

## Appendix I:

### *North East Water Resources Network Field Experiment Survey*

*[Italic part in this appendix was not shown in the online survey.]*



*Q1*

Welcome to the University of Rhode Island's survey on lawn care and sustainable practices.

Thank you for your participation in this important survey. Your response will help us understand how homeowners make decisions about lawn care practices. Before we begin, please answer a few eligibility questions.

Please click 'Next page>>' to begin.

***Screening questions: (Q2 – Q7)***

*Q2*

Which state do you live in? (Please choose one)

- Rhode Island (1)
- Massachusetts (2)
- Connecticut (3)
- Other (4)

*Display This Question:*

*If Which state do you live in? Massachusetts Is Selected*

*Q3*

What is your zip code? (Please choose one)

*A list of zip codes was displayed.*

*Display This Question:*

*If Which state do you live in? Connecticut Is Selected*

*Q4*

What is your zip code? (Please choose one)

*A list of zip codes was displayed.*

*Display This Question:*

*If Which state do you live in? Other Is Not Selected*

*And What is your zip code? - Other Is Not Selected*

*And What is your zip code? - Other Is Not Selected*

*Q5*

Does your current residence have a lawn?

Yes (1)

No (2)

*Display This Question:*

*If Which state do you live in? Other Is Not Selected*

*And What is your zip code? - Other Is Not Selected*

*And Does your current residence have a lawn? No Is Not Selected*

*And What is your zip code? - Other Is Not Selected*

*Q6*

Who primarily maintains your lawn? (Please choose one)

- Myself/Other member(s) of my household (1)
- Lawn care company (2)
- Landlord/Complex management (3)
- Friend/Neighbor (4)
- Someone else but not a professional (5)
- Other (Please specify) (6) \_\_\_\_\_

*Display This Question:*

*If Who maintains your lawn? Lawn care company Is Selected*

*Q7*

Which lawn care company did you hire in 2016? (Please choose one)

- A Cut Above (1)
- A. Paliotta (2)
- Countyview Landscaping (3)
- Cryan Landscaping (4)
- Dana Designs (5)
- Dapontes Landscaping (6)
- It's About Thyme Landscaping (7)
- McGeoghs Turf Mgt (8)
- Murdock Landscaping (9)
- SeaScape LawnCare (10)
- None the above (11)

*Introduction and Survey Part I (Q8 - Q17)*



Q8

Dear Homeowner,

Welcome to the University of Rhode Island's survey on residential lawn care. This survey is part of a study on decisions related to water quality funded by the National Science Foundation. The results of this survey will help us understand how homeowners make decisions about lawn care practices in southern New England.

This survey will take about 15 minutes to complete. As a small thank you gift, all participants who are eligible for the study will receive a \$2 Amazon e-gift card. The gift card will be emailed to you. You can then use it yourself or donate to a school/organization of your choice.

Please be assured that the information you provide is completely confidential. It will not be disclosed to anyone without your permission. Study findings will only be presented in summaries where individual answers cannot be identified.

Your participation is very important to us if we are to gain a fair and accurate understanding of households' decisions and opinions. However, you can choose not to answer any questions or withdraw from the study at any time.

If you have any questions, please feel free to contact Dr. Emi Uchida (Associate Professor, Environmental and Natural Resource Economics, University of Rhode Island). You may reach her by email (euchida@uri.edu) or by phone (401-874-4586). In addition, you may contact the office of the Vice President for Research and Economic Development, 70 Lower College Rd., Suite 2, Kingston, RI (401-874-4328). This survey has been reviewed according to University of Rhode Island Institutional Review Board procedures for research involving human subjects.

By clicking the following "Next page>>" button, you agree that:

- You have read the above information;
- You understand that your participation is voluntary;
- You are at least 18 years of age.

*Q9*

**Part I: Your lawn care practices in the year 2016**

In this section, we will ask a few questions about your lawn care practices in the year 2016.

*Display This Question:*

*If Who maintains your lawn? Lawn care company Is Selected*

Q10 You informed us that you hired a lawn care company to maintain your lawn in 2016. Please tell us which of the following services were provided by the lawn care company. (Choose all that apply)

- Watering (1)
- Fertilizing (2)
- Mowing (3)
- Aeration (4)
- Seeding (5)
- Insect control (6)
- Disease control (7)
- Weed control (8)
- Crabgrass control (9)
- Other (Please specify) (10) \_\_\_\_\_

Display This Question:

If Who maintains your lawn? Lawn care company Is Selected

Q11

Which of the following actions were used by the lawn care company you hired in 2016?

	Yes (1)	No (2)	I don't know (3)
Conducted a soil test	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Used conventional fertilizers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Used slow release nitrogen fertilizer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Used organic fertilizers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Left your grass clippings on the lawn	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mowed your lawn between 3 to 4 inches	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hand-watered spots during very dry periods	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cleaned driveway and sidewalks after applying fertilizer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Did not treat under windy or rainy conditions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Spot treated weeds with herbicide	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

*Display This Question:*

*If Who maintains your lawn? (Please choose one) Myself/Other member(s) of my household Is Selected*

*Or Who maintains your lawn? (Please choose one) Friend/Neighbor Is Selected*

*Or Who maintains your lawn? (Please choose one) Someone else but not a professional Is Selected*

*Or Who maintains your lawn? (Please choose one) Other (Please specify) Is Selected*

*Q12*

Which of the following actions did your household or the person managing your lawn take to maintain your lawn in 2016? (Choose all that apply)

- Watering (1)
- Fertilizing (2)
- Mowing (3)
- Aerating (4)
- Seeding (5)
- Insect control (6)
- Disease Control (7)
- Weed control (8)
- Crabgrass control (9)
- Other (Please specify) (10) \_\_\_\_\_

*Display This Question:*

*If Who maintains your lawn? Myself/Other member(s) of my household Is Selected...*

Q13

Which of the following practices did your household or the person managing your lawn follow to maintain your lawn in 2016?

