

Understanding Resident Perspectives on Fertilizer Usage and Fertilizer Ordinances: A Case Study of Hernando County, Florida

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Objectives

To understand Hernando County residents' fertilizer usage behaviors and attitudes towards current fertilizer ordinance.

To provide guidelines for developing educational resources geared towards fostering responsible fertilizer applications.



Methods

- Survey: online, incentivized
- Questions include knowledge of lawn care practices, awareness of county fertilizer ordinance, current landscape condition, lawn care practices, and fertilizer use practices.
- Distributed via County Extension and County Utilities networks
- Only Hernando County residents



HERNANDO COUNTY *Fertilizer Use Survey*



UF/IFAS Extension is looking for individuals to participate in a 20 to 30-minute research study about Hernando County residents' fertilizer usage behaviors and attitudes towards current fertilizer blackout period.

Participants will have a chance to win a \$100 gift card.

Click the link or scan the QR code to take the survey
bit.ly/48aMbFA

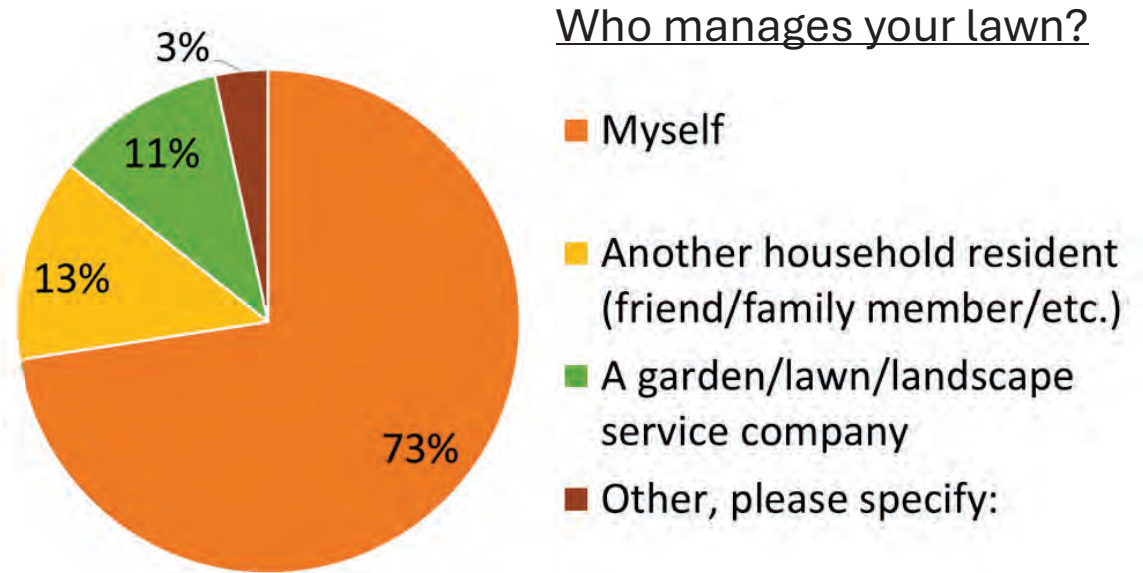
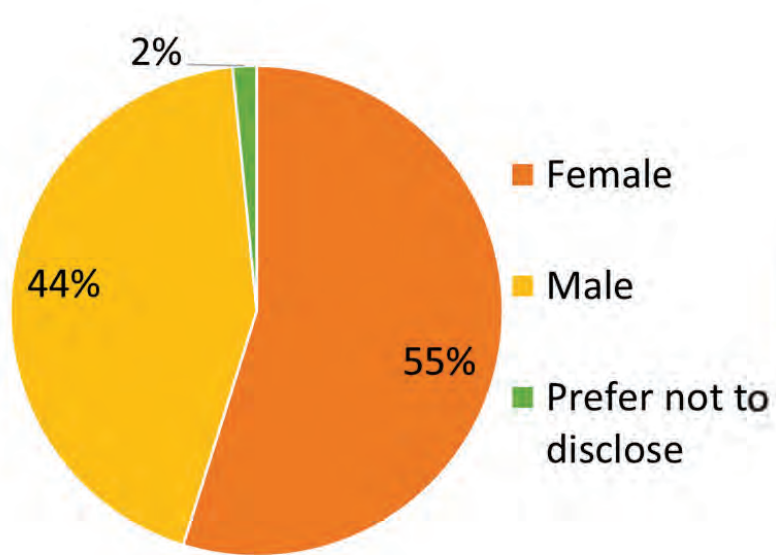


An Equal Opportunity Institution.

