

Monetary Incentives and Eco-friendly Residential Landscape Preferences for Florida Friendly Landscaping

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Monetary Incentive and Homeowners' Preferences for FFL

- Monetary Incentive programs (i.e., rebates) as a mechanism to engage homeowners and change landscaping practices.
- This study investigates the effects of rebate programs on homeowners' preferences for FFL.
- The role of environmental benefits information
- How different incentive preference groups respond to rebates on alternative landscapes?
- Interactive approach (Incentives + Information) for the specific segment (low incentive preferences) is likely to be more effective

