	21.7%	1.1%
	Suburban	23.0%	36.4%	14.4%	13.7%	.0%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	25.9%	39.1%	11.4%	14.2%	.0%
	One half acre	21.5%	39.9%	16.6%	13.6%	.0%
	One acre	26.4%	19.3%	3.7%	26.8%	.0%
	Larger than 1 acre	20.3%	19.2%	30.6%	16.3%	2.1%
	Don't know	42.3%	17.5%	11.5%	17.6%	.0%
	Other	.0%	21.0%	31.5%	.0%	8.0%

		How often should your lawn be fertilized? DO NOT READ			
		Less often than every other year	Depends on how it looks	Other	Not sure
		Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	.2%	5.7%	1.7%	4.0%
	Employed full-time	.0%	2.7%	.6%	6.5%
	Employed part-time	.0%	9.3%	5.5%	.0%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	.0%	.0%	.0%
	Unemployed but not retired	.0%	12.0%	.0%	.0%
	Retired	.4%	7.9%	1.6%	3.9%
	Refused	.0%	.0%	5.8%	.0%
Are you part of a Homeowners' Association?	Yes	.0%	5.2%	.6%	.5%
	No	.3%	6.7%	2.7%	6.6%
Which best describes your neighborhood? READ	Urban/city	.0%	1.4%	.7%	12.0%
	Rural	.5%	5.8%	.9%	2.5%
	Suburban	.0%	7.7%	3.2%	1.6%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	.0%	6.5%	1.2%	1.7%
	One half acre	.9%	5.0%	1.0%	1.5%
	One acre	.0%	3.0%	.0%	20.9%
	Larger than 1 acre	.0%	7.1%	2.1%	2.3%
	Don't know	.0%	3.6%	.0%	7.5%
	Other	.0%	.0%	39.4%	.0%

		Are there times or situations when you should NOT fertilize your lawn?					
		Right before a hard rain	After a hard rain	During a drought	Morning	Evening	Winter
		Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	30.6%	10.6%	22.8%	.6%	.9%	13.6%
	Employed full-time	33.7%	7.5%	18.9%	.0%	2.7%	18.0%
	Employed part-time	16.8%	33.2%	22.8%	.0%	.0%	6.5%
	Voluntarily not in the work force (in school; raising family, etc.)	77.5%	18.2%	.0%	.0%	.0%	.0%
	Unemployed but not retired	52.7%	11.0%	27.1%	.0%	.0%	2.6%
	Retired	31.1%	9.6%	27.3%	.9%	.0%	13.5%
	Refused	2.9%	6.7%	15.9%	2.9%	.0%	9.9%
Are you part of a Homeowners' Association?	Yes	32.4%	7.3%	21.2%	1.3%	.0%	19.5%
	No	33.3%	9.4%	24.4%	.2%	1.7%	11.5%
Which best describes your neighborhood? READ	Urban/city	47.6%	8.4%	11.3%	.7%	.0%	14.5%
	Rural	20.0%	10.1%	19.2%	.5%	2.3%	12.6%
	Suburban	33.8%	12.2%	32.5%	.6%	.0%	14.1%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	27.0%	11.0%	22.4%	.8%	2.1%	12.2%
	One half acre	33.8%	13.1%	29.3%	.0%	.0%	14.7%
	One acre	47.3%	9.3%	13.2%	.0%	.0%	33.4%
	Larger than 1 acre	23.6%	10.3%	22.3%	.0%	.0%	8.1%
	Don't know	33.7%	3.6%	20.1%	.0%	.0%	.0%
	Other	44.8%	.0%	21.2%	13.0%	.0%	13.0%

## Appendix

		Are there times or situations when you should NOT fertilize your lawn?					
		Summer	Spring	Fall	Not sure	Other	If the grass looks good.
		Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	6.0%	.8%	.4%	36.7%	1.8%	2.2%
	Employed full-time	7.3%	.9%	.7%	41.1%	1.2%	1.7%
	Employed part-time	2.3%	.0%	.0%	23.6%	.0%	11.6%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	.0%	.0%	9.9%	12.7%	.0%
	Unemployed but not retired	10.1%	.0%	.0%	17.6%	.0%	.0%
	Retired	6.3%	1.2%	.3%	32.9%	2.6%	1.7%
	Refused	.0%	.0%	.0%	68.3%	.0%	.0%
Are you part of a Homeowners' Association?	Yes	10.4%	1.2%	.4%	33.9%	3.1%	1.4%
	No	4.0%	.7%	.4%	36.5%	1.1%	2.9%
Which best describes your neighborhood? READ	Urban/city	7.5%	.0%	.0%	45.9%	.0%	.0%
	Rural	3.1%	1.6%	.6%	38.1%	1.2%	4.9%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	Suburban	8.5%	.3%	.3%	30.5%	3.3%	.3%
	One quarter acre or less	10.3%	.4%	.0%	41.1%	3.1%	1.1%
	One half acre	3.8%	.6%	.6%	27.2%	.0%	1.9%
	One acre	.0%	.0%	2.4%	37.4%	.0%	.0%
	Larger than 1 acre	2.9%	1.8%	.0%	38.3%	2.2%	6.9%
	Don't know	.0%	3.6%	.0%	42.6%	.0%	.0%
	Other	8.0%	.0%	.0%	.0%	.0%	8.0%

		Are there times or situations when you should NOT fertilize your lawn?		
		If it is very hot.	No	If you are near a water body.
		Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	.8%	.0%	.0%
	Employed full-time	1.4%	.0%	.0%
	Employed part-time	.0%	.0%	.0%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	.0%	.0%
	Unemployed but not retired	.0%	.0%	.0%
	Retired	.6%	.0%	.0%
	Refused	.0%	.0%	.0%
Are you part of a Homeowners' Association?	Yes	.4%	.0%	.0%
	No	1.1%	.0%	.0%
Which best describes your neighborhood? READ	Urban/city	.0%	.0%	.0%
	Rural	1.5%	.0%	.0%
	Suburban	.3%	.0%	.0%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	.6%	.0%	.0%
	One half acre	.0%	.0%	.0%
	One acre	.0%	.0%	.0%
	Larger than 1 acre	2.9%	.0%	.0%
	Don't know	.0%	.0%	.0%
	Other	.0%	.0%	.0%

		How do you know when your lawn needs to be fertilized?				
		Test the soil	Brown patches	Time of the year/ the season	Lawn has weeds	Lawn looks spotty
		Row N %	Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	3.2%	26.3%	30.6%	15.5%	21.7%
	Employed full-time	.7%	24.5%	26.1%	23.2%	17.3%
	Employed part-time	.0%	15.0%	24.1%	11.7%	50.0%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	12.7%	.0%	22.5%	46.6%
	Unemployed but not retired	6.8%	50.4%	33.6%	18.4%	38.3%
	Retired	6.0%	25.2%	36.9%	11.3%	16.6%
	Refused	.0%	38.3%	24.6%	2.9%	29.6%
Are you part of a Homeowners' Association?	Yes	1.9%	34.8%	35.7%	16.3%	22.3%
	No	4.5%	24.1%	26.1%	16.3%	20.3%
Which best describes your neighborhood? READ	Urban/city	1.8%	46.5%	31.6%	15.5%	29.9%
	Rural	5.0%	23.5%	24.7%	13.2%	19.2%
	Suburban	2.0%	19.2%	36.5%	17.9%	20.3%
How large (approximate) is your yard? READ IF NECESSARYIf they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	2.2%	20.9%	34.3%	14.9%	23.9%
	One half acre	3.3%	33.4%	39.0%	18.5%	24.8%
	One acre	1.3%	46.4%	11.9%	24.6%	15.2%
	Larger than 1 acre	7.6%	18.1%	19.5%	12.0%	15.3%
	Don't know	2.5%	30.1%	45.0%	.0%	30.1%
	Other	.0%	26.0%	.0%	18.3%	.0%

		How do you know when your lawn needs to be fertilized?				
		Grass is growing	Test the soil to determine	Don't look for any factors - just fertilize every year (or another time period)	If my grass is thinned out or doesn't look good - looks dead	Ask someone at the store (garden store, Wal-Mart, etc.)
		Row N %	Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	4.5%	.4%	13.0%	14.9%	1.6%
	Employed full-time	7.6%	.0%	19.7%	11.6%	3.1%
	Employed part-time	.0%	.0%	6.7%	37.4%	.0%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	.0%	18.2%	35.2%	.0%
	Unemployed but not retired	.0%	.0%	.0%	18.4%	.0%
	Retired	1.0%	1.0%	11.6%	14.1%	1.0%
	Refused	18.7%	.0%	2.9%	7.1%	.0%
Are you part of a Homeowners' Association?	Yes	4.5%	.7%	5.5%	11.0%	.9%
	No	2.7%	.3%	18.9%	15.1%	2.2%
Which best describes your neighborhood? READ	Urban/city	8.6%	.0%	15.3%	7.6%	.0%
	Rural	1.1%	.5%	11.9%	17.4%	2.6%
	Suburban	6.2%	.6%	13.0%	15.9%	1.2%
How large (approximate) is your yard? READ IF NECESSARYIf they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	5.6%	.5%	13.0%	18.4%	1.4%
	One half acre	.0%	.9%	5.0%	11.3%	4.3%
	One acre	13.2%	.0%	25.7%	12.1%	.0%
	Larger than 1 acre	3.8%	.0%	17.7%	15.0%	.0%
	Don't know	.0%	.0%	7.6%	.0%	.0%
	Other	.0%	.0%	8.0%	31.5%	.0%

## Appendix

		How do you know when your lawn needs to be fertilized?		
		Ask a neighbor, friend, etc.	NONE	Other
		Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	2.1%	6.0%	8.6%
	Employed full-time	2.6%	9.9%	14.7%
	Employed part-time	2.9%	8.9%	2.6%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	.0%	.0%
	Unemployed but not retired	.0%	.0%	2.6%
	Retired	2.3%	3.7%	6.3%
	Refused	.0%	2.9%	5.5%
Are you part of a Homeowners' Association?	Yes	1.7%	4.9%	6.5%
	No	2.6%	7.4%	10.7%
Which best describes your neighborhood? READ	Urban/city	.0%	1.0%	4.0%
	Rural	2.7%	9.0%	13.4%
	Suburban	2.6%	5.1%	5.7%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	1.8%	5.2%	7.5%
	One half acre	5.3%	3.5%	3.6%
	One acre	.0%	2.4%	1.9%
	Larger than 1 acre	.0%	13.5%	20.1%
	Don't know	3.6%	3.6%	11.2%
	Other	.0%	11.6%	22.9%

		Will fertilizing your lawn the wrong way or using too much fertilizer: READ1=Yes2=No3=DK - Cause thatch build up (IF ASKED, thatch is a buildup of dead roots, lawn debris and dead turfgrass crowns)		
		Yes	No	Don't know
		Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	41.7%	19.2%	39.1%
	Employed full-time	39.8%	18.9%	41.3%
	Employed part-time	35.3%	13.5%	51.2%
	Voluntarily not in the work force (in school; raising family, etc.)	49.4%	.0%	50.6%
	Unemployed but not retired	29.4%	2.6%	67.9%
	Retired	45.9%	22.2%	31.9%
	Refused	40.1%	23.4%	36.5%
Are you part of a Homeowners' Association?	Yes	45.5%	17.0%	37.5%
	No	40.0%	20.2%	39.8%
Which best describes your neighborhood? READ	Urban/city	24.0%	18.7%	57.3%
	Rural	40.6%	18.5%	40.9%
	Suburban	51.9%	20.3%	27.9%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	46.1%	19.6%	34.2%
	One half acre	51.6%	15.2%	33.2%
	One acre	18.4%	13.8%	67.8%
	Larger than 1 acre	40.5%	24.7%	34.8%
	Don't know	11.3%	23.1%	65.7%
	Other	47.5%	26.2%	26.4%

		Will fertilizing your lawn the wrong way or using too much fertilizer: READ1=Yes2=No3=DK - Pollute nearby bodies of water		
		Yes	No	Don't know
		Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	70.5%	19.0%	10.5%
	Employed full-time	85.1%	8.5%	6.4%
	Employed part-time	53.4%	32.0%	14.6%
	Voluntarily not in the work force (in school; raising family, etc.)	53.4%	46.6%	.0%
	Unemployed but not retired	83.5%	2.6%	13.8%
	Retired	68.7%	19.7%	11.6%
	Refused	22.6%	58.7%	18.7%
Are you part of a Homeowners' Association?	Yes	72.2%	16.7%	11.1%
	No	74.8%	16.3%	8.9%
Which best describes your neighborhood? READ	Urban/city	60.5%	25.6%	13.9%
	Rural	72.1%	19.4%	8.5%
	Suburban	73.8%	15.3%	10.9%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	61.3%	27.0%	11.8%
	One half acre	77.6%	4.5%	17.8%
	One acre	86.5%	9.3%	4.3%
	Larger than 1 acre	82.8%	14.8%	2.4%
	Don't know	63.0%	27.4%	9.7%
	Other	30.9%	69.1%	.0%

		Will fertilizing your lawn the wrong way or using too much fertilizer: READ1=Yes2=No3=DK - Cause cinch bugs (IF ASKED cinch bugs cause circular yellow spots on your lawn. They leave a poison that kills grass)		
		Yes	No	Don't know
		Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	31.0%	25.3%	43.7%
	Employed full-time	31.3%	19.6%	49.1%
	Employed part-time	50.5%	13.3%	36.2%
	Voluntarily not in the work force (in school; raising family, etc.)	14.2%	22.5%	63.3%
	Unemployed but not retired	23.0%	46.9%	30.1%
	Retired	29.8%	29.9%	40.2%
	Refused	25.1%	23.3%	51.6%
Are you part of a Homeowners' Association?	Yes	31.5%	24.9%	43.6%
	No	28.2%	25.5%	46.2%
Which best describes your neighborhood? READ	Urban/city	18.8%	34.7%	46.5%
	Rural	36.9%	21.1%	41.9%
	Suburban	30.6%	25.2%	44.3%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	37.3%	20.5%	42.2%
	One half acre	32.9%	21.9%	45.3%
	One acre	17.9%	25.1%	57.0%
	Larger than 1 acre	24.8%	30.1%	45.1%
	Don't know	11.3%	60.0%	28.8%
	Other	39.4%	44.5%	16.1%

## Appendix

		Will fertilizing your lawn the wrong way or using too much fertilizer: READ1=Yes2=No3=DK - Turn your lawn an orangey brown color		
		Yes	No	Don't know
		Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	54.1%	21.3%	24.6%
	Employed full-time	56.7%	18.1%	25.2%
	Employed part-time	42.0%	46.2%	11.7%
	Voluntarily not in the work force (in school; raising family, etc.)	59.2%	18.2%	22.5%
	Unemployed but not retired	83.5%	10.5%	6.0%
	Retired	51.3%	19.3%	29.4%
	Refused	48.8%	32.5%	18.7%
Are you part of a Homeowners' Association?	Yes	51.4%	13.4%	35.1%
	No	60.8%	21.2%	18.0%
Which best describes your neighborhood? READ	Urban/city	46.0%	28.3%	25.8%
	Rural	60.6%	19.1%	20.2%
	Suburban	51.0%	20.3%	28.7%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	48.8%	26.2%	24.9%
	One half acre	64.0%	8.3%	27.7%
	One acre	30.1%	31.7%	38.2%
	Larger than 1 acre	65.3%	16.4%	18.4%
	Don't know	65.5%	27.4%	7.2%
	Other	65.8%	26.2%	8.0%

		Will fertilizing your lawn the wrong way or using too much fertilizer: READ1=Yes2=No3=DK - Cause algae growth in bodies of water		
		Yes	No	Don't know
		Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	65.8%	12.3%	21.9%
	Employed full-time	68.5%	8.7%	22.7%
	Employed part-time	56.3%	6.2%	37.5%
	Voluntarily not in the work force (in school; raising family, etc.)	63.3%	14.2%	22.5%
	Unemployed but not retired	74.1%	.0%	25.9%
	Retired	65.2%	16.1%	18.7%
	Refused	60.9%	20.4%	18.7%
Are you part of a Homeowners' Association?	Yes	79.6%	8.7%	11.7%
	No	62.8%	12.9%	24.3%
Which best describes your neighborhood? READ	Urban/city	68.2%	10.7%	21.0%
	Rural	61.3%	11.9%	26.8%
	Suburban	69.5%	13.4%	17.1%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	65.1%	13.7%	21.2%
	One half acre	74.4%	5.3%	20.3%
	One acre	62.2%	13.2%	24.6%
	Larger than 1 acre	69.0%	10.7%	20.3%
	Don't know	41.4%	27.4%	31.2%
	Other	42.1%	24.7%	33.2%

		Which of the following are the correct things to do when fertilizing your lawn?				
		Read and follow package instructions on the fertilizer bag	Use slow-release fertilizer	Fertilize before storms	Leave a 10 foot buffer around bodies of water where no fertilizer is applied	Distribute fertilizer evenly across your lawn
		Row N %	Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	65.6%	67.5%	19.9%	52.1%	66.3%
	Employed full-time	65.1%	73.1%	18.1%	62.3%	61.8%
	Employed part-time	62.0%	35.7%	41.9%	47.7%	60.1%
	Voluntarily not in the work force (in school; raising family, etc.)	90.1%	63.3%	12.7%	63.3%	100.0%
	Unemployed but not retired	58.7%	44.2%	6.4%	34.7%	97.4%
	Retired	63.4%	68.6%	13.4%	47.4%	66.2%
	Refused	84.8%	82.0%	55.2%	44.6%	67.0%
Are you part of a Homeowners' Association?	Yes	59.5%	66.5%	16.7%	42.7%	57.2%
	No	67.7%	70.3%	17.1%	57.5%	72.0%
Which best describes your neighborhood? READ	Urban/city	60.4%	60.2%	22.4%	50.7%	71.2%
	Rural	60.7%	64.0%	20.6%	52.8%	61.3%
	Suburban	73.5%	74.9%	17.9%	52.0%	69.3%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	70.3%	66.1%	27.0%	53.6%	71.9%
	One half acre	67.7%	82.4%	22.0%	57.8%	63.4%
	One acre	57.1%	70.4%	5.7%	46.3%	55.0%
	Larger than 1 acre	58.7%	56.4%	12.6%	49.8%	61.3%
	Don't know	49.0%	48.9%	.0%	37.4%	71.1%
	Other	86.9%	62.3%	22.9%	41.2%	54.3%

		Which of the following are the correct things to do when fertilizing your lawn?				
		Use fertilizer with low levels of phosphorous	Use as much fertilizer as possible	Water your grass lightly, say a 1/4 inch or so after fertilizing	Have your soil tested to determine if fertilizing is needed	Match your fertilizer to your soil
		Row N %	Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	46.1%	4.9%	57.6%	43.3%	58.4%
	Employed full-time	50.6%	1.7%	59.2%	48.4%	61.4%
	Employed part-time	59.0%	.0%	57.6%	24.5%	63.4%
	Voluntarily not in the work force (in school; raising family, etc.)	50.6%	.0%	53.4%	12.7%	45.1%
	Unemployed but not retired	31.3%	.0%	45.6%	43.4%	83.0%
	Retired	42.1%	2.9%	56.7%	41.3%	55.1%
	Refused	44.1%	41.2%	64.0%	54.5%	44.6%
Are you part of a Homeowners' Association?	Yes	39.7%	8.2%	50.4%	44.6%	50.1%
	No	49.9%	2.3%	60.9%	44.8%	64.2%
Which best describes your neighborhood? READ	Urban/city	57.0%	18.2%	50.7%	52.4%	57.1%
	Rural	47.6%	.9%	63.0%	38.8%	63.8%
	Suburban	38.9%	2.7%	55.2%	43.6%	53.3%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	45.0%	8.7%	57.0%	42.2%	56.7%
	One half acre	44.1%	1.8%	67.4%	56.7%	64.8%
	One acre	57.1%	.0%	42.1%	46.9%	40.9%
	Larger than 1 acre	47.1%	.0%	62.1%	34.7%	61.0%
	Don't know	37.4%	12.2%	41.8%	19.8%	78.4%
	Other	49.3%	.0%	49.3%	36.0%	41.2%

## Appendix

		Which of the following are the correct things to do when fertilizing your lawn?		
		Sweep the excess fertilizer into the storm drain or sewer	Not sure	Other
		Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	4.0%	11.0%	.9%
	Employed full-time	.0%	15.6%	1.8%
	Employed part-time	3.3%	14.1%	.0%
	Voluntarily not in the work force (in school; raising family, etc.)	22.5%	.0%	22.5%
	Unemployed but not retired	.0%	.0%	.0%
	Retired	2.5%	9.7%	.0%
	Refused	32.5%	2.6%	.0%
Are you part of a Homeowners' Association?	Yes	8.6%	9.3%	.8%
	No	1.7%	13.0%	1.1%
Which best describes your neighborhood? READ	Urban/city	11.3%	12.2%	.0%
	Rural	1.7%	16.7%	1.5%
	Suburban	3.0%	4.2%	.8%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	7.7%	7.5%	.7%
	One half acre	.0%	5.0%	.0%
	One acre	.0%	4.8%	.0%
	Larger than 1 acre	1.8%	29.8%	3.8%
	Don't know	.0%	21.0%	.0%
	Other	18.3%	.0%	.0%

