



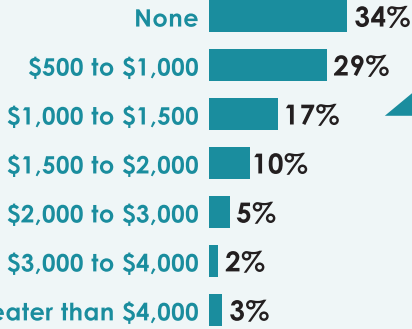
Alachua County Environmental Protection Department conducted an online survey during May and June 2017 to learn what new homeowners want in their landscapes. The survey was on the County's website and was promoted through the County's Facebook page. The findings are summarized below.

## If you were purchasing a new home again, how much more would you be willing to pay for a lower water use landscape?

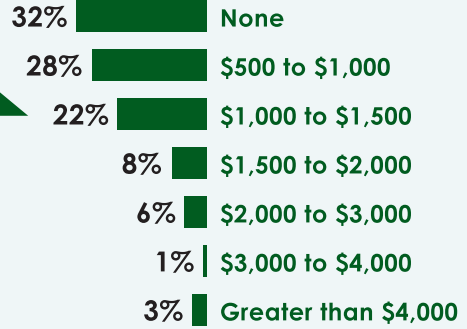
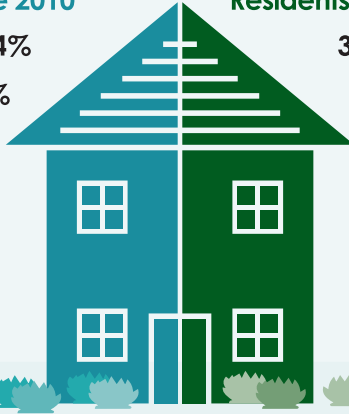
Residents who purchased homes since 2010

Residents who purchased BRAND NEW construction

**66%**  
WILLING TO PAY MORE



451 people surveyed



145 people surveyed

**68%**  
WILLING TO PAY MORE

54% of homeowners that have purchased homes since 2010 do not want irrigation, while 46% want irrigation.

**54%**  
DO NOT WANT IRRIGATION

**58%**  
DO NOT HAVE A CHOICE IF THEY GET IRRIGATION

58% of homebuyers purchasing brand new construction did not get to choose if they got irrigation.

## If you were purchasing a new home again, what would you want to see in the landscape?

**59%**  
More plants that need little water

**48%**  
More grass that does not need irrigation  
(i.e. Bahia/Centpede)

**43%**  
More hardscapes  
(i.e. patios and decks)

**29%**  
More landscaped beds/plants

**17%**  
More turf/grass  
(St. Augustine/Zoysia)

**15%**  
Other

**12%**  
Less irrigation

**13%**  
Less turf/grass  
(St. Augustine/Zoysia)

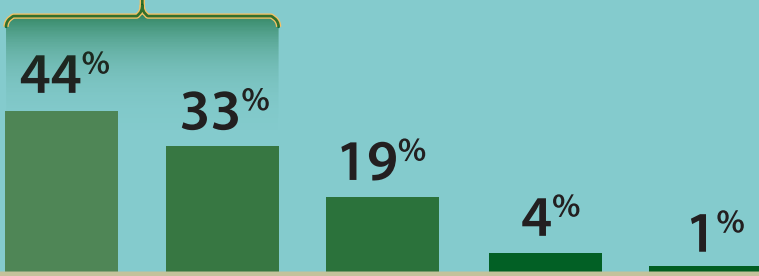
**11%**  
More irrigation

**7%**  
Fewer landscaped beds/plants

Data from homeowners that purchased their homes since 2010.

## Is water conservation important?

Rate how you feel about water conservation on a scale of 1-5 with 1 being "very important to me" and 5 being "not important to me."



Water conservation is important to **77%**

very important to me

not important to me