

WHAT FLORIDIANS THINK THEY KNOW ABOUT WATER QUANTITY & QUALITY

Living in a state surrounded by water, Floridians prioritize water issues over public education and taxes. Residents and policymakers must balance water supply and quality standards with increased demands from population growth and environmental need. Nearly 750 Floridians took the PIE Center's third-annual public opinion survey and showed that while residents are thirsty for knowledge, they sometimes leave conservationists high and dry.

FLORIDIANS VALUE WATER BUT WON'T TAKE ACTION

State residents recognize the importance of water issues in Florida but are not always willing to take steps to protect water resources.

Floridians, who rated the issue behind only health care and the economy, are very likely to support local water restrictions and vote for both water conservation programs and candidates who support them.

Even though 39 percent of Floridians are not confident in the safety of their tap water, residents are less likely to join, donate to or volunteer at

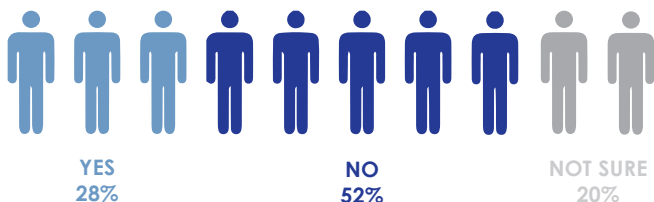
"THESE ISSUES ARE HIGHLY IMPORTANT:"

| | |
|---------------------|-----|
| 1. HEALTH CARE | 89% |
| 2. ECONOMY | 87% |
| 3. WATER | 84% |
| 4. PUBLIC EDUCATION | 82% |
| 5. TAXES | 71% |

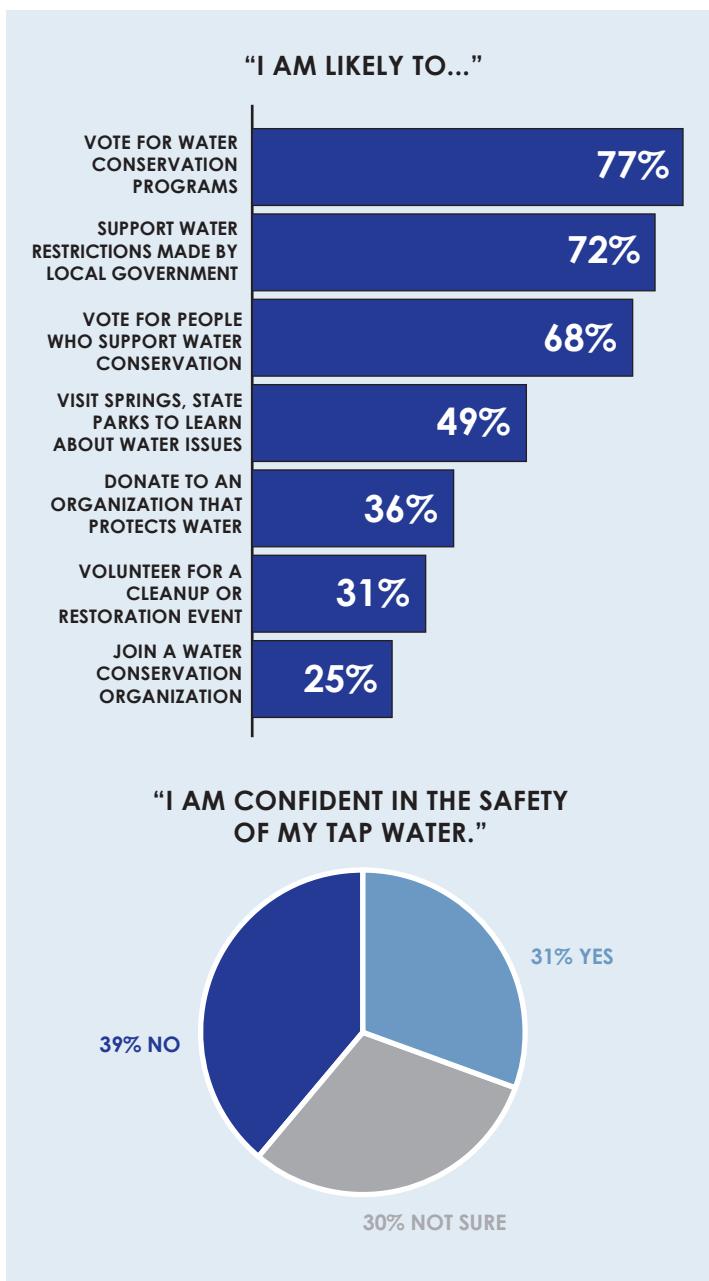
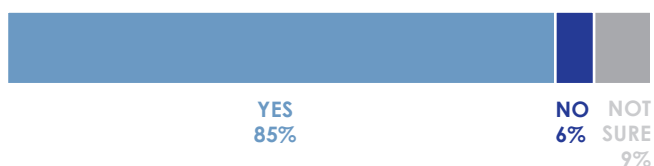
an organization that protects, cleans or promotes the conservation of water.