		It doesn't matter which type of fertilizer is put on my lawn - they all work about the same.			
		Agree	Neither agree nor disagree	Disagree	Not sure
		Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	11.4%	5.2%	80.5%	2.8%
	Employed full-time	10.9%	5.3%	83.1%	.7%
	Employed part-time	4.1%	.0%	95.9%	.0%
	Voluntarily not in the work force (in school; raising family, etc.)	18.2%	12.7%	69.1%	.0%
	Unemployed but not retired	.0%	31.8%	62.1%	6.0%
	Retired	12.5%	3.1%	79.2%	5.2%
	Refused	21.6%	2.9%	75.4%	.0%
Are you part of a Homeowners' Association?	Yes	8.7%	5.6%	84.9%	.7%
	No	12.2%	5.6%	78.6%	3.6%
Which best describes your neighborhood? READ	Urban/city	3.0%	8.3%	87.0%	1.7%
	Rural	12.2%	6.0%	78.8%	3.0%
	Suburban	14.8%	2.8%	79.2%	3.2%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	12.0%	2.0%	82.6%	3.4%
	One half acre	11.2%	.0%	87.0%	1.8%
	One acre	3.3%	1.3%	93.5%	1.9%
	Larger than 1 acre	13.0%	13.3%	69.2%	4.4%
	Don't know	17.6%	37.6%	44.7%	.0%
	Other	13.0%	.0%	87.0%	.0%

		Compared to all things that might pollute bodies of water, is fertilizer: READ			
		A major cause of pollution to bodies of water	A minor cause of pollution to bodies of water	Not at all a cause of pollution to bodies of water	Don't know
		Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	49.8%	33.0%	5.7%	11.5%
	Employed full-time	48.4%	38.0%	2.9%	10.6%
	Employed part-time	58.4%	33.2%	2.9%	5.5%
	Voluntarily not in the work force (in school; raising family, etc.)	63.3%	36.7%	.0%	.0%
	Unemployed but not retired	59.8%	21.5%	10.5%	8.3%
	Retired	55.9%	26.3%	3.6%	14.2%
	Refused	2.9%	55.4%	32.4%	9.3%
Are you part of a Homeowners' Association?	Yes	66.5%	18.7%	8.0%	6.7%
	No	45.0%	36.6%	4.2%	14.3%
Which best describes your neighborhood? READ	Urban/city	48.1%	25.9%	14.9%	11.1%
	Rural	45.6%	39.0%	2.7%	12.7%
	Suburban	55.4%	30.0%	4.4%	10.2%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	52.3%	27.8%	10.6%	9.3%
	One half acre	53.3%	35.8%	1.8%	9.1%
	One acre	54.9%	37.0%	.0%	8.1%
	Larger than 1 acre	44.4%	38.1%	.0%	17.5%
	Don't know	32.6%	33.9%	11.5%	22.1%
	Other	16.1%	57.5%	.0%	26.4%

		The more fertilizer I use, the more likely I am to have a greener, fuller lawn with fewer weeds			
		Agree	Neither agree nor disagree	Disagree	Don't know
		Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	18.2%	9.4%	71.4%	1.0%
	Employed full-time	10.9%	14.5%	74.7%	.0%
	Employed part-time	10.7%	.0%	89.3%	.0%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	.0%	100.0%	.0%
	Unemployed but not retired	23.7%	38.7%	37.7%	.0%
	Retired	18.8%	4.8%	74.5%	2.0%
	Refused	57.0%	2.9%	37.4%	2.6%
Are you part of a Homeowners' Association?	Yes	17.7%	11.1%	71.2%	.0%
	No	17.5%	9.4%	71.6%	1.5%
Which best describes your neighborhood? READ	Urban/city	18.4%	13.6%	67.0%	1.0%
	Rural	12.7%	7.6%	78.5%	1.3%
	Suburban	24.1%	9.2%	65.9%	.8%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	24.3%	5.7%	70.0%	.0%
	One half acre	15.0%	6.6%	75.9%	2.5%
	One acre	9.7%	6.9%	82.2%	1.3%
	Larger than 1 acre	14.8%	16.0%	69.2%	.0%
	Don't know	2.5%	34.1%	56.2%	7.2%
	Other	32.6%	13.0%	54.4%	.0%

## Appendix

		Having a healthy lawn is important to me			
		Agree	Neither agree nor disagree	Disagree	Don't know
		Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	76.7%	11.2%	11.2%	.9%
	Employed full-time	75.1%	18.2%	6.7%	.0%
	Employed part-time	78.1%	4.1%	17.8%	.0%
	Voluntarily not in the work force (in school; raising family, etc.)	87.3%	12.7%	.0%	.0%
	Unemployed but not retired	81.9%	3.4%	14.7%	.0%
	Retired	74.8%	8.9%	14.6%	1.6%
	Refused	88.2%	2.9%	6.2%	2.6%
Are you part of a Homeowners' Association?	Yes	76.7%	11.7%	10.9%	.7%
	No	75.2%	12.0%	12.1%	.8%
Which best describes your neighborhood? READ	Urban/city	87.2%	7.1%	4.0%	1.7%
	Rural	68.8%	14.0%	16.8%	.5%
	Suburban	80.0%	10.3%	8.8%	1.0%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	86.2%	5.5%	7.8%	.5%
	One half acre	69.4%	18.2%	12.3%	.0%
	One acre	80.2%	3.2%	16.7%	.0%
	Larger than 1 acre	56.2%	26.0%	16.2%	1.6%
	Don't know	82.4%	.0%	10.4%	7.2%
	Other	80.4%	11.6%	8.0%	.0%

		The appearance of a front lawn says something about the homeowner			
		Agree	Neither agree nor disagree	Disagree	Don't know
		Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	83.1%	8.2%	7.8%	.8%
	Employed full-time	80.7%	11.3%	6.7%	1.2%
	Employed part-time	93.0%	7.0%	.0%	.0%
	Voluntarily not in the work force (in school; raising family, etc.)	100.0%	.0%	.0%	.0%
	Unemployed but not retired	91.3%	.0%	8.7%	.0%
	Retired	82.3%	7.4%	10.0%	.4%
	Refused	81.2%	7.0%	9.2%	2.6%
Are you part of a Homeowners' Association?	Yes	83.4%	7.9%	8.7%	.0%
	No	82.6%	8.4%	7.9%	1.1%
Which best describes your neighborhood? READ	Urban/city	91.8%	5.5%	1.7%	1.0%
	Rural	76.8%	11.4%	10.2%	1.5%
	Suburban	85.6%	6.1%	8.3%	.0%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	93.1%	3.2%	3.7%	.0%
	One half acre	70.7%	13.5%	15.8%	.0%
	One acre	79.4%	6.5%	14.1%	.0%
	Larger than 1 acre	78.3%	15.7%	3.3%	2.7%
	Don't know	78.7%	11.6%	2.5%	7.2%
	Other	60.4%	.0%	39.6%	.0%

		I would change my fertilizer if I knew it was harmful to the environment			
		Agree	Neither agree nor disagree	Disagree	Don't know
		Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	88.9%	2.9%	7.4%	.8%
	Employed full-time	90.4%	3.3%	6.3%	.0%
	Employed part-time	62.5%	.0%	37.5%	.0%
	Voluntarily not in the work force (in school; raising family, etc.)	100.0%	.0%	.0%	.0%
	Unemployed but not retired	97.4%	.0%	.0%	2.6%
	Retired	93.7%	1.9%	3.2%	1.2%
	Refused	71.1%	11.7%	14.6%	2.6%
Are you part of a Homeowners' Association?	Yes	94.0%	1.9%	3.7%	.4%
	No	91.4%	3.1%	4.5%	.9%
Which best describes your neighborhood? READ	Urban/city	92.0%	2.0%	4.4%	1.7%
	Rural	86.8%	1.0%	11.8%	.5%
	Suburban	89.5%	5.4%	4.2%	.8%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	88.4%	3.4%	7.7%	.6%
	One half acre	87.4%	1.6%	10.1%	.9%
	One acre	95.7%	1.9%	2.4%	.0%
	Larger than 1 acre	97.7%	.0%	2.3%	.0%
	Don't know	70.2%	.0%	22.6%	7.2%
	Other	49.3%	50.7%	.0%	.0%

		The way I fertilize my lawn can harm the environment in a substantial way			
		Agree	Neither agree nor disagree	Disagree	Don't know
		Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	52.9%	6.6%	34.4%	6.2%
	Employed full-time	54.8%	3.8%	32.2%	9.3%
	Employed part-time	73.1%	1.8%	25.1%	.0%
	Voluntarily not in the work force (in school; raising family, etc.)	42.3%	.0%	57.7%	.0%
	Unemployed but not retired	33.9%	31.8%	34.3%	.0%
	Retired	50.0%	6.6%	37.3%	6.2%
	Refused	55.3%	8.8%	33.3%	2.6%
Are you part of a Homeowners' Association?	Yes	58.1%	4.0%	37.1%	.7%
	No	49.0%	8.3%	32.7%	10.0%
Which best describes your neighborhood? READ	Urban/city	37.7%	13.6%	35.0%	13.7%
	Rural	62.5%	3.8%	26.2%	7.4%
	Suburban	49.9%	6.1%	43.0%	1.0%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	55.1%	5.8%	35.6%	3.5%
	One half acre	53.0%	1.4%	45.0%	.6%
	One acre	56.8%	5.2%	15.2%	22.8%
	Larger than 1 acre	54.2%	5.7%	29.4%	10.7%
	Don't know	32.9%	30.1%	29.8%	7.2%
	Other	16.1%	37.7%	46.2%	.0%

		It is important to me to use the right amount of fertilizer that's appropriate for my lawn			
		Agree	Neither agree nor disagree	Disagree	Don't know
		Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	92.7%	3.4%	3.5%	.4%
	Employed full-time	90.5%	6.1%	3.4%	.0%
	Employed part-time	91.6%	.0%	8.4%	.0%
	Voluntarily not in the work force (in school; raising family, etc.)	100.0%	.0%	.0%	.0%
	Unemployed but not retired	100.0%	.0%	.0%	.0%
	Retired	94.3%	1.8%	3.5%	.4%
	Refused	88.6%	5.9%	2.9%	2.6%
Are you part of a Homeowners' Association?	Yes	92.9%	4.5%	2.5%	.0%
	No	93.3%	3.1%	3.3%	.3%
Which best describes your neighborhood? READ	Urban/city	97.4%	.0%	1.6%	1.0%
	Rural	92.5%	6.0%	1.0%	.5%
	Suburban	90.6%	2.2%	7.3%	.0%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	92.1%	1.9%	6.0%	.0%
	One half acre	98.0%	.6%	1.4%	.0%
	One acre	100.0%	.0%	.0%	.0%
	Larger than 1 acre	87.9%	12.1%	.0%	.0%
	Don't know	82.4%	.0%	10.4%	7.2%
	Other	75.4%	24.6%	.0%	.0%

		I don't care about science behind fertilizers, I just want my lawn green			
		Agree	Neither agree nor disagree	Disagree	Don't know
		Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	16.2%	7.4%	73.3%	3.2%
	Employed full-time	13.9%	7.5%	78.6%	.0%
	Employed part-time	35.3%	.0%	60.6%	4.1%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	.0%	100.0%	.0%
	Unemployed but not retired	3.8%	4.2%	60.2%	31.8%
	Retired	15.3%	9.3%	72.9%	2.4%
	Refused	24.5%	5.9%	67.0%	2.6%
Are you part of a Homeowners' Association?	Yes	11.6%	6.6%	80.9%	.9%
	No	13.9%	8.4%	73.1%	4.6%
Which best describes your neighborhood? READ	Urban/city	11.7%	5.5%	72.6%	10.2%
	Rural	15.5%	9.4%	74.2%	.9%
	Suburban	19.1%	6.0%	72.8%	2.1%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	24.4%	6.8%	67.4%	1.4%
	One half acre	7.5%	7.5%	83.3%	1.8%
	One acre	6.9%	8.2%	84.9%	.0%
	Larger than 1 acre	12.9%	8.8%	77.3%	1.0%
	Don't know	7.5%	3.7%	51.4%	37.3%
	Other	24.7%	13.0%	62.3%	.0%

		Does slow-release fertilizer take longer than regular fertilizer for you to be able to see the results on your lawn?		
		Yes	No	Not sure
		Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	39.1%	35.6%	25.2%
	Employed full-time	33.5%	35.3%	31.3%
	Employed part-time	55.4%	28.3%	16.3%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	77.5%	22.5%
	Unemployed but not retired	25.3%	69.8%	4.9%
	Retired	42.5%	30.4%	27.1%
	Refused	47.1%	44.5%	8.4%
Are you part of a Homeowners' Association?	Yes	57.2%	28.9%	13.9%
	No	26.5%	40.0%	33.5%
Which best describes your neighborhood? READ	Urban/city	47.5%	31.6%	20.9%
	Rural	36.3%	37.8%	25.9%
	Suburban	38.1%	35.2%	26.7%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	43.2%	32.8%	24.1%
	One half acre	44.2%	31.3%	24.5%
	One acre	35.8%	27.8%	36.4%
	Larger than 1 acre	25.4%	50.6%	24.0%
	Don't know	41.1%	30.1%	28.8%
	Other	16.1%	83.9%	.0%

		In the past 3 months, have you changed how you fertilize your lawn?		
		Yes	No	Not sure
		Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	4.2%	93.3%	2.4%
	Employed full-time	4.7%	95.3%	.0%
	Employed part-time	.0%	95.4%	4.6%
	Voluntarily not in the work force (in school; raising family, etc.)	12.7%	87.3%	.0%
	Unemployed but not retired	2.6%	97.4%	.0%
	Retired	5.2%	90.5%	4.3%
	Refused	.0%	97.1%	2.9%
Are you part of a Homeowners' Association?	Yes	7.6%	88.2%	4.2%
	No	2.6%	96.1%	1.3%
Which best describes your neighborhood? READ	Urban/city	8.5%	89.4%	2.1%
	Rural	3.5%	94.8%	1.7%
	Suburban	2.9%	93.8%	3.4%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	5.2%	92.2%	2.6%
	One half acre	4.9%	94.2%	.9%
	One acre	.0%	96.3%	3.7%
	Larger than 1 acre	3.9%	95.3%	.8%
	Don't know	.0%	93.6%	6.4%
	Other	11.6%	75.4%	13.0%

## Appendix

		What did you change?				
		I stopped fertilizing before a storm.	I started testing my soil.	I now read the directions on the fertilizer bag.	I am measuring my yard before I fertilize.	I am fertilizing less than I used to.
		Row N %	Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	9.0%	.0%	.0%	3.1%	12.9%
	Employed full-time	.0%	.0%	.0%	.0%	.0%
	Employed part-time	.0%	.0%	.0%	.0%	.0%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	.0%	.0%	.0%	.0%
	Unemployed but not retired	.0%	.0%	.0%	100.0%	.0%
	Retired	16.8%	.0%	.0%	.0%	24.1%
	Refused	.0%	.0%	.0%	.0%	.0%
Are you part of a Homeowners' Association?	Yes	7.0%	.0%	.0%	.0%	11.1%
	No	12.7%	.0%	.0%	8.8%	16.3%
Which best describes your neighborhood? READ	Urban/city	.0%	.0%	.0%	.0%	.0%
	Rural	12.9%	.0%	.0%	9.0%	16.6%
	Suburban	17.2%	.0%	.0%	.0%	27.3%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	8.2%	.0%	.0%	5.7%	13.0%
	One half acre	.0%	.0%	.0%	.0%	23.0%
	One acre	.0%	.0%	.0%	.0%	.0%
	Larger than 1 acre	.0%	.0%	.0%	.0%	.0%
	Don't know	.0%	.0%	.0%	.0%	.0%
	Other	100.0%	.0%	.0%	.0%	.0%

		What did you change?				
		I am cleaning up the excess fertilizer after I apply it, then I put it back into the bag or into the trash.	I am using slow-release fertilizer.	Don't know	Other	Changed or hired a lawn service
		Row N %	Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	.0%	38.4%	3.1%	4.0%	8.5%
	Employed full-time	.0%	54.9%	.0%	.0%	.0%
	Employed part-time	.0%	.0%	.0%	.0%	.0%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	100.0%	.0%	.0%	.0%
	Unemployed but not retired	.0%	.0%	.0%	.0%	.0%
	Retired	.0%	24.1%	5.8%	7.5%	15.9%
	Refused	.0%	.0%	.0%	.0%	.0%
Are you part of a Homeowners' Association?	Yes	.0%	48.6%	4.9%	6.3%	6.3%
	No	.0%	20.1%	.0%	.0%	12.7%
Which best describes your neighborhood? READ	Urban/city	.0%	80.4%	8.0%	.0%	11.6%
	Rural	.0%	20.5%	.0%	11.5%	.0%
	Suburban	.0%	.0%	.0%	.0%	15.4%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	.0%	52.0%	.0%	.0%	15.5%
	One half acre	.0%	23.0%	12.4%	.0%	.0%
	One acre	.0%	.0%	.0%	.0%	.0%
	Larger than 1 acre	.0%	26.5%	.0%	26.5%	.0%
	Don't know	.0%	.0%	.0%	.0%	.0%
	Other	.0%	.0%	.0%	.0%	.0%

		What did you change?	
		Watering less	I changed my fertilizing technique.
		Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	.0%	20.8%
	Employed full-time	.0%	45.1%
	Employed part-time	.0%	.0%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	.0%
	Unemployed but not retired	.0%	.0%
	Retired	.0%	5.8%
	Refused	.0%	.0%
Are you part of a Homeowners' Association?	Yes	.0%	16.0%
	No	.0%	29.5%
Which best describes your neighborhood? READ	Urban/city	.0%	.0%
	Rural	.0%	29.5%
	Suburban	.0%	40.1%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	.0%	5.7%
	One half acre	.0%	41.6%
	One acre	.0%	.0%
	Larger than 1 acre	.0%	47.0%
	Don't know	.0%	.0%
	Other	.0%	.0%

		Why? CATEGORIZE				
		Noticed advertising	Noticed news coverage	Noticed pamphlet	Southwest Florida Water Management District Website	Neighbor, friend to me/someone told me
		Row N %	Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	13.0%	.0%	.0%	.0%	.0%
	Employed full-time	.0%	.0%	.0%	.0%	.0%
	Employed part-time	.0%	.0%	.0%	.0%	.0%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	.0%	.0%	.0%	.0%
	Unemployed but not retired	.0%	.0%	.0%	.0%	.0%
	Retired	24.3%	.0%	.0%	.0%	.0%
	Refused	.0%	.0%	.0%	.0%	.0%
Are you part of a Homeowners' Association?	Yes	13.2%	.0%	.0%	.0%	.0%
	No	12.7%	.0%	.0%	.0%	.0%
Which best describes your neighborhood? READ	Urban/city	.0%	.0%	.0%	.0%	.0%
	Rural	12.9%	.0%	.0%	.0%	.0%
	Suburban	32.6%	.0%	.0%	.0%	.0%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	15.5%	.0%	.0%	.0%	.0%
	One half acre	.0%	.0%	.0%	.0%	.0%
	One acre	.0%	.0%	.0%	.0%	.0%
	Larger than 1 acre	.0%	.0%	.0%	.0%	.0%
	Don't know	.0%	.0%	.0%	.0%	.0%
	Other	100.0%	.0%	.0%	.0%	.0%

## Appendix

		Why? CATEGORIZE				
		Lawn service/expert told me	To save money	To save the environment	Other	Because the lawn didn't look good.
		Row N %	Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	5.8%	20.6%	7.2%	13.4%	40.0%
	Employed full-time	.0%	18.3%	18.3%	.0%	63.4%
	Employed part-time	.0%	.0%	.0%	.0%	.0%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	.0%	.0%	.0%	100.0%
	Unemployed but not retired	.0%	.0%	.0%	100.0%	.0%
	Retired	10.8%	25.0%	.0%	19.1%	20.8%
	Refused	.0%	.0%	.0%	.0%	.0%
Are you part of a Homeowners' Association?	Yes	9.0%	4.9%	11.1%	16.0%	45.8%
	No	.0%	49.1%	.0%	8.8%	29.5%
Which best describes your neighborhood? READ	Urban/city	14.9%	38.0%	.0%	10.3%	36.8%
	Rural	.0%	16.6%	20.5%	26.9%	23.1%
	Suburban	.0%	.0%	.0%	.0%	67.4%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	.0%	21.2%	.0%	24.4%	39.0%
	One half acre	23.0%	35.4%	.0%	.0%	41.6%
	One acre	.0%	.0%	.0%	.0%	.0%
	Larger than 1 acre	.0%	.0%	47.0%	.0%	53.0%
	Don't know	.0%	.0%	.0%	.0%	.0%
	Other	.0%	.0%	.0%	.0%	.0%