	Yes (1)	No (2)	I don't know (3)
Conducted a soil test	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Used conventional fertilizers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Used slow release nitrogen fertilizer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Used organic fertilizers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Left your grass clippings on the lawn	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mowed your lawn between 3 to 4 inches	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hand-watered spots during very dry periods	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cleaned driveway and sidewalks after applying fertilizer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Did not treat under windy or rainy conditions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Spot treated weeds with herbicide	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

*Display This Question:*

*If Who maintains your lawn? Lawn care company Is Selected*

*Q14*

How much did your household spend to hire the lawn care company in 2016? (In US dollars) (Please enter a NUMBER in the box.)

*Display This Question:*

*If Who maintains your lawn? (Please choose one) Myself/Other member(s) of my household Is Selected*

*Or Who maintains your lawn? (Please choose one) Friend/Neighbor Is Selected*

*Or Who maintains your lawn? (Please choose one) Someone else but not a professional Is Selected*

*Or Who maintains your lawn? (Please choose one) Other (Please specify) Is Selected*

*Q15* How much did your household or the person managing your lawn spend in TOTAL in 2016 for your lawn care? (In US Dollars). Please include expenses for fertilizers, pesticides, seeds and other materials you can think of. (Do not include machinery.) (Please enter a NUMBER in the box.)

*Display This Question:*

*If Who maintains your lawn? (Please choose one) Myself/Other member(s) of my household Is Selected*

*Or Who maintains your lawn? (Please choose one) Someone else but not a professional Is Selected*

*Or Who maintains your lawn? (Please choose one) Friend/Neighbor Is Selected*

*Or Who maintains your lawn? (Please choose one) Other (Please specify) Is Selected*

*Q16* How many hours per month on average did your household or the person managing your lawn spend on maintaining your lawn last season? (Please enter a NUMBER in the box.)

*Q17*

What is the size of your lawn in ACRES? Please provide your best estimate. (Please enter a NUMBER in the box. For example, if your lawn is half an acre, please enter 0.5.)

For your reference:

- One football field (including the two end zones) = 1.3 acres
- An official basketball court = 0.1 acre.
- Average floor area in new single-family houses in the northeast U.S. in 2010 = 0.06 acre.

*Survey Part II: treatments (Information treatments + Financial Incentives)*

Q18



**Part II: About Green Certified Lawn Care Companies**

With proper care, it is possible to have a sustainable, responsible and healthy lawn.

In this section, you will find important information about services provided by **'green-certified'** lawn care companies. Please read the information carefully. We will ask a few questions following the information.

*One of the following three treatments will be randomly displayed at the same probability for each survey.*

**Information Treatment 1 (Q19 – Q28)**

*Q19*

Since 2015, Rhode Island (RI) has a “**Green Certification**” program for lawn care companies. As of January 2017, 10 lawn care companies are green-certified by the RI Department of Environmental Management.



To be certified, lawn care companies must fulfill selected best management practices **to protect water quality, conserve water, and contribute to the sustainability of the landscape.**

Here are some practices the green-certified companies have adopted:

- **mow appropriately** (maintain a lawn height of 3-4 inches),
- **fertilize appropriately** (e.g., fertilize based on a soil test, use non-phosphorous, slow-release fertilizer),
- **use safer pesticides** (e.g., use mostly granular pesticides to reduce product drift and customer exposure) etc. when maintaining lawns.

Green-certified lawn care companies need to adopt additional best management practices to get re-certified every two years.

The NEXT graphic summarizes these practices.

Here is a summary of what GREEN-CERTIFIED lawn care companies do.

CERTIFIED LAWN CARE COMPANIES MUST FULFILL **BEST MANAGEMENT PRACTICES** TO PROTECT WATER QUALITY:



### MOW PROPERLY

Maintain a lawn height of 3 to 4 inches.



### FERTILIZE PROPERLY

Fertilize based on a soil test, and use slow-release, phosphorous-free fertilizer.

Remove fertilizer from driveways, walkways, and roads after application.

Leave buffers untreated around water bodies and wetlands.



### SAFER PESTICIDES

Use granular pesticides to reduce airborne particles and human exposure.

Granular pesticides pose less risk of runoff or leaching.

Q21

If you would like to know more about the lawn care practices commonly adopted by green-certified lawn care, here are a few reputable sources\*:

University of Rhode Island's Stormwater Solutions:

[web.uri.edu/riss/take-action/simple-steps-at-home/around-the-yard/#FertilizeSpringly](http://web.uri.edu/riss/take-action/simple-steps-at-home/around-the-yard/#FertilizeSpringly)

University of Connecticut's Sustainable Landscaping:

<http://www.sustainability.uconn.edu/sustain/turf/intro.html>

University of Massachusetts' Turf Program:

<https://ag.umass.edu/turf/publications-resources/best-management-practices>

If you decide to check these websites out now, please click the above links and come back to the survey within a few minutes to complete.

\*Please note that the best management practices on the websites above are examples of suggested practices. Each certified company chooses a set of practices to get green-certified and may not all adopt the same practice.

**Did you check one or more of those websites?**

- Yes, I did. (1)
- No, I did not. (2)

Q22

In your opinion, which of the following lawn care practices do you think is effective in sustaining water quality? (Choose all that apply)

- Conduct a soil test (1)
- Maintain a lawn height of 3-4 inches (2)
- Fertilize properly using non-phosphorous, slow-release fertilizer (3)
- Clean up fertilizer from driveways, walkways, and roads after application (4)
- Use safer pesticides and do not spread more than needed (5)
- Leave areas untreated around water bodies and wetlands (6)
- None the above (7)

Q23

Were you aware that Rhode Island has a Green Certification program for lawn care companies?

Yes (1)

No (2)

Q23	Freq.	Percent	Cum.
1	125	23.19	23.19
2	414	76.81	100.00
Total	539	100.00	

*Display This Question:*

*If Who primarily maintains your lawn? (Please choose one) Lawn care company Is Selected  
And How much did your household spend to hire the lawn care company in 2016? (In US dollars)&nbsp;&nbsp; (Please enter a NUMBER in the box.) \$ Is Not Empty*

Q24

There are several green-certified lawn care companies that serve your area. If you were to hire a green certified lawn care company to manage your lawn in 2017, **how much would you be willing to pay for their services for the entire season?**

You stated that you paid \$  $x$  for your services in 2016. Please use your payment for lawn care in 2016 as a reference.

