



Image source: <http://www.kempgoldentempire.com/story-green-right-now/id/story-thirty-front-law-get-smart-about-conserving-water/2366279-adj.html>

Landscaping Preferences in Utah



Image source: <https://www.pinterest.com/caoborn/landscaping>

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Why Is This Important?

- Utah's water demand is predicted to outpace its supply in roughly 25 years (Utah Division of Water Resources, 2010)
- According to a Utah Division of Water Resources report (2010), about two thirds (65%) of Utah's current residential water use is from outdoor water use.
- Understanding homeowners' landscaping preferences is an important factor in water conservation efforts in Utah.

Previous Research

- Other researchers have found that people who have lived in an arid environment longer are less likely to adopt water conserving landscaping practices, and more likely to have a traditional turf grass lawn (Spinti et al., 2004, and Hilaire et al., 2010)

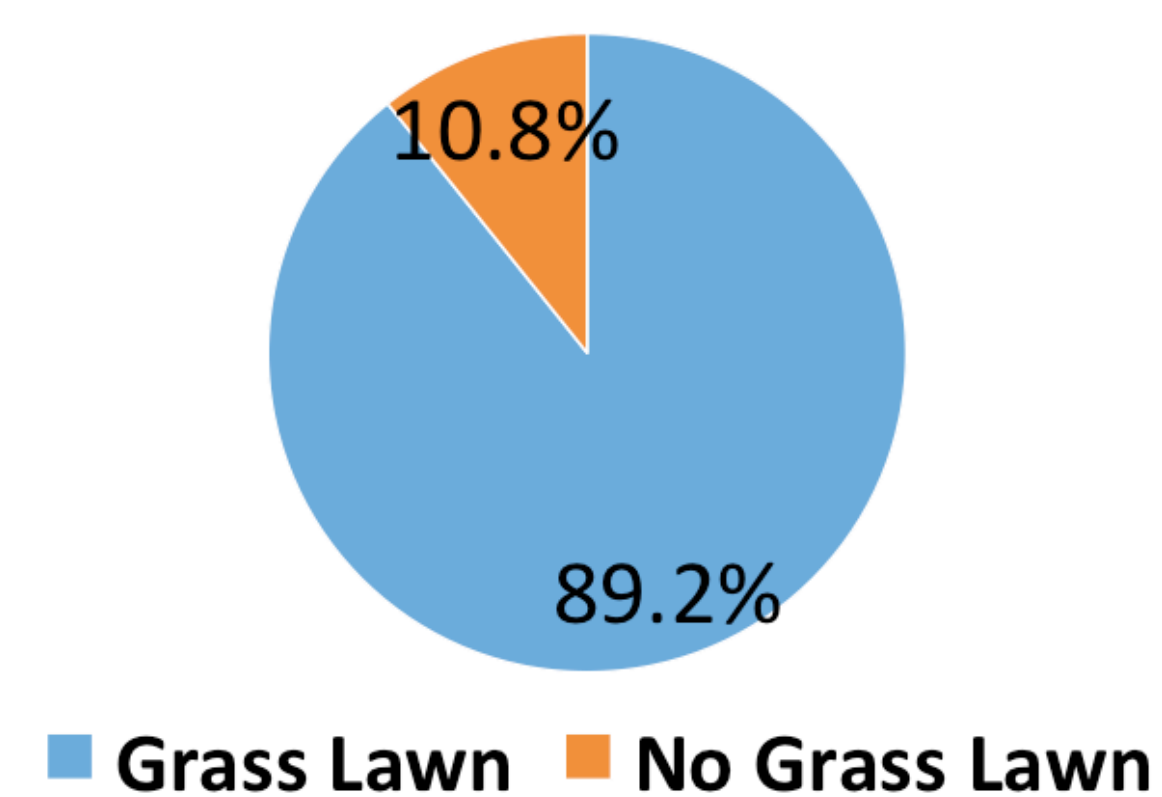
Research Questions

- Are residents less likely to have a grass lawn if they are not originally from Utah?
- Is there a difference between homeowners and renters?