		Why have you not changed the way you fertilize? CATEGORIZE					
		I think i'm doing it correctly	I like the way my lawn looks	no reason to change	Not sure	Always done it that way	Other
		Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	40.0%	15.1%	26.4%	9.4%	7.0%	2.1%
	Employed full-time	42.5%	14.3%	30.4%	3.3%	6.5%	2.9%
	Employed part-time	17.6%	36.0%	22.2%	16.9%	7.3%	.0%
	Voluntarily not in the work force (in school; raising family, etc.)	37.1%	25.8%	37.1%	.0%	.0%	.0%
	Unemployed but not retired	55.2%	12.0%	26.6%	.0%	6.2%	.0%
	Retired	41.9%	9.8%	27.5%	9.7%	8.5%	2.5%
	Refused	29.1%	28.3%	3.0%	36.6%	2.9%	.0%
Are you part of a Homeowners' Association?	Yes	43.9%	13.9%	27.4%	11.7%	2.3%	.8%
	No	39.5%	10.1%	29.1%	8.3%	9.9%	3.2%
Which best describes your neighborhood? READ	Urban/city	33.0%	14.2%	32.2%	16.9%	3.7%	.0%
	Rural	36.3%	16.8%	26.9%	5.6%	10.4%	4.0%
	Suburban	47.4%	13.7%	22.9%	9.9%	5.0%	1.0%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	41.7%	14.9%	23.1%	13.4%	5.6%	1.4%
	One half acre	43.1%	9.0%	25.2%	9.1%	12.5%	1.0%
	One acre	19.8%	29.1%	43.5%	4.4%	3.1%	.0%
	Larger than 1 acre	38.4%	14.9%	32.8%	4.9%	5.0%	4.0%
	Don't know	59.2%	13.0%	7.8%	3.9%	12.3%	3.8%
	Other	34.7%	24.3%	10.6%	.0%	.0%	30.4%

		In the past few months have you heard or seen any advertisements that gives tips on proper fertilizing techniques?		
		Yes	No	Don't recall
		Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	41.4%	53.9%	4.7%
	Employed full-time	53.4%	45.3%	1.3%
	Employed part-time	28.6%	59.5%	11.9%
	Voluntarily not in the work force (in school; raising family, etc.)	45.1%	54.9%	.0%
	Unemployed but not retired	20.0%	80.0%	.0%
	Retired	40.1%	53.7%	6.2%
	Refused	18.4%	72.5%	9.1%
Are you part of a Homeowners' Association?	Yes	51.1%	44.2%	4.6%
	No	39.3%	56.1%	4.6%
Which best describes your neighborhood? READ	Urban/city	42.8%	54.9%	2.4%
	Rural	45.3%	50.3%	4.4%
	Suburban	36.5%	57.3%	6.2%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	35.4%	59.0%	5.6%
	One half acre	56.5%	42.9%	.6%
	One acre	45.0%	48.8%	6.3%
	Larger than 1 acre	41.7%	55.6%	2.6%
	Don't know	32.5%	53.2%	14.4%
	Other	13.0%	74.0%	13.0%

		What were those tips?				
		Read the fertilizer package instructions	Never fertilize after a heavy rain	Use fertilizer that has slow-release nitrogen	Water your lawn with about ¼ inch of water after fertilizing	Fertilize only when needed
		Row N %	Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	24.7%	23.5%	13.8%	17.6%	11.9%
	Employed full-time	21.2%	27.6%	21.6%	25.4%	6.2%
	Employed part-time	11.7%	.0%	.0%	.0%	25.2%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	31.5%	.0%	40.4%	68.5%
	Unemployed but not retired	37.6%	43.4%	.0%	.0%	.0%
	Retired	28.5%	22.3%	9.3%	12.9%	16.2%
	Refused	46.0%	.0%	.0%	.0%	.0%
Are you part of a Homeowners' Association?	Yes	33.6%	26.4%	16.9%	13.0%	12.3%
	No	17.3%	21.8%	11.6%	21.8%	12.0%
Which best describes your neighborhood? READ	Urban/city	15.4%	33.2%	26.4%	12.6%	11.2%
	Rural	21.8%	16.3%	13.7%	18.2%	11.2%
	Suburban	34.1%	27.6%	6.6%	19.7%	13.4%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	27.5%	35.6%	4.5%	21.9%	21.4%
	One half acre	22.5%	24.9%	11.5%	15.2%	6.1%
	One acre	42.4%	9.9%	36.9%	.0%	.0%
	Larger than 1 acre	11.4%	6.3%	14.0%	28.5%	12.0%
	Don't know	11.3%	11.0%	54.3%	.0%	.0%
	Other	100.0%	.0%	.0%	.0%	.0%

## Appendix

		What were those tips?				
		Fertilize when your grass is growing	Florida-friendly fertilizing - it just makes sense	Too much fertilizer can cause thatch build up and cinch bugs	Measure your yard to determine how much fertilizer to buy	Test your soil to determine when to fertilize
		Row N %	Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	1.0%	3.6%	6.9%	.6%	2.2%
	Employed full-time	1.3%	2.5%	8.4%	1.3%	2.6%
	Employed part-time	.0%	.0%	11.7%	.0%	.0%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	.0%	.0%	.0%	.0%
	Unemployed but not retired	.0%	24.4%	.0%	.0%	.0%
	Retired	1.1%	4.4%	4.7%	.0%	2.5%
	Refused	.0%	.0%	14.4%	.0%	.0%
Are you part of a Homeowners' Association?	Yes	1.0%	6.2%	14.5%	1.3%	2.4%
	No	1.1%	1.6%	.0%	.0%	2.2%
Which best describes your neighborhood? READ	Urban/city	.0%	2.3%	18.7%	.0%	.0%
	Rural	1.3%	4.5%	3.2%	.0%	3.6%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	Suburban	1.3%	3.2%	5.0%	1.7%	1.7%
	One quarter acre or less	1.2%	6.3%	7.2%	1.5%	1.5%
	One half acre	2.0%	3.0%	1.4%	.0%	.0%
	One acre	.0%	2.9%	29.4%	.0%	.0%
	Larger than 1 acre	.0%	.0%	.0%	.0%	9.8%
	Don't know	.0%	.0%	11.3%	.0%	.0%
	Other	.0%	.0%	.0%	.0%	.0%

		What were those tips?				
		Too much fertilizer can pollute nearby waterways	Chemicals can wash into waterways and cause algae	Follow local ordinances	I thought it would be more complicated than that	No, it's easy
		Row N %	Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	11.0%	3.4%	.6%	.0%	1.0%
	Employed full-time	14.2%	3.4%	1.3%	.0%	.0%
	Employed part-time	.0%	.0%	.0%	.0%	.0%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	.0%	.0%	.0%	.0%
	Unemployed but not retired	.0%	30.2%	.0%	.0%	.0%
	Retired	10.8%	2.7%	.0%	.0%	2.4%
	Refused	.0%	.0%	.0%	.0%	.0%
Are you part of a Homeowners' Association?	Yes	13.8%	4.1%	.0%	.0%	.0%
	No	9.1%	3.0%	1.1%	.0%	1.9%
Which best describes your neighborhood? READ	Urban/city	18.6%	.0%	.0%	.0%	.0%
	Rural	3.0%	1.6%	1.3%	.0%	2.2%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	Suburban	17.5%	8.0%	.0%	.0%	.0%
	One quarter acre or less	12.8%	3.5%	.0%	.0%	.0%
	One half acre	8.2%	3.9%	2.0%	.0%	3.4%
	One acre	29.4%	.0%	.0%	.0%	.0%
	Larger than 1 acre	3.0%	5.9%	.0%	.0%	.0%
	Don't know	.0%	.0%	.0%	.0%	.0%
	Other	.0%	.0%	.0%	.0%	.0%

		What were those tips?			
		Free fertilizer guide	Order free guide at wattermatters.org	Not sure	Other
		Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	1.0%	.6%	23.8%	6.0%
	Employed full-time	1.3%	.0%	21.2%	6.2%
	Employed part-time	.0%	.0%	63.1%	.0%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	.0%	.0%	28.1%
	Unemployed but not retired	.0%	.0%	19.0%	.0%
	Retired	1.1%	1.5%	22.0%	5.3%
	Refused	.0%	.0%	38.2%	15.8%
Are you part of a Homeowners' Association?	Yes	1.0%	.7%	22.1%	3.9%
	No	1.1%	.6%	24.9%	6.9%
Which best describes your neighborhood? READ	Urban/city	.0%	.0%	30.4%	5.6%
	Rural	1.3%	.0%	25.6%	9.4%
	Suburban	1.3%	1.9%	17.5%	1.7%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	.0%	.8%	14.5%	4.0%
	One half acre	2.0%	1.1%	32.9%	9.7%
	One acre	.0%	.0%	23.6%	.0%
	Larger than 1 acre	.0%	.0%	32.9%	9.9%
	Don't know	11.0%	.0%	12.4%	.0%
	Other	.0%	.0%	.0%	.0%

		Recalled pictures				
		2 guys in a garage	Algae	Someone fertilizing their lawn with a spreader	Water with fertilizer washing down the stormwater drain	2 guys on a nice lawn
		Row N %	Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	8.0%	1.6%	.8%	.9%	9.4%
	Employed full-time	10.2%	1.6%	.0%	1.0%	8.3%
	Employed part-time	.0%	.0%	.0%	.0%	11.7%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	.0%	.0%	.0%	.0%
	Unemployed but not retired	24.4%	.0%	.0%	.0%	30.2%
	Retired	6.6%	2.2%	1.8%	1.0%	10.0%
	Refused	.0%	.0%	.0%	.0%	.0%
Are you part of a Homeowners' Association?	Yes	6.5%	3.7%	.7%	.0%	8.4%
	No	9.5%	.0%	.8%	1.6%	10.4%
Which best describes your neighborhood? READ	Urban/city	8.9%	.0%	.0%	2.3%	4.6%
	Rural	7.6%	2.3%	1.7%	.0%	8.4%
	Suburban	8.0%	1.7%	.0%	1.2%	13.4%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	12.8%	2.4%	2.0%	1.1%	17.3%
	One half acre	6.3%	.0%	.0%	1.6%	7.7%
	One acre	7.5%	.0%	.0%	.0%	4.6%
	Larger than 1 acre	.0%	4.4%	.0%	.0%	.0%
	Don't know	11.0%	.0%	.0%	.0%	.0%
	Other	.0%	.0%	.0%	.0%	.0%

## Appendix

		Recalled pictures				
		2 guys fishing as the sun sets	Florida- Friendly Fertilizing Guide	2 guys in a hardware or lawn store	Cinch bugs on blades of grass	2 women kayaking
		Row N %	Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	.0%	2.8%	5.0%	.7%	.0%
	Employed full-time	.0%	.0%	4.8%	1.6%	.0%
	Employed part-time	.0%	.0%	.0%	.0%	.0%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	.0%	.0%	.0%	.0%
	Unemployed but not retired	.0%	.0%	.0%	.0%	.0%
	Retired	.0%	6.7%	6.7%	.0%	.0%
	Refused	.0%	.0%	.0%	.0%	.0%
Are you part of a Homeowners' Association?	Yes	.0%	1.4%	3.1%	1.6%	.0%
	No	.0%	4.0%	6.7%	.0%	.0%
Which best describes your neighborhood? READ	Urban/city	.0%	1.6%	1.6%	.0%	.0%
	Rural	.0%	.0%	4.8%	1.6%	.0%
	Suburban	.0%	7.3%	7.3%	.0%	.0%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	.0%	.8%	3.6%	.0%	.0%
	One half acre	.0%	6.3%	8.8%	.0%	.0%
	One acre	.0%	.0%	.0%	.0%	.0%
	Larger than 1 acre	.0%	3.8%	6.3%	4.4%	.0%
	Don't know	.0%	.0%	.0%	.0%	.0%
	Other	.0%	.0%	.0%	.0%	.0%

		Recalled pictures		
		Ingredients on a fertilizer bag	Don't know	Other
		Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	.8%	73.2%	8.7%
	Employed full-time	.0%	75.5%	15.1%
	Employed part-time	.0%	88.3%	.0%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	100.0%	.0%
	Unemployed but not retired	13.2%	32.2%	.0%
	Retired	1.1%	68.3%	4.3%
	Refused	.0%	100.0%	.0%
Are you part of a Homeowners' Association?	Yes	.0%	74.8%	6.9%
	No	1.4%	71.2%	10.4%
Which best describes your neighborhood? READ	Urban/city	2.3%	79.6%	3.0%
	Rural	.7%	76.0%	13.8%
	Suburban	.0%	65.6%	5.2%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	2.0%	62.0%	3.5%
	One half acre	.0%	77.2%	.0%
	One acre	.0%	92.5%	.0%
	Larger than 1 acre	.0%	77.0%	41.4%
	Don't know	.0%	77.9%	11.0%
	Other	.0%	100.0%	.0%

		Where did you hear or see these fertilizing tips?					
		Television	Radio	Newspaper	Internet	Billboards (Outdoor advertising) (THEY MIGHT SAY THIS EVEN THOUGH THE THE CAMPAIGN DOES NOT USE THEM)	Bus wraps
		Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	55.1%	14.6%	16.8%	4.4%	3.0%	.0%
	Employed full-time	62.0%	21.2%	7.0%	5.2%	3.9%	.0%
	Employed part-time	25.2%	30.5%	11.7%	18.2%	.0%	.0%
	Voluntarily not in the work force (in school; raising family, etc.)	68.5%	.0%	.0%	.0%	.0%	.0%
	Unemployed but not retired	73.6%	.0%	.0%	13.2%	.0%	.0%
	Retired	50.3%	6.7%	29.7%	1.7%	3.0%	.0%
	Refused	46.0%	15.8%	15.8%	.0%	.0%	.0%
Are you part of a Homeowners' Association?	Yes	49.8%	7.7%	20.7%	5.4%	3.5%	.0%
	No	60.0%	19.6%	13.2%	3.7%	2.8%	.0%
Which best describes your neighborhood? READ	Urban/city	54.0%	12.7%	5.5%	1.6%	.0%	.0%
	Rural	49.8%	16.5%	20.8%	4.5%	4.5%	.0%
	Suburban	62.8%	13.1%	18.0%	5.8%	2.8%	.0%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	63.1%	15.2%	13.3%	1.5%	4.1%	.0%
	One half acre	59.9%	12.7%	22.2%	6.1%	1.1%	.0%
	One acre	15.8%	.0%	42.5%	4.2%	.0%	.0%
	Larger than 1 acre	61.0%	16.6%	.0%	9.0%	7.1%	.0%
	Don't know	22.3%	54.3%	12.4%	.0%	.0%	.0%
	Other	100.0%	.0%	.0%	.0%	.0%	.0%

		Where did you hear or see these fertilizing tips?					
		Home Improvement Store Promotions	Facebook	Twitter	Don't know	Refused	Other
		Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	4.1%	.0%	.0%	2.8%	1.5%	9.0%
	Employed full-time	3.2%	.0%	.0%	1.6%	1.6%	9.5%
	Employed part-time	.0%	.0%	.0%	14.4%	.0%	.0%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	.0%	.0%	.0%	.0%	31.5%
	Unemployed but not retired	.0%	.0%	.0%	.0%	.0%	13.2%
	Retired	6.3%	.0%	.0%	1.4%	1.9%	9.2%
	Refused	.0%	.0%	.0%	22.3%	.0%	.0%
Are you part of a Homeowners' Association?	Yes	5.2%	.0%	.0%	3.0%	2.7%	15.0%
	No	3.4%	.0%	.0%	2.7%	.6%	4.3%
Which best describes your neighborhood? READ	Urban/city	3.9%	.0%	.0%	3.7%	4.0%	16.3%
	Rural	4.2%	.0%	.0%	3.2%	1.6%	4.8%
	Suburban	4.2%	.0%	.0%	1.7%	.0%	10.4%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	2.0%	.0%	.0%	1.9%	1.2%	5.8%
	One half acre	8.7%	.0%	.0%	5.0%	1.1%	8.5%
	One acre	2.9%	.0%	.0%	5.3%	.0%	29.4%
	Larger than 1 acre	2.7%	.0%	.0%	.0%	4.4%	3.5%
	Don't know	.0%	.0%	.0%	.0%	.0%	11.0%
	Other	.0%	.0%	.0%	.0%	.0%	.0%

## Appendix

		Please tell me if you recall hearing or seeing anything in the media in the past few months about the following fertilizing tips (1=Yes 2=No)	
		Yes	No
		Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	39.4%	60.6%
	Employed full-time	36.6%	63.4%
	Employed part-time	9.0%	91.0%
	Voluntarily not in the work force (in school; raising family, etc.)	54.9%	45.1%
	Unemployed but not retired	67.1%	32.9%
	Retired	48.8%	51.2%
	Refused	5.8%	94.2%
Are you part of a Homeowners' Association?	Yes	47.4%	52.6%
	No	37.9%	62.1%
Which best describes your neighborhood? READ	Urban/city	38.3%	61.7%
	Rural	35.6%	64.4%
	Suburban	44.0%	56.0%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	43.1%	56.9%
	One half acre	49.2%	50.8%
	One acre	30.1%	69.9%
	Larger than 1 acre	23.2%	76.8%
	Don't know	45.0%	55.0%
	Other	11.6%	88.4%

		Please tell me if you recall hearing or seeing anything in the media in the past few months about the following fertilizing tips (1=Yes 2=No)	
		Yes	No
		Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	42.7%	57.3%
	Employed full-time	35.6%	64.4%
	Employed part-time	15.9%	84.1%
	Voluntarily not in the work force (in school; raising family, etc.)	58.2%	41.8%
	Unemployed but not retired	26.0%	74.0%
	Retired	47.9%	52.1%
	Refused	64.4%	35.6%
Are you part of a Homeowners' Association?	Yes	52.0%	48.0%
	No	35.0%	65.0%
Which best describes your neighborhood? READ	Urban/city	35.7%	64.3%
	Rural	49.4%	50.6%
	Suburban	40.4%	59.6%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	47.6%	52.4%
	One half acre	46.3%	53.7%
	One acre	34.8%	65.2%
	Larger than 1 acre	30.7%	69.3%
	Don't know	39.2%	60.8%
	Other	46.8%	53.2%

		Please tell me if you recall hearing or seeing anything in the media in the past few months about the following fertilizing tips (1=Yes 2=No)	
		Yes	No
		Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	62.4%	37.6%
	Employed full-time	57.5%	42.5%
	Employed part-time	62.1%	37.9%
	Voluntarily not in the work force (in school; raising family, etc.)	58.2%	41.8%
	Unemployed but not retired	43.3%	56.7%
	Retired	67.8%	32.2%
	Refused	67.9%	32.1%
Are you part of a Homeowners' Association?	Yes	62.8%	37.2%
	No	62.5%	37.5%
Which best describes your neighborhood? READ	Urban/city	49.4%	50.6%
	Rural	66.9%	33.1%
	Suburban	65.4%	34.6%
How large (approximate) is your yard? READ IF NECESSARYIf they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	72.1%	27.9%
	One half acre	73.7%	26.3%
	One acre	47.8%	52.2%
	Larger than 1 acre	41.2%	58.8%
	Don't know	43.1%	56.9%
	Other	20.2%	79.8%

		Dont fertilize before a heavy rain. Where did you hear or see this fertilizing tip?					
		Television	Radio	Newspaper	Internet	Billboards (Outdoor advertising)	Bus wraps
		Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	63.2%	15.8%	15.7%	3.8%	2.3%	.0%
	Employed full-time	67.0%	30.9%	10.3%	3.4%	.0%	.0%
	Employed part-time	100.0%	.0%	.0%	.0%	.0%	.0%
	Voluntarily not in the work force (in school; raising family, etc.)	100.0%	.0%	.0%	.0%	.0%	.0%
	Unemployed but not retired	87.1%	3.9%	5.6%	7.3%	.0%	.0%
	Retired	56.0%	8.8%	20.9%	3.8%	4.3%	.0%
	Refused	.0%	50.0%	50.0%	.0%	.0%	.0%
Are you part of a Homeowners' Association?	Yes	67.0%	20.5%	17.6%	3.7%	4.6%	.0%
	No	62.4%	11.7%	12.3%	4.0%	.6%	.0%
Which best describes your neighborhood? READ	Urban/city	70.1%	20.4%	4.4%	.0%	.0%	.0%
	Rural	68.6%	10.3%	23.6%	3.7%	1.3%	.0%
	Suburban	55.5%	18.7%	13.6%	5.6%	4.2%	.0%
How large (approximate) is your yard? READ IF NECESSARYIf they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	62.6%	15.9%	12.4%	2.4%	1.4%	.0%
	One half acre	66.4%	21.4%	13.3%	7.6%	4.3%	.0%
	One acre	42.8%	.0%	64.1%	.0%	6.2%	.0%
	Larger than 1 acre	65.0%	13.4%	4.9%	6.3%	.0%	.0%
	Don't know	83.1%	8.0%	9.0%	.0%	.0%	.0%
	Other	.0%	100.0%	.0%	.0%	.0%	.0%