Imagine that the green-certified lawn care companies will **offer you the same services as the company you hired in 2016, but use best management practices that minimize the impact on water quality.** Examples include:

- maintain a lawn height of 3-4 inches
- water efficiently
- fertilize properly using non-phosphorous, slow-release fertilizer
- use safer pesticides and do not spread more than needed.

*Display This Question:*

*If Who primarily maintains your lawn? (Please choose one) Lawn care company Is Not Selected*

*And Who primarily maintains your lawn? (Please choose one) Landlord/Complex management Is Not Selected*

*And How much did your household or the person managing your law spend in TOTAL in 2016 for your lawn care? (In US Dollars) Is Not Empty*

*And How many hours per month on average did your household or the person managing your ... Is Not Empty*

*Q25*

There are several green-certified lawn care companies that serve your area. If you were to hire a green certified lawn care company to manage your lawn in 2017, **how much would you be willing to pay for these services for the entire season?**

Imagine that a green-certified company will offer you the following eco-friendly services:

- Five applications of fertilizer from early spring to late fall, at a proper rate, to avoid over fertilizing
- Use organic, slow-release fertilizer with micronutrients
- Broad-leaf weed and crabgrass control
- Pelletized limestone (early fall)
- Removal of materials from walks & drives to minimize runoff.

For your information, you stated that your household spent \$x annually and x hour(s) each month on average to take care of your lawn in 2016. Please use these figures as a reference.

*Display This Question:*

*If Who primarily maintains your lawn? (Please choose one) Lawn care company Is Selected  
And How much did your household spend to hire the lawn care company in 2016? (In US  
dollars)&nbsp;&nbsp; (Please enter a NUMBER in the box.) \$ Is Empty*

*Q26*

There are several green-certified lawn care companies that serve your area. If you were to hire a green certified lawn care company to manage your lawn in 2017, **how much would you be willing to pay for their services for the entire season?**

Imagine that the green-certified lawn care companies will **offer you the same services as the company you hired in 2016, but use best management practices that minimize the impact on water quality.** Examples include:

- maintain a lawn height of 3-4 inches
- water efficiently
- fertilize properly using non-phosphorous, slow-release fertilizer
- use safer pesticides and do not spread more than needed.

*Display This Question:*

*If Who primarily maintains your lawn? (Please choose one) Lawn care company Is Not Selected*

*And Who primarily maintains your lawn? (Please choose one) Landlord/Complex management Is Not Selected*

*And How much did your household or the person managing your lawn spend in TOTAL in 2016 for your lawn care... \$ Is Empty*

*Q27*

There are several green-certified lawn care companies that serve your area. If you were to hire a green certified lawn care company to manage your lawn in 2017, how much would you be willing to pay for these services for the entire season?

Imagine that a green-certified company will offer you the following eco-friendly services: • Five applications of fertilizer from early spring to late fall, at a proper rate to avoid over fertilizing

- Use organic, slow-release fertilizer with micronutrients
- Broad-leaf weed and crabgrass control
- Pelletized limestone (early fall)
- Removal of materials from walks & drives to minimize runoff.

*Display This Question:*

*If Who primarily maintains your lawn? (Please choose one) Lawn care company Is Not Selected*

*And Who primarily maintains your lawn? (Please choose one) Landlord/Complex management Is Not Selected*

*And There are several green-certified lawn care companies that serve your area. If you were to hire...Is Not Displayed*

*And How many hours per month o... Is Empty*

Q28

There are several green-certified lawn care companies that serve your area. If you were to hire a green certified lawn care company to manage your lawn in 2017, **how much would you be willing to pay for these services for the entire season?**

Imagine that a green-certified company will offer you the following eco-friendly services:

- Five applications of fertilizer from early spring to late fall, at a proper rate, to avoid over fertilizing
- Use organic, slow-release fertilizer with micronutrients
- Broad-leaf weed and crabgrass control
- Pelletized limestone (early fall)
- Removal of materials from walks & drives to minimize runoff.

*Information Treatment 2 (Q29 – Q42)*

Q29



**Part II---Section 1: Your lawn care and water quality**

Here you will find information about **how your lawn care can affect local water quality** depending on how you manage it. Please read the information carefully. We will ask you one question following the information.

## WHAT DOES YOUR FERTILIZER DO?

A green lawn may look nice, but too much fertilizer can have unintended consequences. Proper lawn care is crucial in avoiding this!

**74%** OF HOUSEHOLDS FERTILIZE BUT ONLY **2%** PERFORM A SOIL TEST TO SEE HOW MUCH IS NEEDED

SO YOU AND YOUR NEIGHBORS MAY JUST BE USING TOO MUCH FERTILIZER! TO MAKE THINGS WORSE:

**40%** OF HOUSEHOLDS USE THE WHOLE BAG JUST TO AVOID STORING IT.

**RUNOFF**  
Fertilizer and grass clippings wash off into storm drains, flowing into waterways in a process known as runoff.

**HARMFUL ALGAL BLOOMS & FISH KILLS**  
Runoff flows into aquatic habitats, where, just like with your lawn, fertilizer makes plants grow. However, too much growth can lead to not enough oxygen in the water, killing fish and other aquatic life.

**CONTAMINATED DRINKING WATER**  
Runoff containing fertilizer and other chemicals you apply to your lawn may contaminate the water your community consumes.

Data Sources:

[https://cfpub.epa.gov/npstbx/files/Norming\\_Survey\\_LawnCare\\_NewEngland\\_July2010.pdf](https://cfpub.epa.gov/npstbx/files/Norming_Survey_LawnCare_NewEngland_July2010.pdf)

<http://www.stormwatercenter.net/Practice/131-Homeowner%20Survey.pdf>

Q31

In your opinion, which message from the previous figure was the most surprising to you? (Choose one)

- Improper fertilizer can be harmful to our drinking water, fish and other aquatic life. (1)
- Proper lawn care can make a difference in protecting our drinking water, fish and other aquatic life. (2)
- 74% of households fertilize their lawns. (3)
- Only 2% of households conduct a soil test before fertilizing their lawns. (4)
- 40% of the households use the whole bag of fertilizer to avoid storage. (5)
- None of the above were surprising to me. (6)

Q32

**Part II---Section 2: About Green Certified Lawn Care Companies**



With proper care, it is possible to have a sustainable, responsible and healthy lawn.