Eighty-five percent of Floridians would pay attention to news coverage of water issues but more than half say they have not seen coverage about water in the past month.

"I HAVE SEEN NEWS COVERAGE OF WATER ISSUES IN THE LAST MONTH."

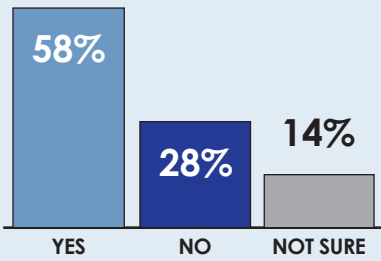


"I WOULD PAY ATTENTION TO NEWS COVERAGE OF WATER ISSUES."

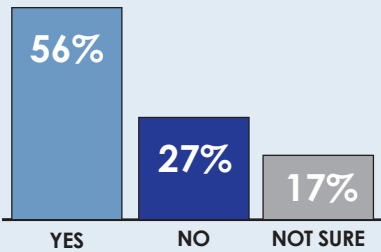


"I CONSERVE WATER BY USING..."

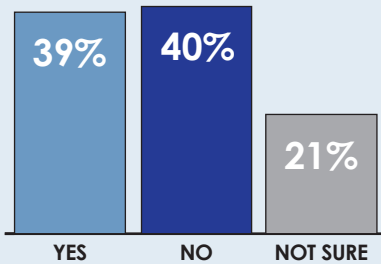
WATER-EFFICIENT TOILETS



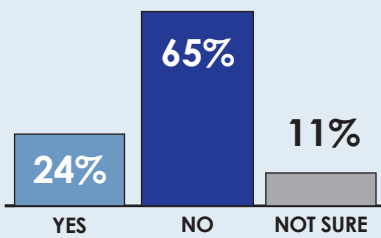
LOW-FLOW SHOWERHEADS



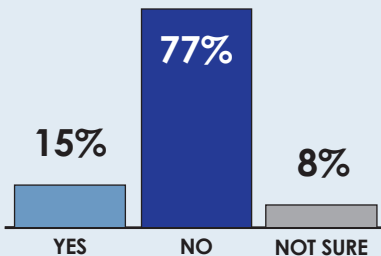
LOW WATER-CONSUMING PLANTS



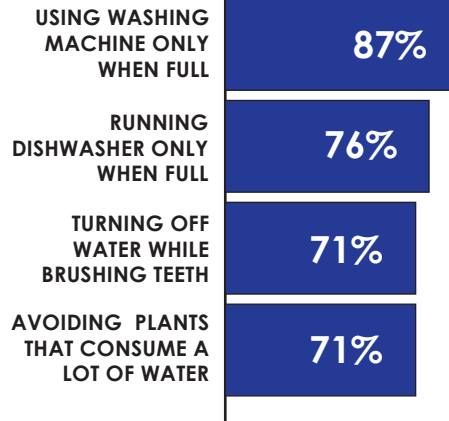
RECYCLED OR RECLAIMED WATER



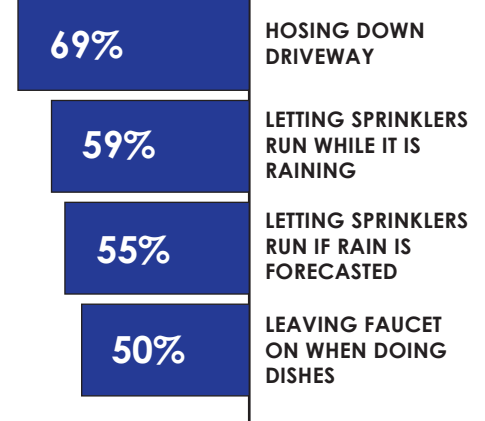
RAIN BARRELS



"I CONSERVE WATER BY..."



"I CONSERVE WATER BY NOT..."



WATER CONSERVATION FLOWS IN FLORIDIANS' HOMES, LAWNS

Aside from leaving the faucet on while washing dishes, Floridians reported engaging in strong water conservation habits.

Half of state residents usually run water when doing the dishes, while about 70 percent turn off the tap when it comes time to brush their teeth. Forty-one percent of Floridians shower for five minutes or less, but 87 percent were unlikely or unsure about using a timer to reduce bathing time.

More than half of Floridians have water-efficient toilets and showerheads, but only 15 percent use rain barrels to collect water for irrigation. Twenty-four percent say they use recycled or reclaimed water.

Residents can make the most improvements in their gardens. Forty percent do not use low water-consuming plants, compared to 39 percent who do and 21 percent who are not sure.

More than 60 percent of Floridians at least sometimes avoid watering their lawn in the summer. Most will turn off their sprinklers when the weather is rainy or showers are forecasted.

About two-thirds of state residents would still conserve water even if their lawns would be less green, but that number drops to 42 percent who would continue to save water if part of their lawn might die and need to be replaced.

ABOUT OUR SURVEYS

The PIE Center conducts at least four public opinion surveys every year that focus on issues of key significance to Floridians. The surveys explore what Floridians think about the rights, responsibilities, attitudes and behaviors associated with critical issues such as food production, water quantity and quality, immigration and labor, and endangered and invasive species.