		Dont fertilize before a heavy rain. Where did you hear or see this fertilizing tip?				
		Home Improvement Store Promotions	Facebook	Twitter	Don't know	Package/label instruction
		Row N %	Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	3.0%	.0%	.0%	4.2%	1.0%
	Employed full-time	5.3%	.0%	.0%	3.4%	1.6%
	Employed part-time	.0%	.0%	.0%	.0%	.0%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	.0%	.0%	.0%	.0%
	Unemployed but not retired	.0%	.0%	.0%	.0%	.0%
	Retired	2.4%	.0%	.0%	5.7%	.9%
	Refused	.0%	.0%	.0%	.0%	.0%
Are you part of a Homeowners' Association?	Yes	3.3%	.0%	.0%	.0%	1.1%
	No	2.9%	.0%	.0%	7.6%	1.0%
Which best describes your neighborhood? READ	Urban/city	2.6%	.0%	.0%	4.4%	.0%
	Rural	.0%	.0%	.0%	2.0%	.0%
	Suburban	5.9%	.0%	.0%	6.1%	2.4%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	2.9%	.0%	.0%	4.7%	1.0%
	One half acre	6.0%	.0%	.0%	1.8%	.0%
	One acre	.0%	.0%	.0%	.0%	6.8%
	Larger than 1 acre	.0%	.0%	.0%	14.7%	.0%
	Don't know	.0%	.0%	.0%	.0%	.0%
	Other	.0%	.0%	.0%	.0%	.0%

		Dont fertilize before a heavy rain. Where did you hear or see this fertilizing tip?	
		Refused	Other
		Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	1.6%	3.4%
	Employed full-time	.0%	.0%
	Employed part-time	.0%	.0%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	.0%
	Unemployed but not retired	.0%	.0%
	Retired	3.1%	6.3%
	Refused	.0%	.0%
Are you part of a Homeowners' Association?	Yes	2.3%	3.6%
	No	1.2%	3.4%
Which best describes your neighborhood? READ	Urban/city	2.6%	.0%
	Rural	1.8%	1.3%
	Suburban	1.1%	6.8%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	1.0%	5.0%
	One half acre	3.0%	3.6%
	One acre	.0%	.0%
	Larger than 1 acre	3.4%	.0%
	Don't know	.0%	.0%
	Other	.0%	.0%

		Use slow-release nitrogen. Where did you hear or see this fertilizing tip??					
		Television	Radio	Newspaper	Internet	Billboards (Outdoor advertising)	Bus wraps
		Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	59.5%	17.0%	15.9%	2.2%	1.8%	.0%
	Employed full-time	65.7%	37.7%	1.5%	.0%	.0%	.0%
	Employed part-time	28.4%	.0%	33.2%	.0%	.0%	.0%
	Voluntarily not in the work force (in school; raising family, etc.)	71.9%	.0%	.0%	.0%	.0%	.0%
	Unemployed but not retired	66.6%	28.9%	14.6%	18.8%	.0%	.0%
	Retired	48.9%	8.0%	27.6%	3.2%	3.6%	.0%
	Refused	90.3%	.0%	4.9%	.0%	.0%	.0%
Are you part of a Homeowners' Association?	Yes	61.4%	14.2%	18.4%	3.4%	3.8%	.0%
	No	55.9%	22.4%	12.7%	1.4%	.0%	.0%
Which best describes your neighborhood? READ	Urban/city	68.7%	9.9%	9.0%	1.8%	.0%	.0%
	Rural	59.1%	12.3%	19.8%	2.6%	.0%	.0%
	Suburban	55.8%	25.2%	15.2%	2.1%	4.5%	.0%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	68.0%	10.4%	13.6%	1.7%	2.0%	.0%
	One half acre	66.9%	25.3%	9.9%	3.0%	3.2%	.0%
	One acre	47.0%	6.3%	53.0%	.0%	.0%	.0%
	Larger than 1 acre	31.3%	15.4%	8.2%	6.3%	.0%	.0%
	Don't know	37.6%	52.5%	18.8%	.0%	.0%	.0%
	Other	.0%	33.5%	23.3%	.0%	.0%	.0%

		Use slow-release nitrogen. Where did you hear or see this fertilizing tip??					
		Home Improvement Store Promotions	Facebook	Twitter	Don't know	Package/label instructions	
		Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	1.0%	.0%	.0%	9.5%	4.5%	
	Employed full-time	.0%	.0%	.0%	14.5%	4.1%	
	Employed part-time	.0%	.0%	.0%	38.4%	.0%	
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	.0%	.0%	28.1%	.0%	
	Unemployed but not retired	.0%	.0%	.0%	.0%	.0%	
	Retired	2.0%	.0%	.0%	7.5%	5.3%	
	Refused	.0%	.0%	.0%	.0%	4.9%	
Are you part of a Homeowners' Association?	Yes	1.0%	.0%	.0%	8.7%	5.5%	
	No	1.1%	.0%	.0%	11.8%	4.1%	
Which best describes your neighborhood? READ	Urban/city	2.7%	.0%	.0%	9.5%	1.8%	
	Rural	.0%	.0%	.0%	6.1%	3.4%	
	Suburban	1.2%	.0%	.0%	13.1%	6.9%	
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	1.0%	.0%	.0%	6.4%	5.5%	
	One half acre	1.9%	.0%	.0%	12.5%	2.7%	
	One acre	.0%	.0%	.0%	.0%	6.3%	
	Larger than 1 acre	.0%	.0%	.0%	31.7%	.0%	
	Don't know	.0%	.0%	.0%	.0%	.0%	
	Other	0%	.0%	.0%	.0%	43.1%	

		Use slow-release nitrogen. Where did you hear or see this fertilizing tip??	
		Refused	Other
		Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	1.6%	1.0%
	Employed full-time	.0%	.0%
	Employed part-time	.0%	.0%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	.0%
	Unemployed but not retired	.0%	.0%
	Retired	3.2%	.9%
	Refused	.0%	4.9%
Are you part of a Homeowners' Association?	Yes	3.4%	.0%
	No	.0%	1.0%
Which best describes your neighborhood? READ	Urban/city	.0%	3.0%
	Rural	2.0%	1.1%
	Suburban	1.9%	.0%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	2.3%	.0%
	One half acre	.0%	.0%
	One acre	.0%	.0%
	Larger than 1 acre	4.9%	9.9%
	Don't know	.0%	.0%
	Other	.0%	.0%

		Always read and follow package directions to avoid over-fertilizing Where did you hear or see this?					
		Television	Radio	Newspaper	Internet	Billboards (Outdoor advertising)	Bus wraps
		Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	60.3%	11.9%	12.5%	3.3%	1.0%	.0%
	Employed full-time	69.4%	19.6%	6.3%	3.3%	.0%	.0%
	Employed part-time	42.4%	31.0%	11.9%	.0%	.0%	.0%
	Voluntarily not in the work force (in school; raising family, etc.)	59.0%	.0%	.0%	.0%	.0%	.0%
	Unemployed but not retired	60.8%	.0%	9.6%	12.4%	.0%	.0%
	Retired	50.6%	8.1%	18.7%	3.5%	2.0%	.0%
	Refused	86.1%	.0%	4.6%	.0%	.0%	.0%
Are you part of a Homeowners' Association?	Yes	66.2%	10.4%	16.7%	2.7%	1.5%	.0%
	No	55.8%	14.0%	9.0%	4.0%	.6%	.0%
Which best describes your neighborhood? READ	Urban/city	69.7%	7.7%	6.9%	1.4%	2.0%	.0%
	Rural	59.7%	15.6%	18.7%	5.1%	.0%	.0%
	Suburban	56.9%	10.2%	9.1%	2.5%	1.4%	.0%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	64.9%	11.4%	9.3%	1.0%	1.2%	.0%
	One half acre	67.7%	4.7%	11.5%	5.3%	1.3%	.0%
	One acre	44.0%	7.5%	38.5%	.0%	.0%	.0%
	Larger than 1 acre	44.1%	20.7%	7.6%	12.7%	.0%	.0%
	Don't know	42.6%	48.2%	17.3%	.0%	.0%	.0%
	Other	.0%	.0%	.0%	.0%	.0%	.0%

		Always read and follow package directions to avoid over-fertilizing Where did you hear or see this?				
		Home Improvement Store Promotions	Facebook	Twitter	Don't know	Package/label instructions
		Row N %	Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	4.2%	.0%	.0%	8.1%	4.9%
	Employed full-time	2.4%	.0%	.0%	5.8%	4.9%
	Employed part-time	14.7%	.0%	.0%	.0%	.0%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	.0%	.0%	41.0%	.0%
	Unemployed but not retired	.0%	.0%	.0%	10.6%	6.7%
	Retired	5.8%	.0%	.0%	11.0%	6.1%
	Refused	.0%	.0%	.0%	.0%	.0%
Are you part of a Homeowners' Association?	Yes	2.5%	.0%	.0%	6.2%	3.7%
	No	4.8%	.0%	.0%	10.1%	6.2%
Which best describes your neighborhood? READ	Urban/city	4.0%	.0%	.0%	5.2%	.0%
	Rural	.9%	.0%	.0%	7.5%	3.9%
	Suburban	7.2%	.0%	.0%	9.7%	7.8%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	3.5%	.0%	.0%	7.7%	6.6%
	One half acre	5.8%	.0%	.0%	6.1%	1.9%
	One acre	2.9%	.0%	.0%	.0%	8.8%
	Larger than 1 acre	6.3%	.0%	.0%	20.7%	.0%
	Don't know	.0%	.0%	.0%	8.1%	.0%
	Other	.0%	.0%	.0%	.0%	100.0%

		Always read and follow package directions to avoid over-fertilizing Where did you hear or see this?	
		Refused	Other
		Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	1.0%	4.0%
	Employed full-time	.0%	7.0%
	Employed part-time	.0%	.0%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	.0%
	Unemployed but not retired	.0%	6.7%
	Retired	.5%	2.8%
	Refused	9.3%	.0%
Are you part of a Homeowners' Association?	Yes	1.0%	2.2%
	No	.4%	5.6%
Which best describes your neighborhood? READ	Urban/city	3.7%	1.4%
	Rural	.0%	.6%
	Suburban	.9%	8.0%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	1.3%	1.5%
	One half acre	.0%	9.0%
	One acre	.0%	10.4%
	Larger than 1 acre	3.6%	.0%
	Don't know	.0%	.0%
	Other	.0%	.0%

		Have you heard of the Florida-Friendly Fertilizing Guide, that is a do-it-yourself guide to Florida-friendly fertilizing techniques?		
		Yes	No	Not sure
		Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	26.2%	70.0%	3.8%
	Employed full-time	29.4%	66.9%	3.7%
	Employed part-time	3.3%	87.2%	9.4%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	100.0%	.0%
	Unemployed but not retired	29.0%	71.0%	.0%
	Retired	31.9%	66.2%	2.0%
	Refused	2.9%	84.2%	12.9%
Are you part of a Homeowners' Association?	Yes	34.2%	62.8%	3.1%
	No	23.7%	73.2%	3.1%
Which best describes your neighborhood? READ	Urban/city	19.9%	76.3%	3.8%
	Rural	31.8%	65.5%	2.7%
	Suburban	23.3%	71.8%	5.0%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	21.8%	74.9%	3.3%
	One half acre	35.6%	60.8%	3.6%
	One acre	25.1%	70.7%	4.3%
	Larger than 1 acre	33.9%	61.9%	4.2%
	Don't know	10.9%	81.2%	7.9%
	Other	.0%	100.0%	.0%

		Where did you hear about or see the guide?					
		Advertisement	Facebook	Twitter	Newspaper	Southwest Florida Water Management District website	Hardware store/retailer/landscape store
		Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	10.4%	.0%	.0%	19.9%	2.8%	11.8%
	Employed full-time	11.0%	.0%	.0%	9.0%	4.7%	16.2%
	Employed part-time	.0%	.0%	.0%	.0%	.0%	.0%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	.0%	.0%	.0%	.0%	.0%
	Unemployed but not retired	16.8%	.0%	.0%	9.1%	.0%	.0%
	Retired	9.5%	.0%	.0%	28.3%	1.8%	10.1%
	Refused	.0%	.0%	.0%	100.0%	.0%	.0%
Are you part of a Homeowners' Association?	Yes	5.6%	.0%	.0%	38.1%	2.0%	9.2%
	No	15.0%	.0%	.0%	2.4%	3.6%	14.4%
Which best describes your neighborhood? READ	Urban/city	11.5%	.0%	.0%	14.0%	6.4%	24.3%
	Rural	9.7%	.0%	.0%	29.7%	3.7%	7.5%
	Suburban	10.8%	.0%	.0%	7.8%	.0%	12.7%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	9.7%	.0%	.0%	26.9%	2.5%	11.7%
	One half acre	7.5%	.0%	.0%	.0%	.0%	17.1%
	One acre	8.2%	.0%	.0%	56.1%	.0%	.0%
	Larger than 1 acre	17.4%	.0%	.0%	20.5%	8.7%	11.1%
	Don't know	.0%	.0%	.0%	.0%	.0%	.0%
	Other	.0%	.0%	.0%	.0%	.0%	.0%

		Where did you hear about or see the guide?				
		Institute of Food Agriculture Sciences (IFAS)-University of Florida	County Extension Office	Event (e.g. Living Green Festival)	Friend	Radio
		Row N %	Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	4.1%	5.1%	1.0%	3.7%	6.7%
	Employed full-time	10.4%	7.1%	.0%	4.3%	9.5%
	Employed part-time	.0%	.0%	.0%	.0%	.0%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	.0%	.0%	.0%	.0%
	Unemployed but not retired	.0%	14.4%	.0%	9.1%	.0%
	Retired	.0%	2.9%	1.9%	2.8%	5.6%
	Refused	.0%	.0%	.0%	.0%	.0%
Are you part of a Homeowners' Association?	Yes	.0%	5.9%	2.2%	1.6%	7.3%
	No	8.0%	4.6%	.0%	5.7%	6.5%
Which best describes your neighborhood? READ	Urban/city	.0%	5.5%	.0%	3.4%	6.9%
	Rural	8.1%	5.5%	.0%	2.9%	6.1%
	Suburban	.0%	4.4%	2.9%	4.9%	7.7%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	.0%	3.9%	1.4%	1.9%	11.7%
	One half acre	8.3%	6.2%	1.7%	7.5%	2.5%
	One acre	.0%	.0%	.0%	.0%	5.2%
	Larger than 1 acre	7.9%	8.7%	.0%	.0%	5.4%
	Don't know	.0%	.0%	.0%	34.0%	.0%
	Other	.0%	.0%	.0%	.0%	.0%

		Where did you hear about or see the guide?	
		TV	Other
		Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	23.3%	11.2%
	Employed full-time	11.7%	16.3%
	Employed part-time	100.0%	.0%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	.0%
	Unemployed but not retired	50.6%	.0%
	Retired	28.2%	9.0%
	Refused	.0%	.0%
Are you part of a Homeowners' Association?	Yes	20.0%	8.2%
	No	27.0%	12.9%
Which best describes your neighborhood? READ	Urban/city	24.6%	3.4%
	Rural	15.3%	11.5%
	Suburban	34.7%	14.2%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	27.7%	2.7%
	One half acre	33.4%	15.8%
	One acre	17.8%	12.7%
	Larger than 1 acre	.0%	20.4%
	Don't know	66.0%	.0%
	Other	.0%	.0%

## Appendix

		In the past 3 months did you get a Florida-Friendly Fertilizing Guide?		
		Yes	No	Not sure
		Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	14.9%	83.4%	1.7%
	Employed full-time	17.7%	79.9%	2.4%
	Employed part-time	.0%	100.0%	.0%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	.0%	.0%
	Unemployed but not retired	.0%	100.0%	.0%
	Retired	14.9%	83.7%	1.4%
	Refused	.0%	100.0%	.0%
Are you part of a Homeowners' Association?	Yes	22.2%	77.8%	.0%
	No	8.7%	89.5%	1.8%
Which best describes your neighborhood? READ	Urban/city	24.3%	75.7%	.0%
	Rural	10.9%	85.8%	3.3%
	Suburban	16.9%	83.1%	.0%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	12.8%	87.2%	.0%
	One half acre	24.7%	72.1%	3.2%
	One acre	14.9%	77.7%	7.4%
	Larger than 1 acre	3.4%	96.6%	.0%
	Don't know	34.0%	66.0%	.0%
	Other	.0%	.0%	.0%

		Where did you get the guide?				
		Ordered it online	Southwest Florida Water Management District	Hardware store/retailer/landscape store	Institute of Food Agriculture Sciences (IFAS)- University of Florida	County Extension Office
		Row N %	Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	11.3%	.0%	37.4%	15.8%	12.7%
	Employed full-time	6.8%	.0%	48.0%	32.7%	12.5%
	Employed part-time	.0%	.0%	.0%	.0%	.0%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	.0%	.0%	.0%	.0%
	Unemployed but not retired	.0%	.0%	.0%	.0%	.0%
	Retired	15.6%	.0%	27.4%	.0%	12.8%
	Refused	.0%	.0%	.0%	.0%	.0%
Are you part of a Homeowners' Association?	Yes	7.0%	.0%	55.2%	.0%	9.0%
	No	20.3%	.0%	.0%	49.0%	20.3%
Which best describes your neighborhood? READ	Urban/city	.0%	.0%	100.0%	.0%	.0%
	Rural	13.0%	.0%	13.0%	43.7%	16.8%
	Suburban	16.2%	.0%	23.2%	.0%	16.2%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	33.4%	.0%	.0%	.0%	37.4%
	One half acre	.0%	.0%	56.3%	33.6%	.0%
	One acre	.0%	.0%	64.5%	.0%	.0%
	Larger than 1 acre	.0%	.0%	100.0%	.0%	.0%
	Don't know	.0%	.0%	.0%	.0%	.0%
	Other	.0%	.0%	.0%	.0%	.0%

		Where did you get the guide?		
What is your present employment status? READ IF NECESSARY	Total	Event (e.g. Living Green Festival)	Friend	Other
	Row N %	Row N %	Row N %	Row N %
	Total	9.6%	.0%	13.2%
Employed full-time	.0%	.0%	.0%	
Employed part-time	.0%	.0%	.0%	
Voluntarily not in the work force (in school; raising family, etc.)	.0%	.0%	.0%	
Unemployed but not retired	.0%	.0%	.0%	
Retired	18.6%	.0%	25.7%	
Refused	.0%	.0%	.0%	
Are you part of a Homeowners' Association?	Yes	14.2%	.0%	14.6%
	No	.0%	.0%	10.4%
Which best describes your neighborhood? READ	Urban/city	.0%	.0%	.0%
	Rural	13.4%	.0%	.0%
	Suburban	11.7%	.0%	32.7%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	.0%	.0%	29.2%
	One half acre	10.0%	.0%	.0%
	One acre	.0%	.0%	35.5%
	Larger than 1 acre	.0%	.0%	.0%
	Don't know	100.0%	.0%	.0%
	Other	.0%	.0%	.0%

		How helpful was the guide? READ				
What is your present employment status? READ IF NECESSARY	Total	Very helpful	Somewhat helpful	Not at all helpful	Did not read it	Not sure
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	52.5%	38.8%	.0%	5.2%	3.6%
	Employed full-time	52.0%	48.0%	.0%	.0%	.0%
	Employed part-time	.0%	.0%	.0%	.0%	.0%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	.0%	.0%	.0%	.0%
	Unemployed but not retired	.0%	.0%	.0%	.0%	.0%
	Retired	52.9%	28.9%	.0%	10.7%	7.4%
	Refused	.0%	.0%	.0%	.0%	.0%
Are you part of a Homeowners' Association?	Yes	43.6%	48.5%	.0%	7.9%	.0%
	No	69.3%	20.3%	.0%	.0%	10.4%
Which best describes your neighborhood? READ	Urban/city	.0%	100.0%	.0%	.0%	.0%
	Rural	86.6%	.0%	.0%	13.4%	.0%
	Suburban	52.0%	38.2%	.0%	.0%	9.8%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	70.8%	29.2%	.0%	.0%	.0%
	One half acre	43.7%	56.3%	.0%	.0%	.0%
	One acre	.0%	.0%	.0%	.0%	100.0%
	Larger than 1 acre	100.0%	.0%	.0%	.0%	.0%
	Don't know	.0%	.0%	.0%	100.0%	.0%
	Other	.0%	.0%	.0%	.0%	.0%

## Appendix

		Please tell me if you have heard or seen the following phrases in the media or in advertising in the past 3 months READ (1=YES 2=NO 9=DK) - It just makes sense		
		Yes	No	Don't know
		Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	32.9%	60.4%	6.8%
	Employed full-time	34.7%	63.5%	1.8%
	Employed part-time	34.3%	55.9%	9.9%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	100.0%	.0%
	Unemployed but not retired	54.4%	45.6%	.0%
	Retired	28.2%	64.7%	7.1%
	Refused	41.7%	26.8%	31.5%
Are you part of a Homeowners' Association?	Yes	35.0%	56.1%	9.0%
	No	30.4%	67.1%	2.5%
Which best describes your neighborhood? READ	Urban/city	48.9%	47.1%	4.0%
	Rural	30.6%	62.5%	7.0%
	Suburban	27.4%	64.6%	7.9%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	37.2%	56.7%	6.1%
	One half acre	33.1%	64.3%	2.6%
	One acre	13.8%	70.3%	15.9%
	Larger than 1 acre	30.6%	59.6%	9.8%
	Don't know	49.5%	46.6%	4.0%
	Other	.0%	100.0%	.0%