In this section, you will find important information about services provided by ‘green-certified’ lawn care companies. Please read the information carefully. We will ask a few questions following the information.

Q33

Since 2015, Rhode Island (RI) has a “**Green Certification**” program for lawn care companies. As of January 2017, 10 lawn care companies are green-certified by the RI Department of Environmental Management.



To be certified, lawn care companies must fulfill selected best management practices **to protect water quality, conserve water, and contribute to the sustainability of the landscape.**

Here are some practices the green-certified companies have adopted:

- **mow appropriately** (maintain a lawn height of 3-4 inches),
- **fertilize appropriately** (e.g., fertilize based on a soil test, use non-phosphorous, slow-release fertilizer),
- **use safer pesticides** (e.g., use mostly granular pesticides to reduce product drift and customer exposure) etc. when maintaining lawns.

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### FERTILIZE PROPERLY

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Remove fertilizer from driveways, walkways, and roads after application.

Leave buffers untreated around water bodies and wetlands.



### SAFER PESTICIDES

Use granular pesticides to reduce airborne particles and human exposure.

Granular pesticides pose less risk of runoff or leaching.

Q35

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[web.uri.edu/riss/take-action/simple-steps-at-home/around-the-yard/#FertilizeSpringly](http://web.uri.edu/riss/take-action/simple-steps-at-home/around-the-yard/#FertilizeSpringly)

University of Connecticut's Sustainable Landscaping:

<http://www.sustainability.uconn.edu/sustain/turf/intro.html>

University of Massachusetts' Turf Program:

<https://ag.umass.edu/turf/publications-resources/best-management-practices>

If you decide to check these websites out now, please click the above links and come back to the survey within a few minutes to complete.

\*Please note that the best management practices on the websites above are examples of suggested practices. Each certified company chooses a set of practices to get green-certified and may not all adopt the same practice.

**Did you check one or more of those websites?**

- Yes, I did. (1)
- No, I did not. (2)

Q36

In your opinion, which of the following lawn care practices do you think is effective in sustaining water quality? (Choose all that apply)

- Conduct a soil test (1)
- Maintain a lawn height of 3-4 inches (2)
- Fertilize properly using non-phosphorous, slow-release fertilizer (3)
- Clean up fertilizer from driveways, walkways, and roads after application (4)
- Use safer pesticides and do not spread more than needed (5)
- Leave areas untreated around water bodies and wetlands (6)
- None the above (7)

Q37

Were you aware that Rhode Island has a Green Certification program for lawn care companies?

- Yes (1)
- No (2)

*Display This Question:*

*If Who primarily maintains your lawn? (Please choose one) Lawn care company Is Selected  
And How much did your household spend to hire the lawn care company in 2016? (In US  
dollars)&nbsp;&nbsp; (Please enter a NUMBER in the box.) \$ Is Not Empty*

Q38

There are several green-certified lawn care companies that serve your area. If you were to hire a green certified lawn care company to manage your lawn in 2017, **how much would you be willing to pay for their services for the entire season?**

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*Display This Question:*

*If Who primarily maintains your lawn? (Please choose one) Lawn care company Is Not Selected*

*And Who primarily maintains your lawn? (Please choose one) Landlord/Complex management Is Not Selected*

*And How much did your household or the person managing your law spend in TOTAL in 2016 for your lawn care? (In US Dollars) Is Not Empty*

*And How many hours per month on average did your household or the person managing your ... Is Not Empty*

*Q39*

There are several green-certified lawn care companies that serve your area. If you were to hire a green certified lawn care company to manage your lawn in 2017, **how much would you be willing to pay for these services for the entire season?**

Imagine that a green-certified company will offer you the following eco-friendly services:

- Five applications of fertilizer from early spring to late fall, at a proper rate, to avoid over fertilizing
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- Broad-leaf weed and crabgrass control
- Pelletized limestone (early fall)
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*Q40*

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*Display This Question:*

*If Who primarily maintains your lawn? (Please choose one) Lawn care company Is Not Selected*

*And Who primarily maintains your lawn? (Please choose one) Landlord/Complex management Is Not Selected*

*And How much did your household or the person managing your lawn spend in TOTAL in 2016 for your lawn care... \$ Is Empty*

*Q41*

There are several green-certified lawn care companies that serve your area. If you were to hire a green certified lawn care company to manage your lawn in 2017, how much would you be willing to pay for these services for the entire season?

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*Display This Question:*

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*And Who primarily maintains your lawn? (Please choose one) Landlord/Complex management Is Not Selected*

*And There are several green-certified lawn care companies that serve your area. If you were to hire...Is Not Displayed*

*And How many hours per month o... Is Empty*

*Q42*

There are several green-certified lawn care companies that serve your area. If you were to hire a green certified lawn care company to manage your lawn in 2017, **how much would you be willing to pay for these services for the entire season?**

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*Information Treatment 3 (Q43 – Q58)*

*Q43*



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**40%** OF HOUSEHOLDS USE THE WHOLE BAG JUST TO AVOID STORING IT.

**RUNOFF**  
Fertilizer and grass clippings wash off into storm drains, flowing into waterways in a process known as runoff.

**HARMFUL ALGAL BLOOMS & FISH KILLS**  
Runoff flows into aquatic habitats, where, just like with your lawn, fertilizer makes plants grow. However, too much growth can lead to not enough oxygen in the water, killing fish and other aquatic life.

**CONTAMINATED DRINKING WATER**  
Runoff containing fertilizer and other chemicals you apply to your lawn may contaminate the water your community consumes.

Data Sources:

[https://cfpub.epa.gov/npstbx/files/Norming\\_Survey\\_LawnCare\\_NewEngland\\_July2010.pdf](https://cfpub.epa.gov/npstbx/files/Norming_Survey_LawnCare_NewEngland_July2010.pdf)

<http://www.stormwatercenter.net/Practice/131-Homeowner%20Survey.pdf>

Q45

In your opinion, which message from the previous figure was the most surprising to you? (Please choose one)

- Improper fertilizer can be harmful to our drinking water, fish and other aquatic life. (1)
- Proper lawn care can make a difference in protecting our drinking water, fish and other aquatic life. (2)
- 74% of households fertilize their lawns. (3)
- Only 2% of households conduct a soil test before fertilizing their lawns. (4)
- 40% of the households use the whole bag of fertilizer to avoid storage. (5)
- None of the above were surprising to me. (6)

Q46

**Part II---Section 2: About Green Certified Lawn Care Companies**



With proper care, it is possible to have a sustainable, responsible and healthy lawn.