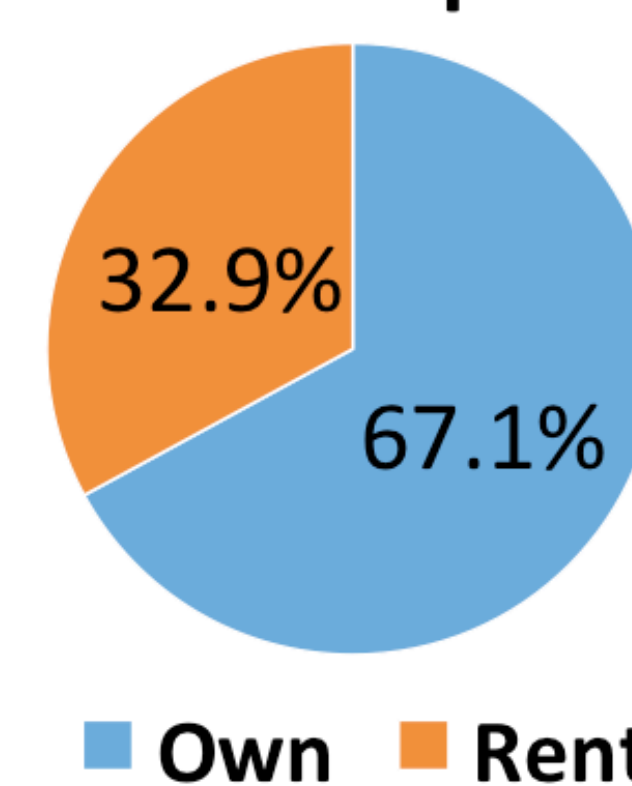
Research Methods

- Collected survey data on iPads at 16 grocery stores between September 2014 and June 2015.
- Used SPSS to analyze survey data and explore relationships that might support research question.
- Survey had an overall response rate of 44%. Our team approached over 10,000 shoppers.