		Please tell me if you have heard or seen the following phrases in the media or in advertising in the past 3 months READ (1=YES 2=NO 9=DK) - Skip a Week		
		Yes	No	Don't know
		Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	30.8%	65.3%	3.9%
	Employed full-time	39.1%	60.9%	.0%
	Employed part-time	36.9%	51.4%	11.7%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	100.0%	.0%
	Unemployed but not retired	15.8%	84.2%	.0%
	Retired	28.6%	70.2%	1.2%
	Refused	12.5%	52.4%	35.1%
Are you part of a Homeowners' Association?	Yes	31.1%	66.5%	2.4%
	No	29.4%	69.7%	.9%
Which best describes your neighborhood? READ	Urban/city	20.1%	77.5%	2.5%
	Rural	38.0%	60.0%	1.9%
	Suburban	28.2%	65.0%	6.8%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	30.3%	64.5%	5.2%
	One half acre	27.8%	72.2%	.0%
	One acre	26.3%	73.7%	.0%
	Larger than 1 acre	46.1%	46.8%	7.1%
	Don't know	15.8%	76.3%	7.9%
	Other	.0%	100.0%	.0%

		Please tell me if you have heard or seen the following phrases in the media or in advertising in the past 3 months READ (1=YES 2=NO 9=DK) - Florida-Friendly Fertilizer		
		Yes	No	Don't know
		Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	28.5%	66.4%	5.1%
	Employed full-time	30.7%	69.3%	.0%
	Employed part-time	2.3%	82.8%	14.8%
	Voluntarily not in the work force (in school; raising family, etc.)	12.7%	87.3%	.0%
	Unemployed but not retired	22.2%	77.8%	.0%
	Retired	34.5%	62.3%	3.2%
	Refused	15.1%	49.3%	35.6%
Are you part of a Homeowners' Association?	Yes	29.8%	67.2%	3.0%
	No	29.3%	67.8%	3.0%
Which best describes your neighborhood? READ	Urban/city	24.0%	73.5%	2.5%
	Rural	25.7%	69.5%	4.8%
	Suburban	33.7%	59.5%	6.7%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	26.1%	66.7%	7.2%
	One half acre	37.8%	59.4%	2.8%
	One acre	18.6%	81.4%	.0%
	Larger than 1 acre	32.1%	62.7%	5.2%
	Don't know	19.4%	72.7%	7.9%
	Other	24.7%	75.3%	.0%

		Please tell me if you have heard or seen the following phrases in the media or in advertising in the past 3 months READ (1=YES 2=NO 9=DK) - Fertilize for your family (fictitious)		
		Yes	No	Don't know
		Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	5.8%	90.1%	4.1%
	Employed full-time	9.0%	89.6%	1.4%
	Employed part-time	.0%	91.1%	8.9%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	100.0%	.0%
	Unemployed but not retired	4.9%	95.1%	.0%
	Retired	4.0%	94.7%	1.3%
	Refused	8.8%	60.0%	31.2%
Are you part of a Homeowners' Association?	Yes	3.7%	94.2%	2.1%
	No	7.1%	91.6%	1.3%
Which best describes your neighborhood? READ	Urban/city	3.6%	93.7%	2.7%
	Rural	7.0%	90.0%	3.0%
	Suburban	5.5%	88.6%	5.8%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	5.1%	89.9%	5.0%
	One half acre	.0%	98.6%	1.4%
	One acre	7.5%	92.5%	.0%
	Larger than 1 acre	11.9%	81.8%	6.3%
	Don't know	3.6%	88.5%	7.9%
	Other	37.7%	62.3%	.0%

		Please tell me if you have heard or seen the following phrases in the media or in advertising in the past 3 months READ (1=YES 2=NO 9=DK) - Wholesome water through fitting fertilizer (fictitious)		
		Yes	No	Don't know
		Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	6.1%	88.6%	5.3%
	Employed full-time	3.4%	95.4%	1.2%
	Employed part-time	29.1%	59.2%	11.7%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	77.5%	22.5%
	Unemployed but not retired	4.9%	95.1%	.0%
	Retired	5.2%	92.0%	2.8%
	Refused	2.9%	63.0%	34.1%
Are you part of a Homeowners' Association?	Yes	3.2%	94.2%	2.6%
	No	4.2%	92.2%	3.7%
Which best describes your neighborhood? READ	Urban/city	3.3%	91.4%	5.2%
	Rural	7.6%	89.4%	3.0%
	Suburban	5.8%	86.3%	7.9%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	9.6%	83.2%	7.3%
	One half acre	3.9%	94.5%	1.6%
	One acre	4.5%	95.5%	.0%
	Larger than 1 acre	1.8%	89.0%	9.2%
	Don't know	.0%	96.0%	4.0%
	Other	13.1%	86.9%	.0%

		The word Swiftmud is an abbreviation for the Southwest Florida Water Management District. What meaning does the Southwest Florida Water Management District have for you? DO NOT READ -CATEGORIZE				
		Positive meaning	Neutral meaning	Negative meaning	No meaning	Not sure
		Row N %	Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	41.8%	21.3%	8.9%	16.6%	11.4%
	Employed full-time	46.4%	18.4%	9.6%	17.9%	7.7%
	Employed part-time	47.5%	30.4%	4.1%	7.0%	11.0%
	Voluntarily not in the work force (in school; raising family, etc.)	36.7%	12.7%	.0%	50.6%	.0%
	Unemployed but not retired	29.4%	46.2%	16.5%	8.0%	.0%
	Retired	44.8%	18.9%	8.4%	18.0%	9.9%
	Refused	5.6%	24.9%	9.9%	11.7%	47.9%
Are you part of a Homeowners' Association?	Yes	32.4%	22.0%	10.3%	17.6%	17.7%
	No	48.1%	21.1%	9.1%	15.2%	6.5%
Which best describes your neighborhood? READ	Urban/city	32.8%	27.9%	2.9%	20.3%	16.0%
	Rural	49.5%	17.1%	13.1%	14.2%	6.1%
	Suburban	37.9%	22.5%	7.3%	17.4%	14.9%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	37.5%	21.5%	7.6%	18.1%	15.3%
	One half acre	43.0%	26.7%	8.3%	12.7%	9.3%
	One acre	70.4%	2.1%	2.4%	18.2%	6.9%
	Larger than 1 acre	47.2%	18.1%	19.5%	8.7%	6.5%
	Don't know	7.2%	37.7%	.0%	40.6%	14.4%
	Other	24.7%	43.9%	13.0%	18.3%	.0%

		Based on what you know or have heard, how would you rate the overall job Swiftmud does? READ				
		Excellent	Good	Fair	Poor	Not sure
		Row N %	Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	9.3%	37.8%	17.1%	5.4%	30.4%
	Employed full-time	12.6%	35.8%	15.8%	2.2%	33.6%
	Employed part-time	.0%	55.2%	3.9%	8.7%	32.2%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	30.9%	.0%	22.5%	46.6%
	Unemployed but not retired	9.8%	57.5%	6.0%	13.8%	12.9%
	Retired	9.9%	39.3%	15.4%	6.9%	28.5%
	Refused	.0%	9.2%	57.0%	.0%	33.8%
Are you part of a Homeowners' Association?	Yes	8.5%	30.4%	19.5%	3.6%	38.0%
	No	10.6%	43.0%	14.7%	7.2%	24.5%
Which best describes your neighborhood? READ	Urban/city	4.9%	34.3%	23.1%	3.5%	34.1%
	Rural	12.2%	42.3%	11.4%	7.7%	26.4%
	Suburban	8.2%	34.6%	20.4%	3.8%	33.0%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	8.3%	35.2%	23.5%	4.3%	28.6%
	One half acre	18.8%	36.8%	11.8%	6.8%	25.7%
	One acre	6.9%	35.8%	9.4%	2.1%	45.8%
	Larger than 1 acre	4.8%	49.9%	6.9%	9.0%	29.4%
	Don't know	.0%	33.7%	21.3%	.0%	45.0%
	Other	.0%	24.7%	48.9%	18.3%	8.0%

		Generally speaking, where would you say that you get most of your information about news in your community?				
		Local TV news	Radio news	Local newspaper	Internet	Friends and family and coworkers
		Row N %	Row N %	Row N %	Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	50.2%	8.7%	53.5%	13.5%	3.9%
	Employed full-time	53.6%	10.3%	50.6%	23.1%	3.3%
	Employed part-time	19.7%	19.6%	58.6%	9.3%	.0%
	Voluntarily not in the work force (in school; raising family, etc.)	40.8%	.0%	64.8%	.0%	12.7%
	Unemployed but not retired	56.4%	.0%	45.5%	12.0%	6.8%
	Retired	47.5%	6.8%	63.0%	8.7%	4.5%
	Refused	77.2%	8.8%	10.0%	3.3%	4.1%
Are you part of a Homeowners' Association?	Yes	44.6%	8.0%	58.7%	9.7%	3.5%
	No	54.5%	8.7%	51.9%	17.0%	4.7%
Which best describes your neighborhood? READ	Urban/city	71.1%	10.6%	42.5%	15.6%	4.1%
	Rural	38.9%	9.8%	59.4%	16.1%	5.2%
	Suburban	52.0%	6.5%	52.7%	9.6%	2.5%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	54.5%	6.3%	57.4%	9.3%	3.5%
	One half acre	37.9%	10.0%	53.5%	12.2%	7.4%
	One acre	57.6%	6.7%	59.6%	26.1%	.0%
	Larger than 1 acre	45.7%	13.2%	46.3%	24.5%	4.7%
	Don't know	59.2%	12.2%	35.4%	.0%	.0%
	Other	67.3%	11.6%	44.1%	.0%	.0%

## Appendix

		Generally speaking, where would you say that you get most of your information about news in your community?	
		Not sure	Someplace else
		Row N %	Row N %
What is your present employment status? READ IF NECESSARY	Total	2.5%	1.9%
	Employed full-time	1.8%	2.6%
	Employed part-time	8.4%	2.3%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	.0%
	Unemployed but not retired	.0%	.0%
	Retired	1.2%	1.9%
	Refused	9.6%	.0%
Are you part of a Homeowners' Association?	Yes	.5%	1.5%
	No	2.4%	2.4%
Which best describes your neighborhood? READ	Urban/city	.0%	.0%
	Rural	1.5%	2.7%
	Suburban	4.8%	2.1%
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	2.6%	1.4%
	One half acre	1.9%	5.0%
	One acre	.0%	.0%
	Larger than 1 acre	3.0%	1.5%
	Don't know	7.9%	.0%
	Other	.0%	.0%

		In 2010 how many times was your lawn fertilized?						
		0	1	2	3	4	5	6
		Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Gender	Total	1.0%	37.2%	33.5%	10.8%	7.8%	1.2%	3.0%
	Male	.5%	34.6%	34.0%	12.7%	8.7%	1.0%	4.4%
	Female	1.4%	39.5%	33.1%	8.9%	6.9%	1.4%	1.7%
Age	18-34	.0%	31.3%	34.4%	8.0%	6.9%	2.0%	6.9%
	35-54	1.9%	40.3%	31.8%	9.7%	10.4%	.3%	.7%
	55+	.8%	36.8%	34.6%	12.9%	6.4%	1.2%	3.1%
Race	White	.8%	36.3%	33.9%	12.1%	6.2%	1.5%	2.5%
	Non-white	1.9%	36.2%	38.0%	6.7%	10.0%	.2%	5.5%
Income	<\$25,000	.6%	47.4%	39.2%	5.0%	1.9%	.0%	.9%
	\$25,001-\$75,000	.2%	38.6%	34.2%	12.2%	5.2%	1.1%	4.9%
	\$75,001+	1.2%	23.3%	40.7%	13.5%	12.9%	2.3%	4.7%
What is your present employment status? READ IF NECESSARY	Employed full-time	1.2%	34.9%	38.6%	8.9%	8.5%	.7%	2.3%
	Employed part-time	3.1%	34.6%	21.3%	18.7%	8.2%	.0%	8.1%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	54.8%	27.6%	6.1%	.0%	11.6%	.0%
	Unemployed but not retired	1.1%	36.7%	37.9%	9.2%	.0%	.0%	15.1%
	Retired	.5%	39.0%	32.6%	13.2%	7.4%	1.5%	1.6%
	Refused	.0%	34.1%	19.6%	6.7%	13.9%	.0%	1.1%
	Yes	.6%	32.0%	31.6%	12.2%	11.8%	1.2%	5.7%
Are you part of a Homeowners' Association?	No	1.3%	40.9%	35.9%	9.2%	4.4%	1.2%	.9%
	Urban/city	3.0%	33.6%	39.6%	11.2%	8.1%	.2%	1.4%
	Rural	.5%	43.9%	31.6%	10.3%	4.0%	1.3%	3.7%
Which best describes your neighborhood? READ	Suburban	.2%	34.4%	32.1%	10.9%	9.8%	1.6%	3.4%

		In 2010 how many times was your lawn fertilized?		
		7	8+	Don't know
		Row N %	Row N %	Row N %
Gender	Total	.2%	3.0%	2.4%
	Male	.3%	2.1%	1.6%
	Female	.0%	3.9%	3.1%
Age	18-34	.0%	10.4%	.0%
	35-54	.0%	2.4%	2.5%
	55+	.4%	1.1%	2.7%
Race	White	.2%	4.1%	2.4%
	Non-white	.0%	.0%	1.4%
Income	<\$25,000	1.4%	2.6%	1.1%
	\$25,001-\$75,000	.2%	1.2%	2.3%
	\$75,001+	.0%	.9%	.6%
What is your present employment status? READ IF NECESSARY	Employed full-time	.0%	2.5%	2.3%
	Employed part-time	.0%	1.5%	4.5%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	.0%	.0%
	Unemployed but not retired	.0%	.0%	.0%
	Retired	.5%	1.3%	2.4%
	Refused	.0%	20.7%	4.0%
Are you part of a Homeowners' Association?	Yes	.2%	2.9%	1.8%
	No	.2%	3.2%	2.9%
Which best describes your neighborhood? READ	Urban/city	.0%	1.6%	1.2%
	Rural	.0%	1.5%	3.2%
	Suburban	.3%	4.7%	2.6%

		In 2010 how many times was your lawn fertilized?						
		0	1	2	3	4	5	6
		Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	.8%	38.4%	29.4%	11.5%	10.5%	1.5%	3.2%
	One half acre	1.5%	29.1%	38.9%	11.4%	3.9%	1.0%	4.6%
	One acre	.0%	36.5%	45.1%	8.2%	8.4%	.7%	.4%
	Larger than 1 acre	1.6%	51.8%	22.0%	7.8%	5.7%	1.5%	3.2%
	Don't know	.9%	17.7%	60.6%	12.8%	1.1%	.0%	.6%
	Other	.0%	63.6%	19.0%	8.7%	4.5%	.0%	.0%

		In 2010 how many times was your lawn fertilized?		
		7	8+	Don't know
		Row N %	Row N %	Row N %
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	.3%	2.6%	1.9%
	One half acre	.0%	7.8%	1.8%
	One acre	.0%	.0%	.7%
	Larger than 1 acre	.0%	.2%	6.1%
	Don't know	.0%	2.3%	4.1%
	Other	.0%	.0%	4.1%

# Appendix

## NORTH SAMPLE

		In 2010 how many times was your lawn fertilized?						
		0	1	2	3	4	5	6
		Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Gender	Total	.8%	43.8%	27.8%	10.9%	9.1%	1.2%	1.2%
	Male	1.6%	41.1%	31.0%	13.3%	5.8%	1.8%	1.3%
	Female	.0%	46.3%	24.8%	8.5%	12.3%	.7%	1.2%
Age	18-34	.0%	40.0%	20.7%	20.9%	18.4%	.0%	.0%
	35-54	.8%	57.2%	22.8%	5.5%	8.0%	.0%	1.1%
	55+	1.0%	40.5%	31.4%	10.4%	6.8%	2.4%	.8%
Race	White	.6%	43.2%	29.2%	11.5%	6.9%	1.5%	1.3%
	Non-white	1.9%	49.0%	31.7%	4.4%	11.0%	.0%	.0%
Income	<\$25,000	.0%	58.6%	28.0%	3.0%	.0%	.0%	.0%
	\$25,001-\$75,000	.0%	48.7%	28.5%	13.4%	4.0%	1.4%	1.1%
	\$75,001+	2.9%	28.4%	32.5%	17.5%	14.1%	1.0%	1.9%
What is your present employment status? READ IF NECESSARY	Employed full-time	.4%	50.0%	29.5%	5.8%	8.8%	.0%	1.7%
	Employed part-time	6.7%	32.5%	7.5%	38.4%	2.3%	.0%	.0%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	40.8%	36.7%	22.5%	.0%	.0%	.0%
	Unemployed but not retired	.0%	26.0%	63.5%	10.5%	.0%	.0%	.0%
	Retired	.3%	43.4%	27.3%	11.4%	7.7%	2.9%	.9%
	Refused	.0%	41.3%	17.5%	2.9%	31.2%	.0%	2.9%
Are you part of a Homeowners' Association?	Yes	1.4%	42.8%	20.1%	13.2%	11.8%	3.0%	1.2%
	No	.5%	48.3%	33.4%	6.5%	5.0%	.3%	1.0%
Which best describes your neighborhood? READ	Urban/city	2.2%	29.8%	39.8%	6.9%	17.0%	.9%	1.1%
	Rural	.8%	51.1%	23.7%	11.7%	6.1%	.6%	1.4%
	Suburban	.0%	43.1%	26.5%	11.9%	8.0%	2.1%	1.0%

		In 2010 how many times was your lawn fertilized?		
		7	8+	Don't know
		Row N %	Row N %	Row N %
Gender	Total	.4%	1.5%	3.3%
	Male	.8%	.5%	2.8%
	Female	.0%	2.4%	3.7%
Age	18-34	.0%	.0%	.0%
	35-54	.0%	2.3%	2.4%
	55+	.8%	1.7%	4.3%
Race	White	.5%	1.9%	3.4%
	Non-white	.0%	.0%	1.9%
Income	<\$25,000	4.2%	6.1%	.0%
	\$25,001-\$75,000	.4%	.0%	2.5%
	\$75,001+	.0%	.8%	.8%
What is your present employment status? READ IF NECESSARY	Employed full-time	.0%	.7%	3.2%
	Employed part-time	.0%	4.1%	8.4%
	Voluntarily not in the work force (in school; raising family, etc.)	.0%	.0%	.0%
	Unemployed but not retired	.0%	.0%	.0%
	Retired	.9%	1.5%	3.6%
	Refused	.0%	4.1%	.0%
Are you part of a Homeowners' Association?	Yes	.4%	2.8%	3.3%
	No	.5%	.9%	3.7%
Which best describes your neighborhood? READ	Urban/city	.0%	2.4%	.0%
	Rural	.0%	1.4%	3.1%
	Suburban	1.0%	1.1%	5.2%

		In 2010 how many times was your lawn fertilized?						
		0	1	2	3	4	5	6
		Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	.9%	38.8%	24.2%	16.6%	10.2%	1.7%	2.2%
	One half acre	.0%	49.8%	30.2%	10.6%	3.0%	1.4%	.0%
	One acre	.0%	34.7%	38.9%	4.5%	20.0%	1.9%	.0%
	Larger than 1 acre	2.1%	60.0%	19.0%	1.9%	8.9%	.0%	1.3%
	Don't know	.0%	32.8%	52.5%	3.6%	.0%	.0%	.0%
	Other	.0%	34.5%	39.5%	13.0%	13.0%	.0%	.0%

		In 2010 how many times was your lawn fertilized?		
		7	8+	Don't know
		Row N %	Row N %	Row N %
How large (approximate) is your yard? READ IF NECESSARY If they say small or something similar to this categorize it as one quarter acre or less	One quarter acre or less	.9%	1.4%	3.1%
	One half acre	.0%	4.0%	1.0%
	One acre	.0%	.0%	.0%
	Larger than 1 acre	.0%	.0%	6.8%
	Don't know	.0%	.0%	11.1%
	Other	.0%	.0%	.0%

### Attitudes by Time Fertilizing Crosstabs

		The more fertilizer I use, the more likely I am to have a greener, fuller lawn with fewer weeds			
		Agree	Neither agree nor disagree	Disagree	Don't know
		Row N %	Row N %	Row N %	Row N %
In 2010 how many times was your lawn fertilized?	Total	16.4%	6.2%	76.1%	1.3%
	0	.0%	12.0%	88.0%	.0%
	1	15.8%	7.5%	75.3%	1.4%
	2	12.7%	5.2%	80.9%	1.3%
	3	11.3%	8.4%	78.0%	2.2%
	4	21.7%	4.7%	73.7%	.0%
	5	10.2%	.0%	89.8%	.0%
	6	10.9%	.0%	87.7%	1.4%
	7	53.6%	.0%	46.4%	.0%
	8+	67.9%	2.4%	29.6%	.0%
	Don't know	32.8%	10.1%	54.5%	2.6%

		Having a healthy lawn is important to me			
		Agree	Neither agree nor disagree	Disagree	Don't know
		Row N %	Row N %	Row N %	Row N %
In 2010 how many times was your lawn fertilized?	Total	79.2%	10.5%	9.0%	1.2%
	0	73.9%	14.2%	11.9%	.0%
	1	67.6%	19.6%	12.0%	.9%
	2	82.2%	5.7%	9.9%	2.2%
	3	81.3%	8.5%	10.2%	.0%
	4	98.7%	.7%	.6%	.0%
	5	100.0%	.0%	.0%	.0%
	6	94.8%	5.2%	.0%	.0%
	7	100.0%	.0%	.0%	.0%
	8+	98.9%	1.1%	.0%	.0%