In this section, you will find important information about services provided by ‘green-certified’ lawn care companies. Please read the information carefully. We will ask a few questions following the information.

Q47

Since 2015, Rhode Island (RI) has a “**Green Certification**” program for lawn care companies. As of January 2017, 10 lawn care companies are green-certified by the RI Department of Environmental Management.



To be certified, lawn care companies must fulfill selected best management practices **to protect water quality, conserve water, and contribute to the sustainability of the landscape.**

Here are some practices the green-certified companies have adopted:

- **mow appropriately** (maintain a lawn height of 3-4 inches),
- **fertilize appropriately** (e.g., fertilize based on a soil test, use non-phosphorous, slow-release fertilizer),
- **use safer pesticides** (e.g., use mostly granular pesticides to reduce product drift and customer exposure) etc. when maintaining lawns.

Green-certified lawn care companies need to adopt additional best management practices to get re-certified every two years.

The NEXT graphic summarizes these practices.

Here is a summary of what GREEN-CERTIFIED lawn care companies do.

CERTIFIED LAWN CARE COMPANIES MUST FULFILL **BEST MANAGEMENT PRACTICES** TO PROTECT WATER QUALITY:



### MOW PROPERLY

Maintain a lawn height of 3 to 4 inches.



### FERTILIZE PROPERLY

Fertilize based on a soil test, and use slow-release, phosphorous-free fertilizer.

Remove fertilizer from driveways, walkways, and roads after application.

Leave buffers untreated around water bodies and wetlands.



### SAFER PESTICIDES

Use granular pesticides to reduce airborne particles and human exposure.

Granular pesticides pose less risk of runoff or leaching.

Q49

If you would like to know more about the lawn care practices commonly adopted by green-certified lawn care, here are a few reputable sources\*:

University of Rhode Island's Stormwater Solutions:

[web.uri.edu/riss/take-action/simple-steps-at-home/around-the-yard/#FertilizeSpringly](http://web.uri.edu/riss/take-action/simple-steps-at-home/around-the-yard/#FertilizeSpringly)

University of Connecticut's Sustainable Landscaping:

<http://www.sustainability.uconn.edu/sustain/turf/intro.html>

University of Massachusetts' Turf Program:

<https://ag.umass.edu/turf/publications-resources/best-management-practices>

If you decide to check these websites out now, please click the above links and come back to the survey within a few minutes to complete.

\*Please note that the best management practices on the websites above are examples of suggested practices. Each certified company chooses a set of practices to get green-certified and may not all adopt the same practice.

**Did you check one or more of those websites?**

- Yes, I did. (1)
- No, I did not. (2)

Q50

In your opinion, which of the following lawn care practices do you think is effective in sustaining water quality? (Choose all that apply)

- Conduct a soil test (1)
- Maintain a lawn height of 3-4 inches (2)
- Fertilize properly using non-phosphorous, slow-release fertilizer (3)
- Clean up fertilizer from driveways, walkways, and roads after application (4)
- Use safer pesticides and do not spread more needed (5)
- Leave areas untreated around water bodies and wetlands (6)
- None the above (7)

Q51

Below is additional information about GREEN-CERTIFIED lawn care companies.

NEIGHBORS IN **YOUR COMMUNITY** HAVE STARTED TO HIRE GREEN-CERTIFIED LAWN CARE COMPANIES.

**10** LAWN CARE COMPANIES  
IN RHODE ISLAND ARE **GREEN-CERTIFIED**

**6000+** RHODE ISLAND  
HOMEOWNERS **HIRED** GREEN-CERTIFIED LAWN  
CARE COMPANIES IN 2015

WHEN WILL **YOU** BECOME PART OF THE GREEN COMMUNITY?



Q52

Based on the previous figure, how much do you agree with the following statement: "Many residents in Rhode Island are already hiring Green Certified lawn care businesses."?

- Extremely agree (1)
- Moderately agree (2)
- Slightly agree (3)
- Slightly disagree (4)
- Moderately disagree (5)
- Extremely disagree (6)

Q53

Were you aware that Rhode Island has a Green Certification program for lawn care companies?

- Yes (1)
- No (2)

*Display This Question:*

*If Who primarily maintains your lawn? (Please choose one) Lawn care company Is Selected  
And How much did your household spend to hire the lawn care company in 2016? (In US dollars)&nbsp;&nbsp; (Please enter a NUMBER in the box.) \$ Is Not Empty*

*Q54*

There are several green-certified lawn care companies that serve your area. If you were to hire a green certified lawn care company to manage your lawn in 2017, **how much would you be willing to pay for their services for the entire season?**

You stated that you paid \$  $x$  for your services in 2016. Please use your payment for lawn care in 2016 as a reference.

Imagine that the green-certified lawn care companies will **offer you the same services as the company you hired in 2016, but use best management practices that minimize the impact on water quality.** Examples include:

- maintain a lawn height of 3-4 inches
- water efficiently
- fertilize properly using non-phosphorous, slow-release fertilizer
- use safer pesticides and do not spread more than needed.

*Display This Question:*

*If Who primarily maintains your lawn? (Please choose one) Lawn care company Is Not Selected*

*And Who primarily maintains your lawn? (Please choose one) Landlord/Complex management Is Not Selected*

*And How much did your household or the person managing your law spend in TOTAL in 2016 for your lawn care? (In US Dollars) Is Not Empty*

*And How many hours per month on average did your household or the person managing your ... Is Not Empty*

*Q55*

There are several green-certified lawn care companies that serve your area. If you were to hire a green certified lawn care company to manage your lawn in 2017, **how much would you be willing to pay for these services for the entire season?**

Imagine that a green-certified company will offer you the following eco-friendly services:

- Five applications of fertilizer from early spring to late fall, at a proper rate, to avoid over fertilizing
- Use organic, slow-release fertilizer with micronutrients
- Broad-leaf weed and crabgrass control
- Pelletized limestone (early fall)
- Removal of materials from walks & drives to minimize runoff.

