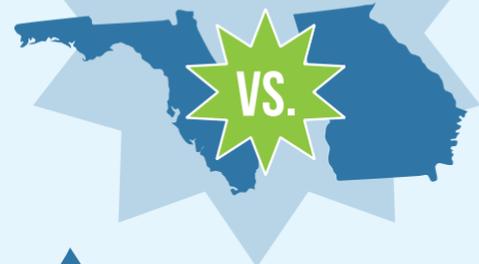


WHEN IT COMES TO

# WATER, FLORIDIANS:

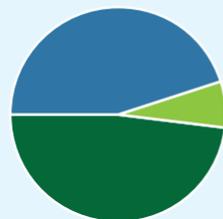
## AREN'T AWARE OF THE CURRENT ISSUES

### WATER WARS



74%

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



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

### APALACHICOLA OYSTER COLLAPSE



THEN

APALACHICOLA BAY PRODUCED  
90% OF FLORIDA'S OYSTERS.

69%

DIDN'T KNOW OYSTER PRODUCTION  
HAS DRASTICALLY DECREASED.

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

85%

DON'T KNOW THE REASONS  
BEHIND THE COLLAPSE.

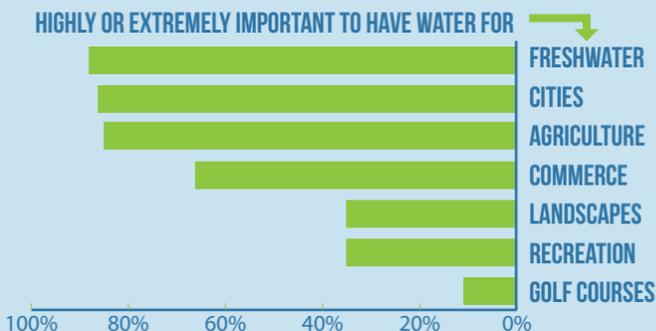
NOW



## THINK QUALITY AND QUANTITY ARE IMPORTANT

83%

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



## THINK QUALITY IS GETTING WORSE



44% BELIEVE LAKES ARE GETTING WORSE.



46% BELIEVE RIVERS ARE GETTING WORSE.



43% BELIEVE OCEANS ARE GETTING WORSE.

## ARE WILLING TO CONSERVE

BY TURNING OFF THE WATER WHEN BRUSHING TEETH — 72%

BY INSTALLING LOW-FLOW SHOWERHEADS — 54%

BY NOT WATERING THE LAWN AS MUCH — 54%

BY OWNING WATER-EFFICIENT TOILETS — 58%

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

## ARE WILLING TO CONSERVE — TO A POINT



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

69%

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

7%

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

81%

WOULD REDUCE HOW MUCH THEY WATER THEIR LAWN.

42%

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



Center for Public Issues Education  
IN AGRICULTURE AND NATURAL RESOURCES  
UF IFAS

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

[PIECENTER.COM/WATER](http://PIECENTER.COM/WATER)