		The appearance of a front lawn says something about the homeowner			
In 2010 how many times was your lawn fertilized?	Total	Agree	Neither agree nor disagree	Disagree	Don't know
	Row N %	Row N %	Row N %	Row N %	Row N %
	Total	84.4%	7.5%	6.6%	1.5%
0	85.8%	7.8%	6.4%	.0%	
1	78.2%	12.5%	7.9%	1.5%	
2	87.1%	3.9%	6.6%	2.3%	
3	90.0%	5.6%	4.4%	.0%	
4	95.7%	.6%	3.7%	.0%	
5	100.0%	.0%	.0%	.0%	
6	81.0%	17.9%	.0%	1.1%	
7	100.0%	.0%	.0%	.0%	
8+	73.0%	6.6%	20.4%	.0%	
Don't know	92.0%	2.5%	.0%	5.5%	

		I would change my fertilizer if I knew it was harmful to the environment			
In 2010 how many times was your lawn fertilized?	Total	Agree	Neither agree nor disagree	Disagree	Don't know
	Row N %	Row N %	Row N %	Row N %	Row N %
	Total	90.4%	2.9%	5.7%	1.0%
0	92.2%	7.8%	.0%	.0%	
1	90.6%	3.1%	4.7%	1.6%	
2	87.3%	3.0%	8.8%	1.0%	
3	90.1%	3.3%	6.6%	.0%	
4	95.4%	3.3%	1.3%	.0%	
5	100.0%	.0%	.0%	.0%	
6	100.0%	.0%	.0%	.0%	
7	100.0%	.0%	.0%	.0%	
8+	98.9%	.0%	1.1%	.0%	
Don't know	87.5%	4.2%	5.6%	2.6%	

		The way I fertilize my lawn can harm the environment in a substantial way			
		Agree	Neither agree nor disagree	Disagree	Don't know
		Row N %	Row N %	Row N %	Row N %
In 2010 how many times was your lawn fertilized?	Total	52.2%	5.3%	37.8%	4.7%
	0	46.8%	7.8%	14.4%	31.0%
	1	61.2%	4.8%	30.2%	3.8%
	2	48.9%	5.6%	39.9%	5.6%
	3	44.2%	9.6%	45.1%	1.1%
	4	39.2%	2.8%	49.8%	8.2%
	5	73.6%	7.9%	18.6%	.0%
	6	36.7%	.0%	58.9%	4.4%
	7	100.0%	.0%	.0%	.0%
	8+	38.3%	1.9%	59.7%	.0%
Don't know		62.5%	5.8%	20.5%	11.2%

		It is important to me to use the right amount of fertilizer that's appropriate for my lawn			
		Agree	Neither agree nor disagree	Disagree	Don't know
		Row N %	Row N %	Row N %	Row N %
In 2010 how many times was your lawn fertilized?	Total	95.3%	2.1%	2.0%	.6%
	0	92.2%	7.8%	.0%	.0%
	1	92.7%	4.0%	2.2%	1.0%
	2	96.7%	.9%	1.9%	.5%
	3	95.4%	1.8%	2.9%	.0%
	4	99.4%	.6%	.0%	.0%
	5	100.0%	.0%	.0%	.0%
	6	100.0%	.0%	.0%	.0%
	7	100.0%	.0%	.0%	.0%
	8+	100.0%	.0%	.0%	.0%
Don't know		89.1%	.0%	8.2%	2.6%

		I don't care about science behind fertilizers, I just want my lawn green			
		Agree	Neither agree nor disagree	Disagree	Don't know
		Row N %	Row N %	Row N %	Row N %
In 2010 how many times was your lawn fertilized?	Total	12.4%	5.3%	79.3%	3.0%
	0	14.4%	.0%	85.6%	.0%
	1	14.3%	6.0%	75.5%	4.2%
	2	8.9%	3.5%	84.3%	3.3%
	3	13.9%	7.9%	77.2%	1.0%
	4	15.7%	7.4%	76.9%	.0%
	5	34.1%	15.9%	50.1%	.0%
	6	4.8%	6.4%	88.8%	.0%
	7	100.0%	.0%	.0%	.0%
	8+	8.2%	.0%	91.8%	.0%
	Don't know	14.0%	4.3%	74.6%	7.1%

		Does slow-release fertilizer take longer than regular fertilizer for you to be able to see the results on your lawn?		
		Yes	No	Not sure
		Row N %	Row N %	Row N %
In 2010 how many times was your lawn fertilized?	Total	39.8%	32.7%	27.5%
	0	30.5%	51.3%	18.2%
	1	40.0%	31.9%	28.1%
	2	35.0%	36.3%	28.7%
	3	45.8%	35.8%	18.5%
	4	47.1%	33.8%	19.1%
	5	67.8%	13.8%	18.4%
	6	44.2%	17.7%	38.1%
	7	53.6%	.0%	46.4%
	8+	53.6%	18.8%	27.6%
	Don't know	17.3%	19.6%	63.1%

		In the past 3 months, have you changed how you fertilize your lawn?		
		Yes	No	Not sure
		Row N %	Row N %	Row N %
In 2010 how many times was your lawn fertilized?	Total	8.8%	87.1%	4.1%
	0	.0%	100.0%	.0%
	1	6.8%	90.1%	3.1%
	2	8.6%	86.7%	4.6%
	3	2.4%	94.3%	3.3%
	4	23.0%	74.6%	2.4%
	5	56.6%	38.1%	5.3%
	6	17.9%	72.3%	9.7%
	7	.0%	100.0%	.0%
	8+	3.5%	96.5%	.0%
Don't know		2.6%	78.6%	18.8%

		What did you change?					
		I stopped fertilizing before a storm.	I started testing my soil.	I now read the directions on the fertilizer bag.	I am measuring my yard before I fertilize.	I am fertilizing less then I use to.	I am cleaning up the excess fertilizer after I apply it, then I put it back into the bag or into the trash.
		Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
In 2010 how many times was your lawn fertilized?	Total	2.1%	.0%	1.9%	2.0%	21.7%	.0%
	0	.0%	.0%	.0%	.0%	.0%	.0%
	1	5.0%	.0%	6.7%	.0%	5.6%	.0%
	2	.0%	.0%	.0%	1.5%	58.8%	.0%
	3	24.8%	.0%	.0%	52.7%	.0%	.0%
	4	.0%	.0%	.0%	.0%	3.3%	.0%
	5	.0%	.0%	.0%	.0%	.0%	.0%
	6	.0%	.0%	.0%	.0%	.0%	.0%
	7	.0%	.0%	.0%	.0%	.0%	.0%
	8+	.0%	.0%	.0%	.0%	.0%	.0%
Don't know		.0%	.0%	.0%	.0%	.0%	.0%

		What did you change?					
In 2010 how many times was your lawn fertilized?	Total	I am using slow-release fertilizer.	Don't know	Other	Changed or hired a lawn service	Watering less	I changed my fertilizing technique.
		Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
	Total	31.1%	3.8%	5.4%	4.5%	.9%	26.6%
	0	.0%	.0%	.0%	.0%	.0%	.0%
	1	43.0%	7.1%	12.1%	5.1%	.0%	15.6%
	2	30.9%	4.0%	2.0%	1.1%	.0%	1.7%
	3	.0%	.0%	22.5%	.0%	.0%	.0%
	4	15.8%	.0%	.0%	.0%	4.5%	76.4%
	5	74.1%	.0%	.0%	25.9%	.0%	.0%
	6	.0%	.0%	.0%	.0%	.0%	100.0%
	7	.0%	.0%	.0%	.0%	.0%	.0%
	8+	.0%	41.0%	.0%	59.0%	.0%	.0%
	Don't know	.0%	.0%	100.0%	.0%	.0%	.0%

		Why? CATEGORIZE					
In 2010 how many times was your lawn fertilized?	Total	Noticed advertising	Noticed news coverage	Noticed pamphlet	Southwest Florida Water Management District Website	Neighbor, friend to me/someone told me	Lawn service/expert told me
		Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
	Total	4.4%	1.3%	.0%	.0%	12.0%	17.6%
	0	.0%	.0%	.0%	.0%	.0%	.0%
	1	10.0%	.0%	.0%	.0%	3.1%	2.4%
	2	.0%	.0%	.0%	.0%	31.7%	2.8%
	3	24.8%	44.1%	.0%	.0%	22.5%	.0%
	4	4.5%	.0%	.0%	.0%	.0%	78.5%
	5	.0%	.0%	.0%	.0%	.0%	.0%
	6	.0%	.0%	.0%	.0%	.0%	.0%
	7	.0%	.0%	.0%	.0%	.0%	.0%
	8+	.0%	.0%	.0%	.0%	.0%	.0%
	Don't know	.0%	.0%	.0%	.0%	.0%	.0%

		Why? CATEGORIZE			
		To save money	To save the environment	Other	Because the lawn didn't look good.
		Row N %	Row N %	Row N %	Row N %
In 2010 how many times was your lawn fertilized?	Total	20.4%	15.6%	16.5%	12.2%
	0	.0%	.0%	.0%	.0%
	1	7.5%	46.1%	13.8%	17.1%
	2	51.5%	3.8%	6.7%	3.5%
	3	.0%	8.6%	.0%	.0%
	4	.0%	.0%	5.8%	11.3%
	5	.0%	7.4%	40.9%	51.8%
	6	.0%	.0%	100.0%	.0%
	7	.0%	.0%	.0%	.0%
	8+	100.0%	.0%	.0%	.0%
Don't know		.0%	100.0%	.0%	.0%

		Why have you not changed the way you fertilize? CATEGORIZE					
		I think i'm doing it correctly	I like the way my lawn looks	no reason to change	Not sure	Always done it that way	Other
		Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
In 2010 how many times was your lawn fertilized?	Total	36.9%	14.8%	28.3%	8.2%	9.9%	1.9%
	0	12.0%	31.0%	28.7%	14.4%	14.0%	.0%
	1	32.1%	14.6%	30.8%	13.1%	7.9%	1.5%
	2	33.8%	11.9%	34.5%	2.7%	14.7%	2.4%
	3	44.4%	19.7%	22.5%	2.0%	10.8%	.5%
	4	38.5%	26.2%	11.5%	17.8%	4.1%	2.0%
	5	55.9%	21.7%	12.7%	.0%	9.7%	.0%
	6	73.7%	13.7%	4.5%	3.5%	4.6%	.0%
	7	53.6%	.0%	46.4%	.0%	.0%	.0%
	8+	84.3%	6.4%	2.8%	5.1%	1.4%	.0%
Don't know		14.8%	8.6%	41.0%	17.8%	3.3%	14.6%

		It doesn't matter which type of fertilizer is put on my lawn - they all work about the same.			
		Agree	Neither agree nor disagree	Disagree	Not sure
In 2010 how many times was your lawn fertilized?	Total	Row N %	Row N %	Row N %	Row N %
	0	4.2%	.0%	95.8%	.0%
	1	11.7%	5.9%	76.8%	5.6%
	2	7.2%	2.5%	87.4%	3.0%
	3	8.8%	2.0%	87.0%	2.3%
	4	35.2%	.0%	64.2%	.6%
	5	.0%	.0%	91.4%	8.6%
	6	9.2%	.0%	90.8%	.0%
	7	53.6%	.0%	46.4%	.0%
	8+	43.1%	.0%	56.9%	.0%
	Don't know	8.2%	12.8%	76.0%	2.9%

		Compared to all things that might pollute bodies of water, is fertilizer: READ			
		A major cause of pollution to bodies of water	A minor cause of pollution to bodies of water	Not at all a cause of pollution to bodies of water	Don't know
In 2010 how many times was your lawn fertilized?	Total	Row N %	Row N %	Row N %	Row N %
	0	62.9%	37.1%	.0%	.0%
	1	55.4%	28.9%	6.6%	9.2%
	2	45.9%	43.1%	2.5%	8.4%
	3	53.3%	35.6%	5.3%	5.8%
	4	50.9%	36.6%	4.6%	7.9%
	5	31.8%	51.3%	4.8%	12.1%
	6	76.9%	7.9%	.0%	15.1%
	7	46.4%	.0%	53.6%	.0%
	8+	37.6%	53.7%	1.1%	7.6%
	Don't know	45.1%	32.3%	.0%	22.7%

## Neighborhood Crosstab

		Will fertilizing your lawn the wrong way or using too much fertilizer: READ1=Yes2=No3=DK - Pollute nearby bodies of water		
		Yes	No	Don't know
Which best describes your neighborhood? READ	Total	Row N %	Row N %	Row N %
	Urban/city	70.1%	16.7%	13.1%
	Rural	72.0%	19.7%	8.2%
	Suburban	83.4%	8.3%	8.4%

## SLOW-RELEASE CROSSTAB

		Will fertilizing your lawn the wrong way or using too much fertilizer: READ1=Yes2=No3=DK - Pollute nearby bodies of water		
		Yes	No	Don't know
Use slow-release fertilizer?	Total	Row N %	Row N %	Row N %
	Yes	79.1%	12.7%	8.3%
	No	64.2%	21.2%	14.5%
	Not sure	76.5%	13.0%	10.4%

### Southwest Florida Water Management District Verbatims

#### **Q7 "Other" Why did you fertilize your lawn two or more times in 2010?**

We will get fined from H.O.A.

Too expensive.

The new nitrogen law.

Newspaper.

Laziness, I guess.

It is needed due to water restrictions.

If rain is in the forecast.

If it's dry and it's going to rain it's a good time to fertilize.

I just know.

I have kids and ants.

I have had to deal with health issues this year and haven't been able to care and fertilize like I am used to; more than last year. My neighbor helps out with the spreader on occasion.

I have a new lawn and it had to be stripped and redone, so I wanted to be sure it had enough fertilizer.

I cannot afford to fertilize more than twice a year.

Ball bearing sand.

#### **Q22 "Other" How do you match your fertilizer to your soil?**

Went online and got the Florida friendly fertilizing guide.

Ph content, how much phosphorus.

Ph balance or as nutrients are needed.

Measure the ph level.

I just know.

I am President of Home Owners Association; working with SWFMUD. We have two gentlemen on committee with experience with turf and fertilizing. 173 houses set up with clocks within ground moisture sensors and will only cycle when moisture is needed.

I already know how to match fertilizer to my soil.

He (husband) followed instructions given by professional at nursery.

Experience.

Because I had it tested before.

#### **Q25 "Other" Why don't you use slow release fertilizer?**

Use manure.

Never tried it.

Liquid works better in St. Augustine.

It was more for the weeds than the grass.

I use the basics.

Field fertilizer is used.

#### **Q30 "Other" How often should your lawn be fertilized?**

The way we are doing it.

Personal reference.

Not more than 4 times a year.

No.

Never.

It depends on how it looks, the time of year, and if I can afford the cost.

If I wanted to have a yard like others do, I'd do more, but can't.

Depends on type of grass.

Depends on the necessity of it due to the amount of weeds and cinch bugs.

**Q32 "Other" Are there times or situations when you should NOT fertilize your lawn?**

You shouldn't fertilize when it is dry or dormant.  
 You should not fertilize right after cutting the grass.  
 When the grass is just right.  
 When the grass is green.  
 When it's in distress, like if your lawn has bugs.  
 When it's close to 100 degrees.  
 When I see bugs.  
 Uses a natural fertilizer human waste dehydrated and just uses according to instruction he received years ago.  
 Twice a year is enough.  
 Shouldn't fertilize regularly.  
 Shouldn't fertilize during growing season.  
 Not that I am aware of; I usually read and follow the directions on the bag.  
 Not any, I fertilize once a month no matter what, I'm not a prognosticator of the weather.  
 Not after mowing the lawn.  
 If you live next to a lake.  
 If you don't care about it.  
 I think I would use common sense.  
 I follow the schedule.  
 Don't fertilize too many times.  
 Don't fertilize every month like some people, only twice a year.  
 Cost.  
 Convenient time-wise.

**Q34 "Other" How do you know when your lawn needs to be fertilized?**

When it is pretty dry.  
 When I think it needs to be done.  
 When I can afford it  
 Too many to say.  
 This area I am not clear on exactly but I try to fertilize in the spring. I am from up North so I am still using that as a guide.  
 I also fertilize with a turf food for summer and slow release for winter.  
 The grass doesn't grow.  
 The amount of trash buildup on the lawn.  
 Slow release help allot.  
 Really not sure husband makes those decisions.  
 Newspaper.  
 My lawn person.  
 My convenience.  
 Look it up online.  
 Instant.  
 In the business.  
 If you don't treat the grass you may have to invest in a new lawn.  
 I look outside and that's how I can tell.  
 I do so when I can.  
 Husband does it.  
 Has a meter that measures fertilizer content.  
 Grass stops growing.  
 Do not know.  
 By the weather.  
 Because it is new.

### Q45 "Other" What did you change?

We were going to put weed and feed on but were told it's a no no for this type of year, so we didn't put it on.  
Use a different company.

Treating lawn for cinch bugs.

The type of grass we have, we now have empire zorziza.

The amount that I use.

Started watering less.

Started fertilizing again.

Now trying to pay attention to how we fertilize best practices.

Not using too much water.

Less harmful.

Left the lawn service doing a poor job, now doing it himself.

I was unhappy with the results of the lawn service that I used previously.

I started using a sprayer instead of a spreader.

I didn't buy the high nitrogen that I used to buy.

I changed the fertilizer I use, because I wanted too.

I am unable to fertilize the way I used to.

Hired a service today to control cinch bugs.

Had to comply with a ban by county.

Friend told us to.

Fertilizing my own yard instead of a company.

Didn't use any phosphorus.

Cow manure.

Chemicals get changed according to the season.

### Q47 "Other" Why?

Too dry.

N/A.

I learned this at University of Florida and I'm a master gardener.

I just wanted to make a change.

I am unable to fertilize the way I used to.

Didn't feel like I needed any.

Did not change.

Because of drought.

### Q49 "Other" Why have you not changed the way you fertilize?

TV ads.

I've given up.

I'm too old to worry about it.

I know it is time to do it; I just haven't done it yet.

I don't know how to change it.

I am unable to fertilize right now.

I allow the rain to control what I do; depending on how dry it is.

Husband decides.

### Q52 "Other" What were those tips?

Water control in St. Augustine.

They said not to fertilize when it's over 85 degrees.

The fat boy looking at the brochure at the hardware store.

Swiftmud.

Spend a lot of money in LOWES.

Scott's sends emails.  
 Scott's is the best brand to buy.  
 Scott's commercial- Use their weed and feed.  
 Included in our utility/water bill.  
 I see a fat guy; he's telling the neighbor how he should fertilize his lawn.  
 Grass really just needs water.  
 From Swiftmud.  
 Floridawater.org.  
 Environmental friendly fertilizing.  
 Don't over water.  
 Do not over fertilize.

**Q54 "Other" Recalled pictures**

Two guys, one rather stout, in a store like Home Depot talking about fertilizing and one saying to the other, "haven't you read the pamphlet I sent you?"

TV.

They showed flowers growing.

Someone using a hand spreader.

Really doesn't recall but thinks it was someone watering a lawn.

Radio.

Radio.

Pictures of Scott.

On radio.

Neighbor.

N/A.

Lawns with too much fertilizer and lawns with not enough fertilizer.

Heard on the radio.

Heard on radio.

Heard it on the radio.

Guy walking with a spreader.

Guy comes in telling his friend to hurry up and fertilize because it's going to rain; the other guy says, "No, no you don't do that!"

Green lawns.

E-mail from Scott.

Dead fish and wild life too.

Community newsletter.

Billboard with a kid in a river with a bunch of algae.

Billboard.

**Q56 "Other" Where did you hear or see these fertilizing tips?**

Wal-Mart.

St. Pete Times website and road runner homepage.

Poster.

Pamphlets and other materials we received in mail.

One on one conversation.

Newsletter.

Neighbors' yard.

N/A.

Master Garden.

Magazines.

Magazine.

Homeowner's association newsletter.

Gardening magazine. Went to an earth trade show.

Flyer.

Don't know.

County exchange office, city of Largo dumps their sewage into lakes. I know the owner of the lake, they excessively fertilize and water parks, and sprinklers on in summertime, the city won't stop dumping the sewage into this private lake.

Civic Center.

Bushnell Agricultural Center meetings.

At work.

**Q61 "Other" Don't fertilize before a heavy rain. Where did you hear or see this fertilizing tip?**

Through fertilizing company.

Southern Living Magazine.

Some event.

Seminar.

Pamphlet.

Pamphlets and other material received in mail.

On the fertilizer bag.

On a paper.

On a farm.

National Weather Service.

Magazine.

I worked 45 years in agriculture so I pretty much know all this.

Festival.

Common sense.

Bills.

Ad.

**Q63 "Other" Use slow release nitrogen. Where did you hear or see this fertilizing tip?**

We are experienced with fertilizing.

Swiftmud ad.

Store.

Seminar.

Self.

On a farm.

Newsletter that we get at work.

Magazine.

Have not.

Friends.

Flyer.

Florida friendly class.

Books.

At work.

**Q65 "Other" Always read and follow package directions to avoid over-fertilizing. Where did you hear or see this fertilizing tip?**

Seminar.

Pamphlets and other materials received in mail.

Over the years.

On the fertilizer.

On a farm.

In Wal-Mart.  
 I just know.  
 Home Depot.  
 Flyer.  
 Florida friendly class.  
 Festival.  
 Class I took.  
 Books.