For your information, you stated that your household spent \$x annually and x hour(s) each month on average to take care of your lawn in 2016. Please use these figures as a reference.

*Display This Question:*

*If Who primarily maintains your lawn? (Please choose one) Lawn care company Is Selected  
And How much did your household spend to hire the lawn care company in 2016? (In US  
dollars)&nbsp;&nbsp; (Please enter a NUMBER in the box.) \$ Is Empty*

*Q56*

There are several green-certified lawn care companies that serve your area. If you were to hire a green certified lawn care company to manage your lawn in 2017, **how much would you be willing to pay for their services for the entire season?**

Imagine that the green-certified lawn care companies will **offer you the same services as the company you hired in 2016, but use best management practices that minimize the impact on water quality.** Examples include:

- maintain a lawn height of 3-4 inches
- water efficiently
- fertilize properly using non-phosphorous, slow-release fertilizer
- use safer pesticides and do not spread more than needed.

*Display This Question:*

*If Who primarily maintains your lawn? (Please choose one) Lawn care company Is Not Selected*

*And Who primarily maintains your lawn? (Please choose one) Landlord/Complex management Is Not Selected*

*And How much did your household or the person managing your lawn spend in TOTAL in 2016 for your lawn care... \$ Is Empty*

*Q57*

There are several green-certified lawn care companies that serve your area. If you were to hire a green certified lawn care company to manage your lawn in 2017, how much would you be willing to pay for these services for the entire season?

Imagine that a green-certified company will offer you the following eco-friendly services: • Five applications of fertilizer from early spring to late fall, at a proper rate to avoid over fertilizing

- Use organic, slow-release fertilizer with micronutrients
- Broad-leaf weed and crabgrass control
- Pelletized limestone (early fall)
- Removal of materials from walks & drives to minimize runoff.

*Display This Question:*

*If Who primarily maintains your lawn? (Please choose one) Lawn care company Is Not Selected*

*And Who primarily maintains your lawn? (Please choose one) Landlord/Complex management Is Not Selected*

*And There are several green-certified lawn care companies that serve your area. If you were to hire...Is Not Displayed*

*And How many hours per month o... Is Empty*

Q58

There are several green-certified lawn care companies that serve your area. If you were to hire a green certified lawn care company to manage your lawn in 2017, **how much would you be willing to pay for these services for the entire season?**

Imagine that a green-certified company will offer you the following eco-friendly services:

- Five applications of fertilizer from early spring to late fall, at a proper rate, to avoid over fertilizing
- Use organic, slow-release fertilizer with micronutrients
- Broad-leaf weed and crabgrass control
- Pelletized limestone (early fall)
- Removal of materials from walks & drives to minimize runoff.

*One of the following four treatments will be randomly displayed at the same probability for each survey. (The second treatment and the third treatment are identical.)*

***Financial incentive Treatment 1: no incentive (Q59- Q60)***

*Q59*

Given the information provided to you, how likely are you going to hire a green-certified lawn care company to manage your lawn? (Please choose one)

- Extremely likely (1)
- Moderately likely (2)
- Slightly likely (3)
- Slightly unlikely (4)
- Moderately unlikely (5)
- Extremely unlikely (6)

Q60

What factors would affect your decision to contract into a green-certified lawn care company? (Choose all that apply)

- How much it costs annually (1)
- The type of services provided (e.g., mowing, watering, fertilizing, etc.) (2)
- Number of visits for treatment (3)
- Type of environmentally-friendly practices (4)
- Other [please specify] (5) \_\_\_\_\_

*Financial incentive Treatment 2: 25% of contract (Q61 – Q64)*

*Q61*

Congratulations!

You have been randomly selected to receive a rebate of **25% of your first year's annual contract fee** with a green-certified lawn care company (up to \$75). The rebate is sponsored by a research grant.

Don't miss this opportunity---this limited offer is valid only for contracts signed by **May 31, 2017**.

This is an actual rebate offer for you. If you contract with one of the three green-certified lawn care companies listed at the end of this survey, you will receive the rebate.



Q62

How important is the rebate to your decision?

- Extremely important (1)
- Moderately important (2)
- Slightly important (3)
- Slightly unimportant (4)
- Moderately unimportant (5)
- Extremely unimportant (6)

Q63

Given the information and rebate provided to you, how likely are you going to hire a green-certified lawn care company to manage your lawn? (Please choose one) Note: This is an actual rebate offer for you. If you contract with one of the three green-certified lawn care companies listed at the end of this survey, you will receive the rebate.

- Extremely likely (1)
- Moderately likely (2)
- Slightly likely (3)
- Slightly unlikely (4)
- Moderately unlikely (5)
- Extremely unlikely (6)

Q64

What factors would affect your decision to contract into a green-certified lawn care company? (Choose all that apply)

- How much it costs annually (1)
- The type of services provided (e.g., mowing, watering, fertilizing, etc.) (2)
- Number of visits for treatment (3)
- Type of environmentally-friendly practices (4)
- Other [please specify] (5) \_\_\_\_\_

***Financial incentive Treatment 3: 25% of contract (Q65 – Q68)***

Q65

Congratulations!

You have been randomly selected to receive a rebate of **25% of your first year's annual contract fee** with a green-certified lawn care company (up to \$75). The rebate is sponsored by a research grant.

Don't miss this opportunity---this limited offer is valid only for contracts signed by **May 31, 2017**.

This is an actual rebate offer for you. If you contract with one of the three green-certified lawn care companies listed at the end of this survey, you will receive the rebate.



Q66

How important is the rebate to your decision?

- Extremely important (1)
- Moderately important (2)
- Slightly important (3)
- Slightly unimportant (4)
- Moderately unimportant (5)
- Extremely unimportant (6)

Q67

Given the information and rebate provided to you, how likely are you going to hire a green-certified lawn care company to manage your lawn? (Please choose one) Note: This is an actual rebate offer for you. If you contract with one of the three green-certified lawn care companies listed at the end of this survey, you will receive the rebate.