Grass Lawn on Property

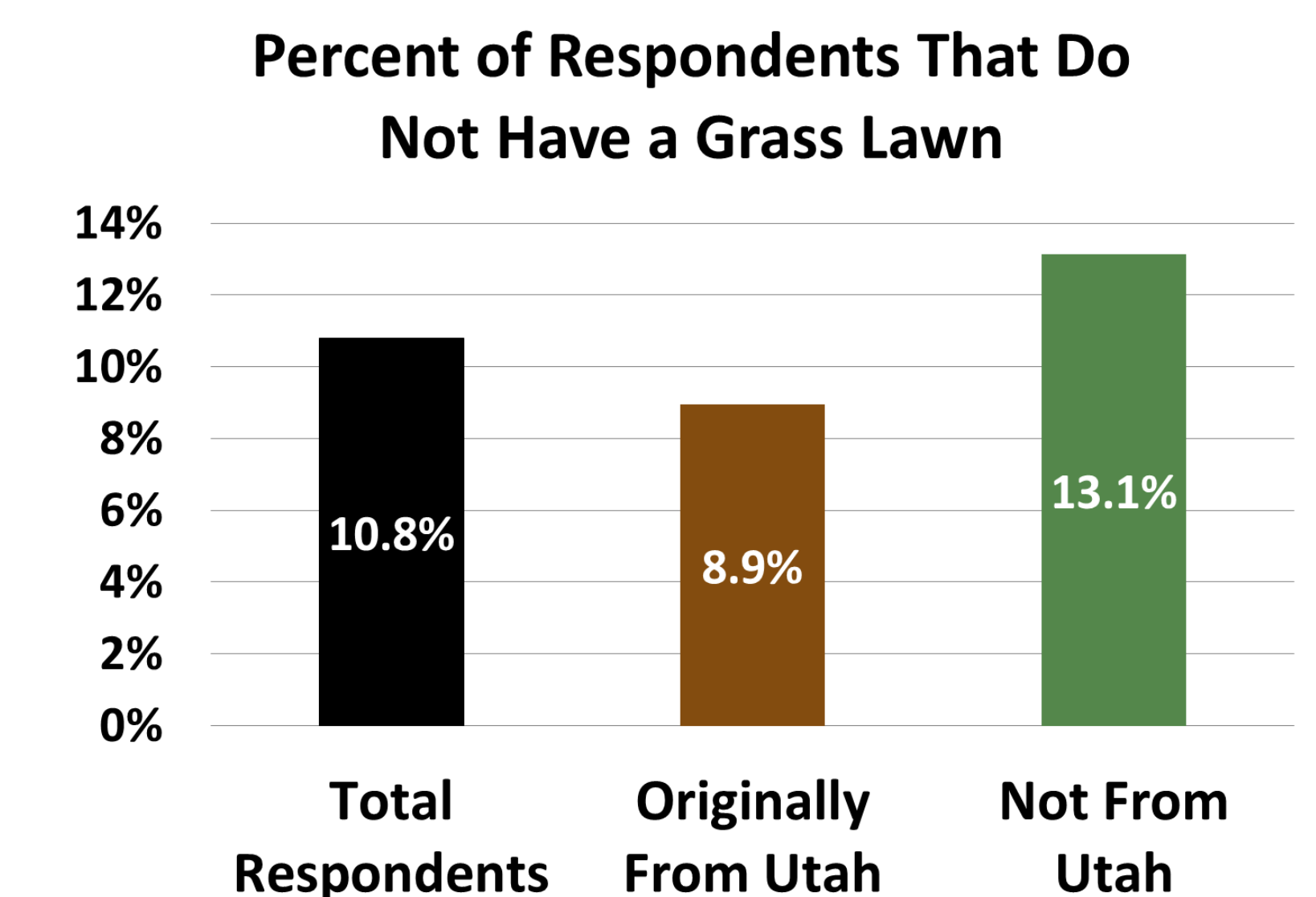


Tenure of Respondents



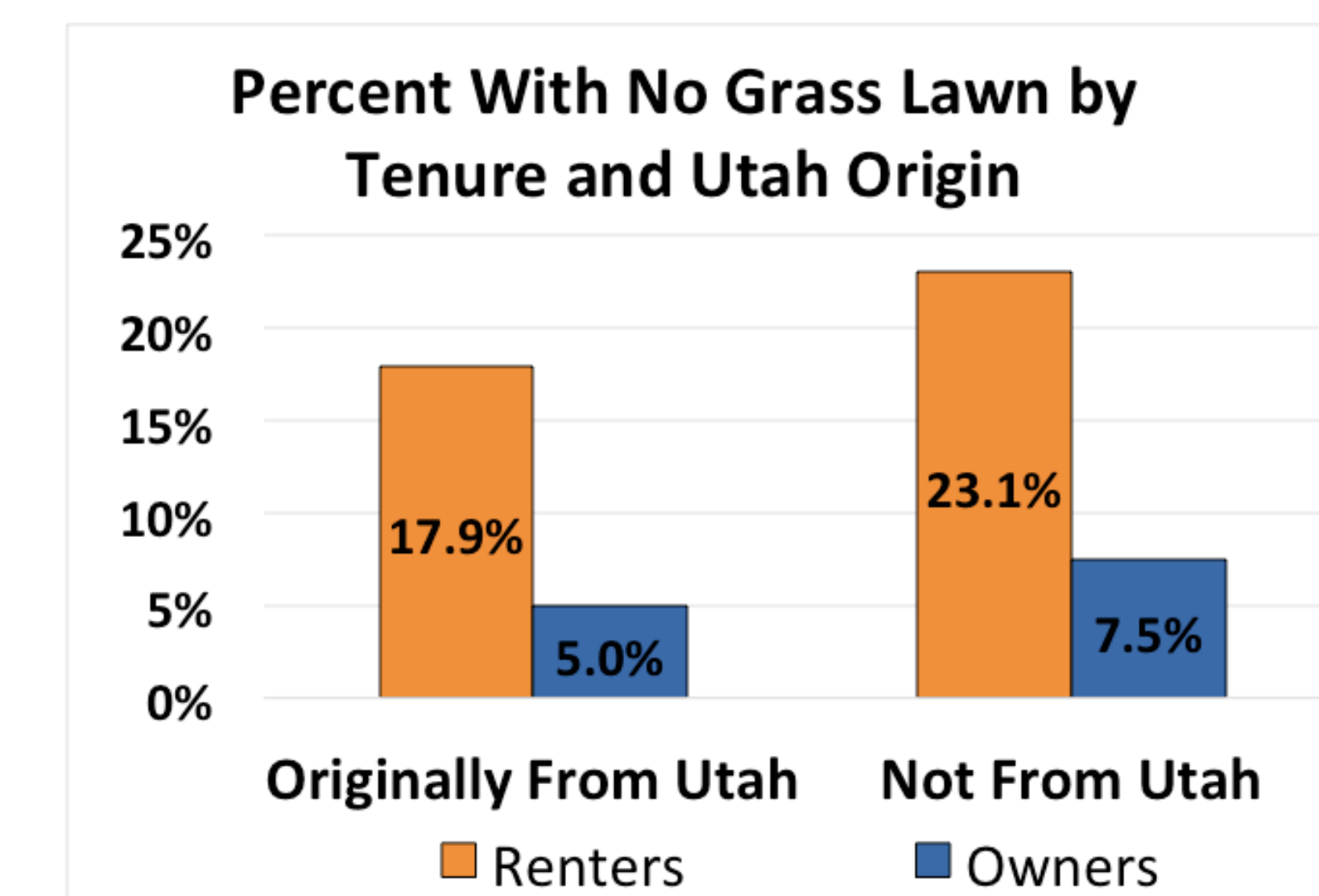
Key Findings

- Respondents who are not originally from Utah are less likely to have a grass lawn.



Chi-Square = 19.1 (p<.000) Goodman and Kruskal Tau = 0.003 (p=.005). Significance values in parentheses; chi-square uses Fishers Exact Test.

- Renters are much less likely to have a grass lawn, but the impact of Utah Origin is significant regardless of tenure status.



Renters: Chi-Square = 5.69 (p=.010) Goodman and Kruskal tau = 0.004 (p=.017) Owners: Chi-Square = 19.12 (p<.000) Goodman and Kruskal tau = 0.004 (p<.000) Significance values in parentheses; chi-square uses Fishers Exact Test.

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