**Q68 “Other” Where did you hear about or see the guide?**

Workshop at utilities depot.  
 Press release.  
 In the mail.  
 Garden class and the county had links to website.  
 Garden Club.  
 From own experience.  
 Florida House.  
 Florida friendly class.  
 Festival.  
 Don’t remember.  
 Don’t remember.  
 Does not remember.  
 Brochure with Swiftmud.  
 At work.

**Q71 “Other” Where did you get the guide?**

Wife.  
 Too far meeting.  
 Mail.  
 Garden Club.  
 Doesn’t remember.  
 Already know the information.

**Q77 “Other” Generally speaking, where would you say that you get most of your information about news in your community?**

Town hall meetings and at Ace Hardware.  
 Newsletter.  
 Master Gardner convention.  
 Master Gardening Club.  
 Library.  
 Insert with utility bill.  
 Homeowner’s association.  
 Happy hour.  
 County extension agency publication.  
 County.  
 Convenience store.  
 City Government.  
 Belongs to a group that gives talks about agriculture and tips.  
 Agricultural outlets in the area.

### SWFWMD 2011 Pre-Test Fertilizer Study

#### **Sample requirements**

- Live in District at least 6 months a year
- 18+
- Randomized selection process within household
- Make decisions about lawn care

Hello, I am \_\_\_\_\_ calling from Kerr & Downs Research.  
We're a market research firm – not selling anything.  
We're doing a survey on lawn fertilizing.

Q.1 Do you live in Florida at least 6 months a year?

- Yes  
 No/not sure – **THANK & TERMINATE**

Q.2 Do you have a lawn?

- Yes  
 No/not sure – **THANK & TERMINATE**

Q.3 Do you or does someone in your household fertilize your lawn?

- Yes  
 No/not sure – **THANK & TERMINATE**

Q.4 Who in your household is responsible for making decisions about what type of fertilizer to use, when to fertilize, and how often to fertilize your lawn?

- I do **GO TO 8**  
 Someone else in household **GO TO 5**  
 Lawn service **THANK & TERMINATE**  
 Association or someone outside household makes decision **THANK & TERMINATE**

Q.5 May I speak to him or her?

- Yes GO TO 7  
 Not here GO TO 6  
 No THANK & TERMINATE

Q.6 When is good time to reach him/her? **RECORD CALL BACK TIME/DATE**

- Date  
 Time  
 Refused

**RECORD CALL BACK INFORMATION – TERMINATE**

Q.7 I am \_\_\_\_\_ calling from Kerr & Downs Research, a survey firm. The person I was just speaking with said you are responsible for making decisions about what type of fertilizer to use, when to fertilize, and how often to fertilize your lawn. Is that correct?

- Yes **GO TO 8**
- No/not sure **THANK & TERMINATE**

Q.8 In 2010 how many times was your lawn fertilized?

- (503)
- 1 0
  - 2 1
  - 3 2
  - 4 3
  - 5 4
  - 6 5
  - 7 6
  - 8 7+
  - 9 Don't know

[IF THE ANSWER IS 1, THEN SKIP TO QUESTION 65]

Q.9 Do you live on a body of water?

- (507)
- 1 Yes
  - 2 No
  - 3 Not sure

[IF THE ANSWER IS 2-3, THEN SKIP TO QUESTION 11]

Q.10 Last time you fertilized, how close to the body of water did you fertilize? (**HOW MANY FEET**)

(**IF NECESSARY, SAY “Was it within 10 feet of the water?”**)

(**INCREASE/DECREASE BY 5 FEET UNTIL ANSWER**)

(**TAKE MIDPOINT OF RANGE IF OFFERED**)

(99=DK)

Feet ..... (508-510)

Q.11 Last time you fertilized your lawn did you:

Q.12 Water your grass after fertilizing?

- (511)
- 1 Yes
  - 2 No
  - 3 Not sure

[IF THE ANSWER IS 2-3, THEN SKIP TO QUESTION 15]

Q.13 About how much did you water your lawn after fertilizing? **READ IF NECESSARY**

(512)

- 1/8 of an inch or less
- 1/4 inch
- 1/2 inch
- 1 inch
- 2 inches
- Enough to thoroughly wet the grass
- Don't know
- Other

Q.14

(513-762)

---

[ASK QUESTIONS 15 TO 21 IN RANDOM ORDER]

Q.15 Read and follow package instructions on the fertilizer bag?

(763)

- Yes
- No
- Not sure

Q.16 Fertilize **before** a storm?

(764)

- Yes
- No
- Not sure

Q.17 Use a spreader so fertilizer got distributed evenly?

(765)

- Yes
- No
- Not sure

Q.18 Have your soil tested to determine if fertilizing was needed?

(766)

- Yes
- No
- Not sure

Q.19 Match your fertilizer to your soil?

(767)

- Yes
- No
- Not sure

Q.20 Use slow release fertilizer?

(768)

- <sub>1</sub> Yes
- <sub>2</sub> No
- <sub>3</sub> Not sure

Q.21 Sweep the excess fertilizer into the storm drain or sewer?

(769)

- <sub>1</sub> Yes
- <sub>2</sub> No
- <sub>3</sub> Not sure

Q.22 Where is the best place to get information about how and when to fertilize your lawn? **DO NOT READ PROBE FOR 2**

(770-771)

- <sub>1</sub> Southwest Florida Water Management District
- <sub>2</sub> County Extension Office/University of Florida/IFAS - Institute of Food & Agricultural Sciences
- <sub>3</sub> Fertilizer package
- <sub>4</sub> Hardware store/nursery/where you buy fertilizer
- <sub>5</sub> Internet
- <sub>6</sub> Friend/neighbor (word of mouth)
- <sub>7</sub> Other

Q.23

(772-1271)

---

Q.24 How often **should** your lawn be fertilized? **DO NOT READ**

(1272)

- <sub>1</sub> More than twice a year
- <sub>2</sub> Twice a year
- <sub>3</sub> Once or twice a year
- <sub>4</sub> Once a year
- <sub>5</sub> Every other year
- <sub>6</sub> Less often than every other year
- <sub>7</sub> Depends on how it looks
- <sub>8</sub> Other

Q.25

(1273-1522)

---

Q.26 Are you aware of any times or situations when you should **NOT** fertilize your lawn? **DO NOT**

**READ PROBE FOR 2**

(1523-1524)

- Right before a hard rain
- After a hard rain
- During a drought
- Morning
- Evening
- Winter
- Summer
- Spring
- Fall
- Other

Q.27

(1525-2024)

Q.28 How do you know when your lawn needs to be fertilized? **DO NOT READ CATEGORIZE**

**PROBE FOR 3**

(2025-2030)

- Test the soil
- Brown patches
- Time of the year
- Lawn has weeds
- Lawn looks spotty
- Grass is growing
- Test the soil to determine
- Don't look for any factors - just fertilize every year (or another time period)
- If my grass is thinned out or doesn't look good - looks dead
- Ask someone at the store (garden store, Wal-Mart, etc.)
- Ask a neighbor, friend, etc.
- NONE
- Other

Q.29

(2031-2530)

Q.30 Will fertilizing your lawn the wrong way or using too much fertilizer: **READ**

**1=Yes**

**2=No**

**3=DK**

[READ ANSWERS IN RANDOM ORDER]

Cause thatch build up (IF ASKED, thatch is a buildup of dead roots, lawn debris and dead turfgrass crowns) \_\_\_\_ (2531)

Pollute nearby bodies of water \_\_\_\_ (2532)

Cause cinch bugs (IF ASKED cinch bugs cause circular yellow spots on your lawn. They leave a poison that kills grass) \_\_ (2533)

Turn your lawn an orangey brown color \_\_ (2534)

Cause algae growth in bodies of water \_\_ (2535)

Q.31 Which of the following are the correct things to do when fertilizing your lawn? **READ**  
[READ ANSWERS IN RANDOM ORDER]

(2536-2557)

- 01 Read and follow package instructions on the fertilizer bag
- 02 Use slow release fertilizer
- 03 Fertilize before storms
- 04 Leave a 10 foot buffer around bodies of water where no fertilizer is applied
- 05 Distribute fertilizer evenly across your lawn
- 06 Use fertilizer with low levels of phosphorous
- 07 Use as much fertilizer as possible
- 08 Water your grass lightly, say a 1/4 inch or so after fertilizing
- 09 Have your soil tested to determine if fertilizing is needed
- 10 Match your fertilizer to your soil
- 11 Sweep the excess fertilizer into the storm drain or sewer

Q.32 Which of these do you think is a good way to motivate people to fertilize the right way? **READ**

[READ ANSWERS IN RANDOM ORDER]

(3697-3702)

- 1 Fine people who do not fertilize the right way
- 2 Publish names of offenders in the newspaper
- 3 Education
- 4 Teach children correct fertilizing techniques in schools
- 5 Have a hotline that people can call to report offenders
- 6 Form neighborhood councils to encourage neighbors to fertilize the right way

Q.33 Tell me if you agree, disagree, or neither agree nor disagree with the following statements:

Q.34 It doesn't matter which type of fertilizer is put on my lawn - they all work about the same.

(2559)

- 1 Agree
- 2 Neither agree nor disagree
- 3 Disagree
- 4 Not sure

Q.35 I am aware of all of the things experts recommend for fertilizing lawns.

(2560)

- 1 Agree
- 2 Neither agree nor disagree

- Disagree
- Not sure

[IF THE ANSWER IS 2-4, THEN SKIP TO QUESTION 35]  
[ASK QUESTIONS 33 TO 34 IN RANDOM ORDER]

Q.36 I don't like the way it makes my lawn look when I fertilize the way the experts recommend.  
(2561)

- Agree
- Neither agree nor disagree
- Disagree
- Not sure

Q.37 It costs too much money to fertilize my lawn when I fertilize the way the experts recommend.  
(2562)

- Agree
- Neither agree nor disagree
- Disagree
- Not sure

Q.38 Compared to all things that might pollute bodies of water, is fertilizer: **READ**  
(2563)

- A major cause of pollution to bodies of water
- A minor cause of pollution to bodies of water
- Not at all a cause of pollution to bodies of water
- Don't know

Q.39 Thinking about how you care for your lawn, please tell me if you agree **(1)**, neither agree nor disagree **(2)**, or disagree **(3)** with each of the following statements.

- 1 = Agree**  
**2 = Neither agree nor disagree**  
**3 = Disagree**  
**9 = Don't know**

The more fertilizer I use, the more likely I am to have a greener, fuller lawn with fewer weeds  
\_\_\_\_\_  
(2564)

Having a healthy lawn is important to me \_\_\_\_\_(2565)

The appearance of a front lawn says something about the homeowner \_\_\_\_\_(2566)

I would change my fertilizer if I knew it was harmful to the environment \_\_\_\_\_(2567)

The way I fertilize my lawn can harm the environment in a substantial way \_\_\_\_\_(2568)

It is important to me to use the right amount of fertilizer that's appropriate for my lawn \_\_\_\_\_  
(2569)

I don't care about science behind fertilizers, I just want my lawn green \_\_\_\_\_(2570)

Q.40 Does slow release fertilizer take longer than regular fertilizer for you to be able to see the results on your lawn?

(2571)

- <sub>1</sub> Yes
- <sub>2</sub> No
- <sub>3</sub> Not sure

Q.41 Do you water your lawn on the same schedule: **READ****1=Yes****2=No****3=Don't Know**

[READ ANSWERS IN RANDOM ORDER]

No matter how much it rains .. \_\_ (2572)

In the summer &amp; winter ..... \_\_ (2573)

Q.42 Now we would like to ask you a few question regarding how you manage water within the home.

Do you turn off the water when you brush your teeth?

(2574)

- <sub>1</sub> Yes
- <sub>2</sub> No
- <sub>3</sub> Not sure

Q.43 Do you have a low flow shower head?

(2575)

- <sub>1</sub> Yes
- <sub>2</sub> No
- <sub>3</sub> Not sure

Q.44 Do your outside water hoses have shutoff nozzles?

(2576)

- <sub>1</sub> Yes
- <sub>2</sub> No
- <sub>3</sub> Not sure
- <sub>4</sub> Don't have outside water hoses

Q.45 Do you clean off your sidewalk or driveway with your water hose?

(2577)

- <sub>1</sub> Yes
- <sub>2</sub> No
- <sub>3</sub> Not sure
- <sub>4</sub> Don't have outside water hoses

Q.46 Do you use leak detector tablets to see if your toilet is leaking?

(2578)

- <sub>1</sub> Yes

- No
- Do not know what this product is

Q.47 How many minutes did you spend in the shower today (**OR LAST TIME YOU SHOWERED**)?

**IF NECESSARY, SAY "Was it more or less than 5 minutes?"**

**INCREASE/DECREASE** by 2 minutes until you reach an answer

**TAKE MIDPOINT OF RANGES**

**99 = Don't know**

Minutes ... \_\_\_\_\_ (2579-2580)

Q.48 Generally speaking, where would you say that you get most of your information about news in your community? **DO NOT READ PROBE FOR 2**

(2581-2582)

- Local TV news
- Radio news
- Local newspaper
- Internet
- Friends and family and coworkers
- Not sure
- Someplace else

Q.49

\_\_\_\_\_ (2583-2832)

Q.50 What year were you born?

**\*INTERVIEWER: Please type all four digits**

**5555 = Refused**

Year ..... \_\_\_\_\_ (2833-2836)

Q.51 Do you own or rent where you live?

(2837)

- Own
- Rent
- Live with a family member
- Other

Q.52

\_\_\_\_\_ (2838-3087)

Q.53 How large (approximate) is your yard? **READ IF NECESSARY**

(3088)

- One half acre

- One quarter acre
- One acre
- Larger than 1 acre
- Don't know
- Other

Q.54

(3089-3338)

Q.55 Which best describes your neighborhood? **READ**

- (3339)
- Urban/city
  - Rural
  - Suburban

Q.56 Are you part of a Homeowners' Association?

- (3340)
- Yes
  - No
  - Not sure

Q.57 How long have you lived in your county? **READ IF NECESSARY**

- (3341)
- Less than 1 year
  - 1 to 5 years
  - 6 to 10 years
  - 11 to 15 years
  - 16 to 20 years
  - More than 20 years
  - Don't know

Q.58 What is your present employment status? **READ IF NECESSARY**

- (3342)
- Employed full-time
  - Employed part-time
  - Voluntarily not in the work force (in school; raising family, etc.)
  - Unemployed but not retired
  - Retired
  - Refused

Q.59 Which of the following broad categories best describes your household's total income from all sources in 2010? **READ**

- (3343)
- Less than \$25,000

- \$25,000 to \$50,000
- \$50,000 to \$75,000
- \$75,000 to \$100,000
- More than \$100,000
- Decline to answer

Q.60 Do you consider yourself: **READ**

(3344)

- Caucasian/White
- African American/Black
- Hispanic/Latino
- Asian or Pacific Islander
- Native American or Alaskan native
- Mixed racial background
- Decline to answer
- Other race

Q.61

(3345-3594)

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Q.62 Thank you very much. In case my supervisor needs to follow-up to review my work on this survey, may I have your email address? (*If needed, assure the respondent that this will only be used in conjunction with this research. It WILL NOT be passed along or sold - it will ONLY be used for this project*)

ONLY ASK IF THE FOLLOWING QUESTION IF THEY REFUSE TO GIVE AN EMAIL ADDRESS:

May I have your name?

(3595-3644)

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Q.63 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 fertilizing techniques.

**\*INTERVIEWER THERE IS MORE DATA LEFT TO ENTER\***

Was the respondent male or female?

(3645)

- Male
- Female

Q.64 Record your (interviewer) name here.

(3646-3695)

---

Q.65 Interviewers - now is the time to go back and edit your survey. This is your last chance to do so.

Selecting "1" will take you back to the first question for editing. You may skip to any questions that need editing using the skip, next, and previous buttons. Skip forward to this question (**65**) when you are finished editing.

Selecting "2" will record an automatic complete for this questionnaire.

**INFORMATION FOR TRACKING SHEET:**

Name: **[ANSWER TO Q. 62]**

Phone Number: **Top of Page**

County: **[ANSWER TO Q. 75]**

(3696)

No - I want to go back and edit this questionnaire

Yes - This questionnaire is complete

[IF THE ANSWER IS 1, THEN SKIP TO QUESTION 8]

[IF THE ANSWER IS 2, THEN SKIP TO QUESTION 988]

Q.66 Thank you for your time but this survey is intended only for residents who live in Florida at least 6 months a year.

[IF THE ANSWER TO QUESTION 1 IS 2, THEN SKIP TO QUESTION 995]

Q.67 Thank you for your time but this survey is only intended for residents that have a lawn.

[IF THE ANSWER TO QUESTION 2 IS 2, THEN SKIP TO QUESTION 995]

Q.68 Thank you for your time but this survey is only intended for residents that make decisions about fertilizing their lawn.

[IF THE ANSWER TO QUESTION 3 IS 1-2, THEN SKIP TO QUESTION 995]

Q.69 Phone

(6-18)

Q.70 Name

(19-93)

Q.71 Address

(94-193)

Q.72 City \_\_\_\_\_ (194-243)

Q.73 State \_\_\_\_\_ (244-245)

Q.74 Zip \_\_\_\_\_ (246-250)

Q.75 County  
(251-252)

- ¶01 Citrus County
- ¶02 Hernando County
- ¶03
- ¶04 Levy County
- ¶05 Marion County
- ¶06 Sumter County
- ¶07 Hillsborough County
- ¶08 Pasco County
- ¶09 Pinellas County
- ¶10 Polk County
- ¶11 Charlotte County
- ¶12 DeSoto County
- ¶13 Hardee County
- ¶14 Highlands County
- ¶15 Manatee County
- ¶16 Sarasota County

Q.76 Interviewer \_\_\_\_\_ (6001-6004)

Q.77 Date \_\_\_\_\_ (6005-6014)

Q.78 Time \_\_\_\_\_ (6015-6021)

Q.79 Length \_\_\_\_\_ (6022-6025)

**SWFWMD 2011 Post-Test Fertilizer Study*****Sample requirements***

- Live in District at least 6 months a year
- 18+
- Randomized selection process within household
- Make decisions about lawn care

Hello, I am \_\_\_\_\_ calling from Kerr & Downs Research.

We're a market research firm – not selling anything.

We're doing a survey on lawn fertilizing.

Q.1 Do you live in Florida at least 6 months a year?

- Yes  
 No/not sure – **THANK & TERMINATE**

Q.2 Do you have a lawn?

- Yes  
 No/not sure – **THANK & TERMINATE**

Q.3 Do you or does someone in your household fertilize your lawn?

- Yes  
 No/not sure – **THANK & TERMINATE**

Q.4 Who in your household is responsible for making decisions about what type of fertilizer to use, when to fertilize, and how often to fertilize your lawn?

- I do **GO TO 8**  
 Someone else in household **GO TO 5**  
 Lawn service **THANK & TERMINATE**  
 Association or someone outside household makes decision **THANK & TERMINATE**

Q.5 May I speak to him or her?

- Yes GO TO 7  
 Not here GO TO 6  
 No **THANK & TERMINATE**

Q.6 When is good time to reach him/her? **RECORD CALL BACK TIME/DATE**

- Date  
 Time  
 Refused

**RECORD CALL BACK INFORMATION – TERMINATE**

Q.7 I am \_\_\_\_\_ calling from Kerr & Downs Research, a survey firm. The person I was just speaking with said you are responsible for making decisions about what type of fertilizer to use, when to fertilize, and how often to fertilize your lawn. Is that correct?

- Yes **GO TO 8**

No/not sure **THANK & TERMINATE**

Q.8 In 2010 how many times was your lawn fertilized?

(504-505)

- 0
- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8+
- 10 Don't know

[IF THE ANSWER IS 1, THEN SKIP TO QUESTION 96 (which is THANK & TERMINATE)]

[IF THE ANSWER IS 2 OR 10, THEN SKIP TO QUESTION 11]

Q.9 Why did you fertilize your lawn two or more times in 2010?

(506)

- If I fertilize more often than twice a year my grass appears healthier and greener.
- My neighbor(s) fertilizes more than twice a year.
- I thought you were suppose to fertilize more than twice a year.
- I have always fertilized more than twice a year.
- I was advised to do so by a lawn care company or store clerk.
- Don't know
- Other

Q.10

(507-1006)

Q.11 Do you live on a body of water?

(1007)

- Yes
- No
- Not sure

[IF THE ANSWER IS 2-3, THEN SKIP TO QUESTION 13]

Q.12 Last time you fertilized, how close to the body of water did you fertilize? (**HOW MANY FEET**)  
**(IF NECESSARY, SAY "Was it within 10 feet of the water?")**  
**(INCREASE/DECREASE BY 5 FEET UNTIL ANSWER)**  
**(TAKE MIDPOINT OF RANGE IF OFFERED)**  
**(99=DK)**

Feet ..... \_\_\_\_\_ (1008-1010)

Q.13 Last time you fertilized your lawn did you:

Q.14 Water your grass after fertilizing?