- Extremely likely (1)
- Moderately likely (2)
- Slightly likely (3)
- Slightly unlikely (4)
- Moderately unlikely (5)
- Extremely unlikely (6)

Q68

What factors would affect your decision to contract into a green-certified lawn care company? (Choose all that apply)

- How much it costs annually (1)
- The type of services provided (e.g., mowing, watering, fertilizing, etc.) (2)
- Number of visits for treatment (3)
- Type of environmentally-friendly practices (4)
- Other [please specify] (5) \_\_\_\_\_

***Financial incentive Treatment 4: 50% of contract (Q69 – Q72)***

*Q69*

Congratulations!

You have been randomly selected to receive a rebate of **50% of your first year's annual contract fee** with a green-certified lawn care company (up to \$150). The rebate is sponsored by a research grant.

Don't miss this opportunity---this limited offer is valid only for contracts signed by **May 31, 2017**.

This is an actual rebate offer for you. If you contract with one of the three green-certified lawn care companies listed at the end of this survey, you will receive the rebate.



Q70

How important is the rebate to your decision?

- Extremely important (1)
- Moderately important (2)
- Slightly important (3)
- Slightly unimportant (4)
- Moderately unimportant (5)
- Extremely unimportant (6)

*Q71*

Given the information and rebate provided to you, how likely are you going to hire a green-certified lawn care company to manage your lawn? (Please choose one) Note: This is an actual rebate offer for you. If you contract with one of the three green-certified lawn care companies listed at the end of this survey, you will receive the rebate.

- Extremely likely (1)
- Moderately likely (2)
- Slightly likely (3)
- Slightly unlikely (4)
- Moderately unlikely (5)
- Extremely unlikely (6)

Q72

What factors would affect your decision to contract into a green-certified lawn care company? (Choose all that apply)

- How much it costs annually (1)
- The type of services provided (e.g., mowing, watering, fertilizing, etc.) (2)
- Number of visits for treatment (3)
- Type of environmentally-friendly practices (4)
- Other [please specify] (5) \_\_\_\_\_

***Survey Part III: Contract (Q73 – Q81)***

*Q73*

**Part III: Contracting with a green-certified lawn care company**

In this section, please tell us whether you are interested in getting more information about green-certified lawn care companies.

Q74

For this research project, the researchers at University of Rhode Island are collaborating with the following three green-certified lawn care companies (in alphabetical order):

A Cut Above (<http://rilawncare.com/>)

Dana Designs (<http://danalandscape designs.com/>)

SeaScape (<http://seascapeinc.com/>)

**Are you interested in signing up here to receive more information about their services?**

If you sign up, one or more of the three green-certified lawn care companies serving your area will contact you to give you more information, including a free estimate.

- Yes, I am interested in signing up. (1)
- No, I am not interested at this time. (2)

*Display This Question:*

*If Would you be interested in getting lawn care services from one green certified lawn care company? Yes Is Selected*

Q75 Please leave your name, phone number and email address below. One or more of the three green-certified lawn care companies serving your area will contact you to give you more information.

*Display This Question:*

*If Would you be interested in getting lawn care services from one green certified lawn care company? Yes Is Selected*

Q76 Your first name:

*Display This Question:*

*If The researchers at the University of Rhode Island are collaborating with three green-certified lawn c... Yes, I am interested in obtaining more information. Is Selected*

Q77 Your last name:

*Display This Question:*

*If Would you be interested in getting lawn care services from one green certified lawn care company? Yes Is Selected*

Q78 Your phone number (please include the three-digit area code):

*Display This Question:*

*If Would you be interested in getting lawn care services from one green certified lawn care company? <o:p></o:p> Yes Is Selected*

Q79 Your email address:

*Display This Question:*

*If The researchers at the University of Rhode Island are collaborating with three green-certified lawn c... Yes, I am interested in obtaining more information. Is Selected*

Q80 Please re-type your email address here to verify it.

*Display This Question:*

*If The researchers at the University of Rhode Island are collaborating with three green-certified lawn c... No Is Selected*

*Q81*

Would you mind telling us why you are not interested in signing up to get information from green-certified lawn care companies? (Choose all that apply)

- I do not want to change from my current contractor. (1)
- I already have a good relationship with my current contractor. (2)
- I do not think practices by green certified lawn care companies help improve water quality. (3)
- I do not want to give away my personal information. (4)
- Hiring a lawn care professional is too expensive. (5)
- I prefer to managing my lawn by myself. (6)
- Other [Please specify] (7) \_\_\_\_\_

*Survey Part IV (Q82 – Q96)*

*Q82*

**Part IV: A bit about you**

In this section, we will ask a few questions about you and your household.

Q83

What is your gender?

- Male (1)
- Female (2)
- Prefer not to answer (3)

Q84

What is your age?

- 18-24 years old (1)
- 25-34 years old (2)
- 35-44 years old (3)
- 45-54 years old (4)
- 55-64 years old (5)
- 65-74 years old (6)
- 75 years or older (7)

Q85

Which of the following best describes the highest level of education you have completed?

- Less than 12 years, no high school diploma (1)
- High School (2)
- GED (3)
- Some college (4)
- Trade Certificate (5)
- Bachelor's Degree (6)
- Master's degree or higher (7)

Q86

What was your household's total income (before taxes) in 2016?