Methods



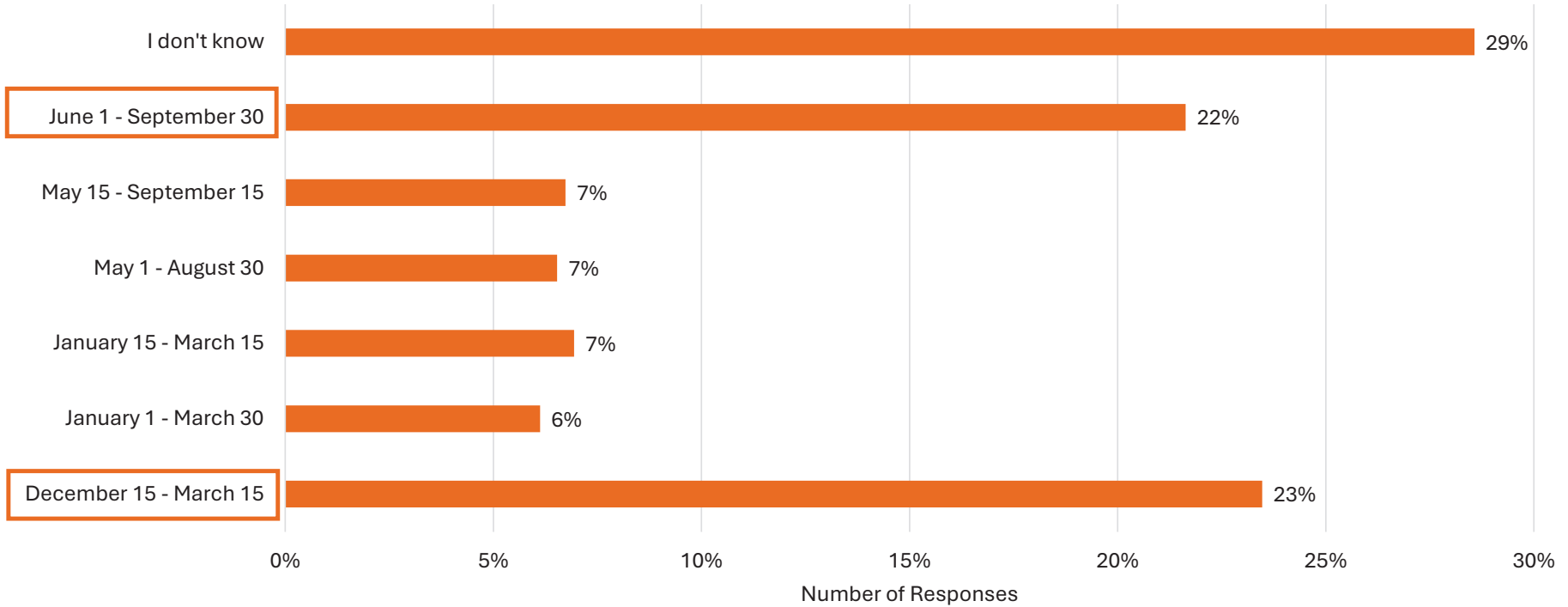
- Focus group meetings: in person and online, incentivized
- An independent facilitator
- Current fertilizer application practices and understanding and concerns related to current fertilizer ordinance
- Inviting participants directly from the survey pool



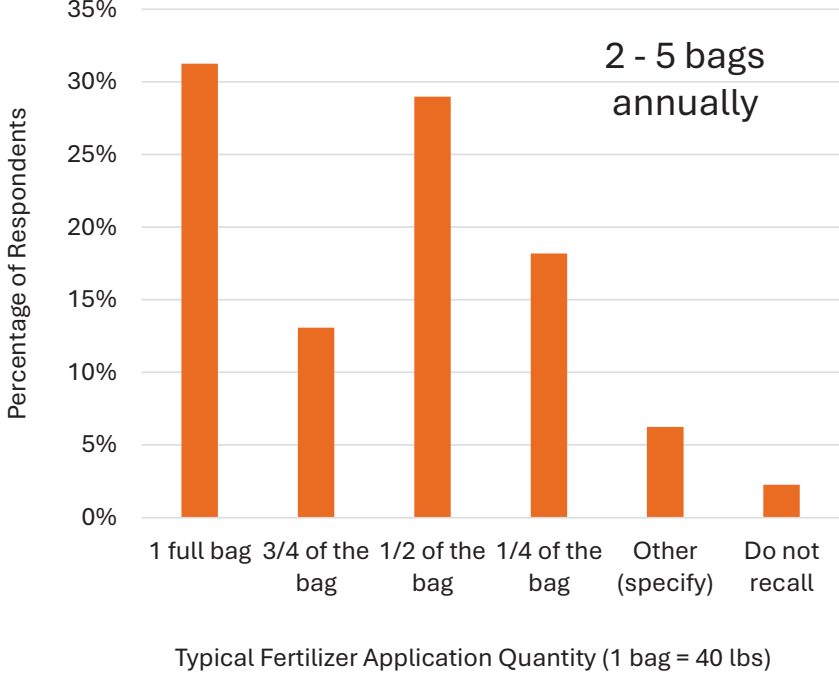
Results

- 383 usable responses
- 95% confident level

Results: Knowledge of Fertilizer Ordinance



Results: Fertilizer Use Behaviors



Acknowledgements



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Questions or Comments?

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