- (1011)  
 Yes  
 No  
 Not sure

[IF THE ANSWER IS 2-3, THEN SKIP TO QUESTION 17]

Q.15 About how much did you water your lawn after fertilizing? **READ IF NECESSARY**

- (1012)  
 1/8 of an inch or less  
 1/4 inch  
 1/2 inch  
 1 inch  
 2 inches  
 Enough to thoroughly wet the grass  
 Don't know  
 Other

Q.16

\_\_\_\_\_ (1013-1262)

Q.17 Fertilize before a storm?

- (1263)  
 Yes  
 No  
 Not sure

[IF THE ANSWER IS 2-3, THEN SKIP TO QUESTION 20]

Q.18 Why did you fertilize before a storm?

(1264-1265)

- The instructions on the bag told me to "water it in".
- My neighbor(s) do.
- The fertilizer seems to work better when I do.
- I have just always done it this way, no particular reason why.
- I was advised to do so by a lawn care company or store clerk.
- I do this so the fertilizer won't "burn" my grass.
- The fertilizer needs to be "water in" and I don't have an irrigation system.
- I didn't know it was going to storm
- Fertilized several days before a storm
- Don't know
- Other

Q.19

---

(1266-2015)

Q.20 Read and follow package instructions on the fertilizer bag?

(2016)

- Yes
- No
- Not sure

Q.21 Use a spreader so fertilizer got distributed evenly?

(2017)

- Yes
- No
- Not sure

Q.22 Have your soil tested to determine if fertilizing was needed?

(2018)

- Yes
- No
- Not sure

Q.23 Match your fertilizer to your soil?

(2019)

- Yes
- No
- Not sure

[IF THE ANSWER IS 2-3, THEN SKIP TO QUESTION 26]

**Q.24 How do you match your fertilizer to your soil?**

(2020)

- I took my soil to an extension office to be tested (or had it tested "professionally", at a county office, or at Lowe's-)
- I matched it based on my grass type.
- I matched it based on my lawn size.
- I matched it based on what my neighbor(s) do or told me.
- A lawn care company or store clerk advised me what to buy.
- Follow the package/label instructions
- Don't know
- Other

**Q.25**

---

(2021-2520)

**Q.26 Use slow release fertilizer?**

(2521)

- Yes
- No
- Not sure

[IF THE ANSWER IS 1 OR 3, THEN SKIP TO QUESTION 29]

**Q.27 Why don't you use slow release fertilizer?**

(2522-2523)

- I do not know what slow release fertilizer is.
- I use what my neighbor(s) use(s).
- I use what a lawn care company or store clerk advised me to use.
- I have always use a specific type.
- I didn't think it would make a difference to my lawn or the environment.
- I use what is the least expensive and slow release is always more expensive.
- I tried it but didn't like the results.
- when I use slow release fertilizer it takes longer to see the results (i.e. my grass responds slower when I use slow release
- I tried it but didn't like the results.
- Don't know
- Other

Q.28

---

(2524-3023)

Q.29 Sweep the excess fertilizer into the storm drain or sewer?

(3024)

- Yes
- No
- Not sure

[IF THE ANSWER IS 2-3, THEN SKIP TO QUESTION 32]

Q.30 Why do you sweep the excess fertilizer into the storm drain or sewer?

(3025)

- I thought that was what I was supposed to do.
- My neighbor(s) do, so I do too.
- I didn't think it would make a difference to the environment.
- A lawn care company or store clerk advised me to do so.
- I did not know what else to do with it.
- Don't know
- Other

Q.31

---

(3026-3525)

Q.32 How often **should** your lawn be fertilized? **DO NOT READ**

(3526)

- More than twice a year
- Twice a year
- Once or twice a year
- Once a year
- Every other year
- Less often than every other year
- Depends on how it looks
- Other

Q.33

---

(3527-3776)

Q.34 Are there times or situations when you should **NOT** fertilize your lawn? **DO NOT READ PROBE FOR 2**

(3777-3780)

- Right before a hard rain
- After a hard rain
- During a drought
- Morning
- Evening
- Winter
- Summer
- Spring
- Fall
- Not sure
- Other

Q.35

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(3781-4280)

Q.36 How do you know when your lawn needs to be fertilized? **DO NOT READ CATEGORIZE PROBE FOR 3**

(4281-4286)

- Test the soil
- Brown patches
- Time of the year/ the season
- Lawn has weeds
- Lawn looks spotty
- Grass is growing
- Test the soil to determine
- Don't look for any factors - just fertilize every year (or another time period)
- If my grass is thinned out or doesn't look good - looks dead
- Ask someone at the store (garden store, Wal-Mart, etc.)
- Ask a neighbor, friend, etc.
- NONE
- Other

Q.37

(4287-4786)

Q.38 Will fertilizing your lawn the wrong way or using too much fertilizer: **READ**

1=Yes

2=No

3=DK

[READ ANSWERS IN RANDOM ORDER]

- |   |           |
|---|-----------|
| Cause thatch build up (IF ASKED, thatch is a buildup of dead roots, lawn debris and dead turfgrass crowns) .....            | __ (4787) |
| Pollute nearby bodies of water .....  | __ (4788) |
| Cause cinch bugs (IF ASKED cinch bugs cause circular yellow spots on your lawn. They leave a poison that kills grass) ..... | __ (4789) |
| Turn your lawn an orangey brown color .....   | __ (4790) |
| Cause algae growth in bodies of water .....   | __ (4791) |

Q.39 Which of the following are the correct things to do when fertilizing your lawn? **READ**

[READ ANSWERS IN RANDOM ORDER, EXCEPT THE LAST 2]

(4792-4813)

- Read and follow package instructions on the fertilizer bag
- Use slow release fertilizer
- Fertilize before storms
- Leave a 10 foot buffer around bodies of water where no fertilizer is applied
- Distribute fertilizer evenly across your lawn
- Use fertilizer with low levels of phosphorous
- Use as much fertilizer as possible
- Water your grass lightly, say a 1/4 inch or so after fertilizing
- Have your soil tested to determine if fertilizing is needed
- Match your fertilizer to your soil
- Sweep the excess fertilizer into the storm drain or sewer
- Not sure
- Other

Q.40

(4814-5313)

Q.41 Tell me if you agree, disagree, or neither agree nor disagree with the following statements:

Q.42 It doesn't matter which type of fertilizer is put on my lawn - they all work about the same.

(5314)

- Agree
- Neither agree nor disagree
- Disagree
- Not sure

Q.43 Compared to all things that might pollute bodies of water, is fertilizer: **READ**

(5315)

- A major cause of pollution to bodies of water
- A minor cause of pollution to bodies of water
- Not at all a cause of pollution to bodies of water
- Don't know

Q.44 Thinking about how you care for your lawn, please tell me if you agree (1), neither agree nor disagree (2), or disagree (3) with each of the following statements.

**1 = Agree**

**2 = Neither agree nor disagree**

**3 = Disagree**

**9 = Don't know**

The more fertilizer I use, the more likely I am to have a greener, fuller lawn with fewer weeds .... \_\_\_\_

(5316)

Having a healthy lawn is important to me ..... \_\_\_\_ (5317)

The appearance of a front lawn says something about the homeowner ..... \_\_\_\_ (5318)

I would change my fertilizer if I knew it was harmful to the environment ..... \_\_\_\_ (5319)

The way I fertilize my lawn can harm the environment in a substantial way ..... \_\_\_\_ (5320)

It is important to me to use the right amount of fertilizer that's appropriate for my lawn .. \_\_\_\_ (5321)

I don't care about science behind fertilizers, I just want my lawn green ..... \_\_\_\_ (5322)

Q.45 Does slow release fertilizer take longer than regular fertilizer for you to be able to see the results on your lawn?

(5323)

- Yes
- No
- Not sure

Q.46 In the past 3 months, have you changed how you fertilize your lawn?

(5324)

- Yes
- No
- Not sure

[IF THE ANSWER IS 2, THEN SKIP TO QUESTION 51]

[IF THE ANSWER IS 3, THEN SKIP TO QUESTION 53]

Q.47 What did you change?

(5325)

- I stopped fertilizing before a storm.
- I started testing my soil.
- I now read the directions on the fertilizer bag.
- I am measuring my yard before I fertilize.
- I am fertilizing less than I used to.
- I am cleaning up the excess fertilizer after I apply it, then I put it back into the trash.
- I am using slow release fertilizer.
- Don't know
- Other

Q.48

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(5326-6075)

Q.49 Why? **CATEGORIZE**

(6076)

- Noticed advertising
- Noticed news coverage
- Noticed pamphlet
- Southwest Florida Water Management District Website
- Neighbor, friend to me/someone told me
- Lawn service/expert told me
- To save money
- To save the environment
- Other

Q.50

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(6077-6326)

Q.51 Why have you not changed the way you fertilize? **CATEGORIZE**

(6327)

- I think i'm doing it correctly
- I like the way my lawn looks
- no reason to change
- Not sure
- Always done it that way
- Other

Q.52

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(6328-6827)

Q.53 In the past few months have you heard or seen any advertisements that gives tips on proper fertilizing techniques?

(6828)

- Yes
- No
- Don't recall

[IF THE ANSWER IS 2-3, THEN SKIP TO QUESTION 60]

Q.54 What were those tips? **DO NOT READ - CATEGORIZE**

(6829-6862)

- Read the fertilizer package instructions
- Never fertilize after a heavy rain
- Use fertilizer that has slow release nitrogen
- Water your lawn with about  $\frac{1}{4}$  inch of water after fertilizing
- Fertilize only when needed
- Fertilize when your grass is growing
- Florida friendly fertilizing - it just makes sense
- Too much fertilizer can cause thatch build up and cinch bugs
- Measure your yard to determine how much fertilizer to buy
- Test your soil to determine when to fertilize
- Too much fertilizer can pollute nearby waterways
- Chemicals can wash into waterways and cause algae
- Follow local ordinances
- I thought it would be more complicated than that
- No, it's easy
- Free fertilizer guide
- Order free guide at wattermatters.org
- Not sure
- Other

Q.55

(6863-7112)

Q.56 Recalled pictures (**Check all that apply – DO NOT READ**)

(7113-7134)

- 2 guys in a garage
- Algae
- Someone fertilizing their lawn with a spreader
- Water with fertilizer washing down the stormwater drain
- 2 guys on a nice lawn
- 2 guys fishing as the sun sets
- Florida Friendly Fertilizing Guide
- 2 guys in a hardware or lawn store
- Cinch bugs on blades of grass
- 2 women kayaking
- Ingredients on a fertilizer bag
- Don't know
- Other

Q.57

(7135-7884)

Q.58 Where did you hear or see these fertilizing tips? **Do not read. CATEGORIZE – PROBE** Mark all that apply. Prompt if needed.

(7885-7906)

- Television
- Radio
- Newspaper
- Internet
- Billboards (Outdoor advertising) (THEY MIGHT SAY THIS EVEN THOUGH THE THE CAMPAIGN DOES NOT USE THEM)
- Bus wraps
- Home Improvement Store Promotions
- Facebook
- Twitter
- Don't know
- Refused
- Other

Q.59

(7907-8656)

Q.60 Please tell me if you recall hearing or seeing anything in the media in the past few months about the following fertilizing tips (1=Yes 2=No)

Don't fertilize before a heavy rain .... \_\_ (8657)

[IF THE ANSWER IS 1, THEN SKIP TO QUESTION 63]  
 [IF THE ANSWER IS 2, THEN SKIP TO QUESTION 69]

Q.61 Please tell me if you recall hearing or seeing anything in the media in the past few months about the following fertilizing tips (1=Yes 2=No)

Use slow release nitrogen ..... \_\_ (8658)

[IF THE ANSWER IS 1, THEN SKIP TO QUESTION 65]  
 [IF THE ANSWER IS 2, THEN SKIP TO QUESTION 69]

Q.62 Please tell me if you recall hearing or seeing anything in the media in the past few months about the following fertilizing tips (1=Yes 2=No)

Always read and follow package directions to avoid over-fertilizing ..... \_\_ (8659)

[IF THE ANSWER IS 1, THEN SKIP TO QUESTION 67]  
 [IF THE ANSWER IS 2, THEN SKIP TO QUESTION 69]

Q.63 "Don't fertilize before a heavy rain"

Where did you hear or see this fertilizing tip? **Do not read. CATEGORIZE – PROBE** Mark all that apply. Prompt if needed.

(8660-8679)

- Television
- Radio
- Newspaper
- Internet
- Billboards (Outdoor advertising)
- Bus wraps
- Home Improvement Store Promotions
- Facebook
- Twitter
- Don't know
- Package/label instruction
- Refused
- Other

Q.64

(8680-9429)

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**Q.65 "Use slow release nitrogen"**

Where did you hear or see this fertilizing tip? **Do not read. CATEGORIZE – PROBE** Mark all that apply. **Prompt if needed.**

(9430-9449)

- Television
- Radio
- Newspaper
- Internet
- Billboards (Outdoor advertising)
- Bus wraps
- Home Improvement Store Promotions
- Facebook
- Twitter
- Don't know
- Package/label instructions
- Refused
- Other

Q.66

(9450-10199)

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**Q.67 "Always read and follow package directions to avoid over-fertilizing"**

Where did you hear or see this fertilizing tip? **Do not read. CATEGORIZE – PROBE** Mark all that apply. **Prompt if needed.**

(10200-10219)

- Television
- Radio
- Newspaper
- Internet
- Billboards (Outdoor advertising)
- Bus wraps
- Home Improvement Store Promotions
- Facebook
- Twitter
- Don't know
- Package/label instructions
- Refused
- Other

Q.68

\_\_\_\_\_ (10220-10969)

Q.69 Have you heard of the Florida Friendly Fertilizing Guide, that is a do-it-yourself guide to Florida-friendly fertilizing techniques?

(10970)

- Yes
- No
- Not sure

[IF THE ANSWER IS 2-3, THEN SKIP TO QUESTION 76]

Q.70 Where did you hear about or see the guide?

(10971-10972)

- Advertisement
- Facebook
- Twitter
- Newspaper
- Southwest Florida Water Management District website
- Hardware store/retailer/landscape store
- Institute of Food Agriculture Sciences (IFAS)-University of Florida
- County Extension Office
- Event (e.g. Living Green Festival)
- Friend
- Radio
- TV
- Other

Q.71

\_\_\_\_\_ (10973-11722)

Q.72 In the past 3 months did you get a Florida Friendly Fertilizing Guide?

(11723)

- Yes
- No
- Not sure

[IF THE ANSWER IS 2-3, THEN SKIP TO QUESTION 76]

Q.73 Where did you get the guide?

(11724)

- Ordered it online
- Southwest Florida Water Management District
- Hardware store/retailer/landscape store
- Institute of Food Agriculture Sciences (IFAS)-University of Florida
- County Extension Office
- Event (e.g. Living Green Festival)
- Friend
- Other

Q.74

\_\_\_\_\_ (11725-12474)

Q.75 How helpful was the guide? **READ**

(12475)

- Very helpful
- Somewhat helpful
- Not at all helpful
- Did not read it
- Not sure

Q.76 Please tell me if you have heard or seen the following phrases in the media or in advertising in the past 3 months **READ**

(1=YES 2=NO 9=DK)

[READ ANSWERS IN RANDOM ORDER]

- It just makes sense ..... \_\_\_\_ (12476)
- Skip a Week ..... \_\_\_\_ (12477)
- Florida Friendly Fertilizer ..... \_\_\_\_ (12478)
- Fertilize for your family (fictitious) ..... \_\_\_\_ (12479)
- Wholesome water through fitting fertilizer (fictitious) .... \_\_\_\_ (12480)

Q.77 The word Swiftmud is an abbreviation for the Southwest Florida Water Management District. What meaning does the Southwest Florida Water Management District have for you? **DO NOT READ -CATEGORIZE**

(12481)

- Positive meaning
- Neutral meaning
- Negative meaning
- No meaning
- Not sure

Q.78 Based on what you know or have heard, how would you rate the overall job Swiftmud does? READ

(12482)

- Excellent
- Good
- Fair
- Poor
- Not sure

Q.79 Generally speaking, where would you say that you get most of your information about news in your community? DO  
**NOT READ PROBE FOR 2**

(12483-12484)

- Local TV news
- Radio news
- Local newspaper
- Internet
- Friends and family and coworkers
- Newsletter
- Not sure
- Someplace else

Q.80

\_\_\_\_\_ (12485-13234)

Q.81 What year were you born?

\***INTERVIEWER: Please type all four digits**

**5555 = Refused**

Year ..... \_\_\_\_\_ (13235-13238)

Q.82 Do you own or rent where you live?

(13239)

- Own
- Rent
- Live with a family member
- Other

Q.83

(13240-13489)

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Q.84 How large (approximate) is your yard? **READ IF NECESSARY**

If they say "small" or something similar to this categorize it as "one quarter acre or less"

(13490)

- One quarter acre or less
- One half acre
- One acre
- Larger than 1 acre
- Don't know
- Other

Q.85

(13491-13740)

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Q.86 Which best describes your neighborhood? **READ**

(13741)

- Urban/city
- Rural
- Suburban

Q.87 Are you part of a Homeowners' Association?

(13742)

- Yes
- No
- Not sure

Q.88 How long have you lived in your county? **READ IF NECESSARY**

(13743)

- Less than 1 year
- 1 to 5 years
- 6 to 10 years
- 11 to 15 years
- 16 to 20 years
- More than 20 years
- Don't know

Q.89 What is your present employment status? **READ IF NECESSARY**

- (13744)
- Employed full-time
  - Employed part-time
  - Voluntarily not in the work force (in school; raising family, etc.)
  - Unemployed but not retired
  - Retired
  - Refused

Q.90 Which of the following broad categories best describes you household's total income from all sources in 2010? **READ**

- (13745)
- Less than \$25,000
  - \$25,000 to \$50,000
  - \$50,000 to \$75,000
  - \$75,000 to \$100,000
  - More than \$100,000
  - Decline to answer

Q.91 Do you consider yourself: **READ**

- (13746)
- Caucasian/White
  - African American/Black
  - Hispanic/Latino
  - Asian or Pacific Islander
  - Native American or Alaskan native
  - Mixed racial background
  - Decline to answer
  - Other race

Q.92

\_\_\_\_\_ (13747-13996)

Q.93 Thank you very much. In case my supervisor needs to follow-up to review my work on this survey, may I have your email address? *(If needed, assure the respondent that this will only be used in conjunction with this research. It WILL NOT be passed along or sold - it will ONLY be used for this project)*

ONLY ASK IF THE FOLLOWING QUESTION IF THEY REFUSE TO GIVE AN EMAIL ADDRESS:

May I have your name?

\_\_\_\_\_ (13997-14046)

Q.94 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 fertilizing techniques.

**\*INTERVIEWER THERE IS MORE**

Was the respondent male or female?

(3645)

Male

Female

Q.95 Record your (interviewer) name here.

\_\_\_\_\_ (3646-3695)

Q.96 Interviewers - now is the time to go back and edit your survey. This is your last chance to do so.

Selecting "1" will take you back to the first question for editing. You may skip to any questions that need editing using the skip, next, and previous buttons. Skip forward to this question (**96**) when you are finished editing.

Selecting "2" will record an automatic complete for this questionnaire.

INFORMATION FOR TRACKING SHEET:

Name: **[ANSWER TO Q. 95]**

Phone Number: **Top of Page**

County: **[ANSWER TO Q. 75]**

(3696)

No - I want to go back and edit this questionnaire

Yes - This questionnaire is complete

[IF THE ANSWER IS 1, THEN SKIP TO QUESTION 8]

[IF THE ANSWER IS 2, THEN SKIP TO QUESTION 988]

Q.97 Thank you for your time but this survey is intended only for residents who live in Florida at least 6 months a year.

[IF THE ANSWER TO QUESTION 1 IS 2, THEN SKIP TO QUESTION 995]

Q.98 Thank you for your time but this survey is only intended for residents that have a lawn.

[IF THE ANSWER TO QUESTION 2 IS 2, THEN SKIP TO QUESTION 995]

Q.99 Thank you for your time but this survey is only intended for residents that make decisions about fertilizing their lawn.

[IF THE ANSWER TO QUESTION 3 IS 1-2, THEN SKIP TO QUESTION 995]

Q.100 Phone

\_\_\_\_\_ (6-18)

Q.101 Name \_\_\_\_\_ (19-93)

Q.102 Address \_\_\_\_\_ (94-193)

Q.103 City \_\_\_\_\_ (194-243)

Q.104 State \_\_\_\_\_ (244-245)

Q.105 Zip \_\_\_\_\_ (246-250)

Q.106 County  
(251-252)

- <sub>01</sub> Citrus County
- <sub>02</sub> Hernando County
- <sub>03</sub>
- <sub>04</sub> Levy County
- <sub>05</sub> Marion County
- <sub>06</sub> Sumter County
- <sub>07</sub> Hillsborough County
- <sub>08</sub> Pasco County
- <sub>09</sub> Pinellas County
- <sub>10</sub> Polk County
- <sub>11</sub> Charlotte County
- <sub>12</sub> DeSoto County
- <sub>13</sub> Hardee County
- <sub>14</sub> Highlands County
- <sub>15</sub> Manatee County
- <sub>16</sub> Sarasota County

Q.107 Interviewer \_\_\_\_\_ (6001-6004)

Q.108 Date \_\_\_\_\_ (6005-6014)

Q.109 Time \_\_\_\_\_ (6015-6021)

Q.110 Length \_\_\_\_\_ (6022-6025)