- Less than \$20,000 (1)
- \$20,000 to \$39,999 (2)
- \$40,000 to \$59,999 (3)
- \$60,000 to \$79,999 (4)
- \$80,000 to \$99,999 (5)
- \$100,000 to \$149,999 (6)
- \$150,000 or more (7)

Q87 Please rate the effect of the following interventions to improve water quality in your area.	Very effective (1)	Effective (2)	Somewhat effective (3)	Not effective (4)
Control industrial pollution	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use best management practices for lawn care	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Control agricultural pollution	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clean pet waste	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Manage sewage pollution	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Manage stormwater pollution	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q88 Please indicate how strongly you agree or disagree with each of the following statements.	Completely agree (6)	Agree (5)	Somewhat agree (4)	Neither agree nor disagree (3)	Somewhat disagree (2)	Disagree (1)	Completely disagree (0)
We are approaching the limit of the number of people the earth can support.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Humans have the right to modify the natural environment to suit their needs.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When humans interfere with nature it often produces disastrous consequences.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Human ingenuity will insure that we do not make the Earth unlivable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Humans are seriously abusing the environment.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Earth has plenty of natural resources if we just learn how to develop them.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Plants and animals have as much right as humans to exist.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q89 Please indicate how strongly you agree or disagree with each of the following statements.	Completely agree (6)	Agree (5)	Somewhat agree (4)	Neither agree nor disagree (3)	Somewhat disagree (2)	Disagree (1)	Completely disagree (0)
The balance of nature is strong enough to cope with the impacts of modern industrial nations.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Despite our special abilities, humans are still subject to the laws of nature.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The so-called “ecological crisis” facing humankind has been greatly exaggerated.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The earth is like a spaceship with very limited room and resources.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Humans were meant to rule over the rest of nature.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The balance of nature is very delicate and easily upset.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Humans will eventually learn enough about how nature works to be able to control it.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If things continue on their present course, we will soon experience a major ecological catastrophe.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q90 Check the category on the right that conforms to the frequency with which you have carried out the following acts.	Never (0)	Once (1)	More than once (2)	Often (3)	Very often (4)
I have helped push a stranger's car out of the snow. (1)	<input type="radio"/>				
I have given directions to a stranger. (2)	<input type="radio"/>				
I have made change for a stranger. (3)	<input type="radio"/>				
I have given money to a charity. (4)	<input type="radio"/>				
I have given money to a stranger who needed it (or asked me for it). (5)	<input type="radio"/>				
I have donated goods or clothes to a charity. (6)	<input type="radio"/>				
I have done volunteer work for a charity. (7)	<input type="radio"/>				
I have donated blood. (8)	<input type="radio"/>				
I have helped carry a stranger's belongings (books, parcels, etc.). (9)	<input type="radio"/>				
I have delayed an elevator and held the door open for a stranger. (10)	<input type="radio"/>				

Q91 Check the category on the right that conforms to the frequency with which you have carried out the following acts.	Never (0)	Once (1)	More than once (2)	Often (3)	Very often (4)
I have allowed someone to go ahead of me in a lineup (at photocopy machine, in the supermarket).	<input type="radio"/>				
I have given a stranger a lift in my car.	<input type="radio"/>				
I have pointed out a clerk's error (in a bank, at the supermarket) in undercharging me for an item.	<input type="radio"/>				
I have let a neighbor whom I didn't know too well borrow an item of some value to me (e.g., a dish, tools, etc.)	<input type="radio"/>				
I have bought 'charity' Christmas cards deliberately because I knew it was a good cause.	<input type="radio"/>				
I have helped a classmate who I did not know that well with a homework assignment when my knowledge was greater than his or hers.	<input type="radio"/>				
I have before being asked, voluntarily looked after a neighbor's pets or children without being paid for it.	<input type="radio"/>				
I have offered to help a handicapped or elderly stranger across a street.	<input type="radio"/>				
I have offered my seat on a bus or train to a stranger who was standing.	<input type="radio"/>				
I have helped an acquaintance to move households. (20)	<input type="radio"/>				

*Display This Question:*

*If Please re-type your email here to verify it. Text Response Is Empty*

Q92 As a small gift, we would like to send you a \$2 Amazon e-gift card. You can either use it yourself or give it to someone by simply forwarding the email you will receive from Amazon.com. For example, you can donate to your child's school or other organizations. Please leave your email address below. By typing your email below, you give us permission to send your email to amazon.com. Make sure your email address is typed correctly.

You can also forgo the Amazon e-gift card by simply leaving the following space blank.

*Display This Question:*

*If Please re-type your email here to verify it. Text Response Is Not Empty*

Q93 As a small gift, we would like to send you a \$2 Amazon e-gift card to the email address you provided in Part III. You can either use it yourself or give it to someone by simply forwarding the email. For example, you can donate to your child's school or other organizations. Would you like a \$2 Amazon e-gift card? By choosing "Yes", you give us permission to send your email to amazon.com.

- Yes, please email me the e-gift card. (2)
- No, thanks. (3)

*Display This Question:*

*If As a small gift, we would like to send you a \$2 Amazon e-gift card. Please leave your email  
addre... Text Response Is Not Empty*

*And As a small gift, we would like to send you a \$2 Amazon e-gift card. Please leave your  
email addre... Text Response Is Displayed*

*Q94*

Please re-type your email here to verify it.

*Display This Question:*

*If As a small gift, we would like to send you a \$2 Amazon e-gift card. You can either use it yours... Text Response Is Not Empty*

*Or As a small gift, we would like to send you a \$2 Amazon e-gift card to the email address you provi... Yes, please email me the e-gift card. Is Selected*

Q95 We will email you a \$2 Amazon e-gift card to your email address. Please sign (type) your name below. With this signature, you assure us that:

1. You are the only person in your household who will take this survey.
2. You understand that you will receive a \$2 Amazon e-gift card within one week after you finish the survey.
3. You allow us to share your email address with amazon.com.

*Q96*

Thank you for your time!

If you have additional comments, please indicate in the box below.

-----End of Survey -----

**Appendix II: A list of organizations who distributed our survey**

Quest School
Westerly Public Schools
Cranston Public Schools
Compass School
Kingston Hill Academy
Aquidneck Land Trust
Save the Bay
Environment Justice League
The Nature Conservancy
Wood-Pawcatuck Watershed Association
Woonasquatucket River Watershed Council
URI Master Gardeners
Northern Rhode Island Conservation District
Eastern RI Conservation District
RI Rivers Council
Watershed Watch
Blackstone River Watershed Association
Briggs Farm Improvement Association

**Appendix III: An example of recruitment advertisement**

<p><b>THINK BIG WE DO<sup>SM</sup></b></p>  	<p><b>Passionate about water quality issues?</b></p> <p>National Science Foundation funded survey conducted by URI researchers will collect information related to lawn care and water quality. Please fill out by March 31<sup>st</sup>. Participants receive \$2 Amazon credit.</p> <p><b>We are counting on YOU</b></p> <p><a href="#">Learn More</a></p> <p>Approved by URI's IRB.</p>
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