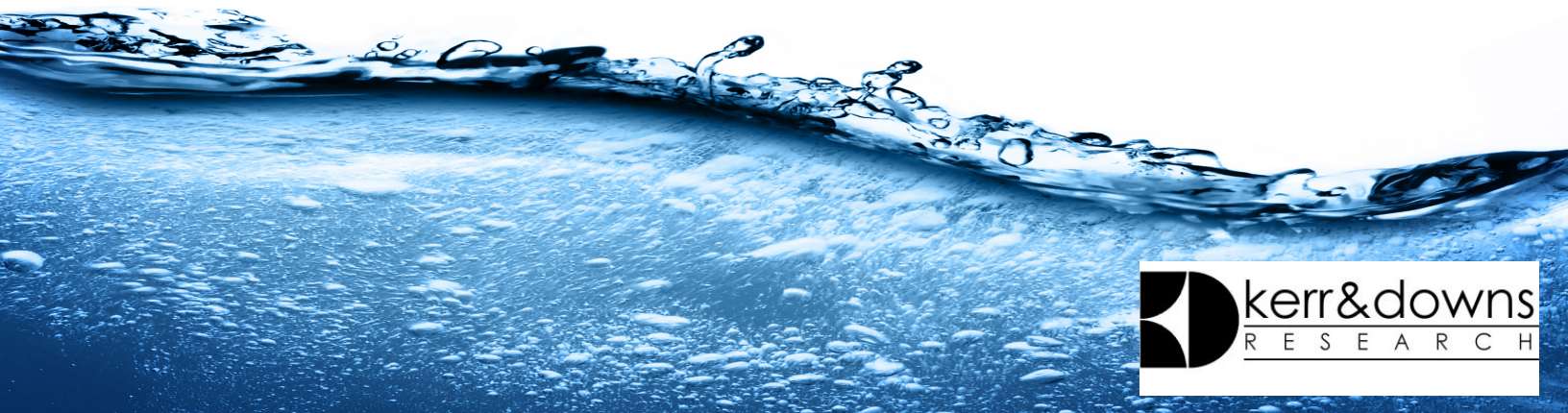
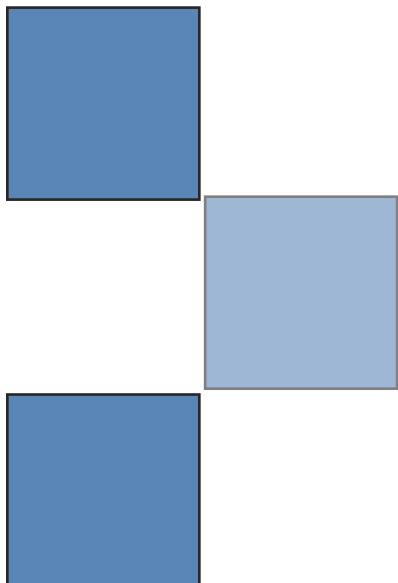
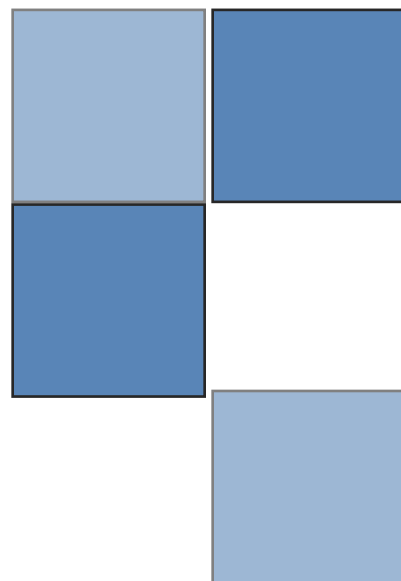
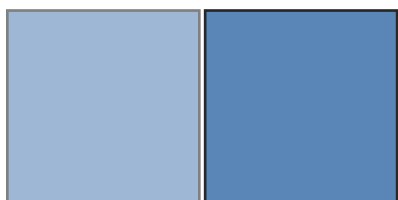




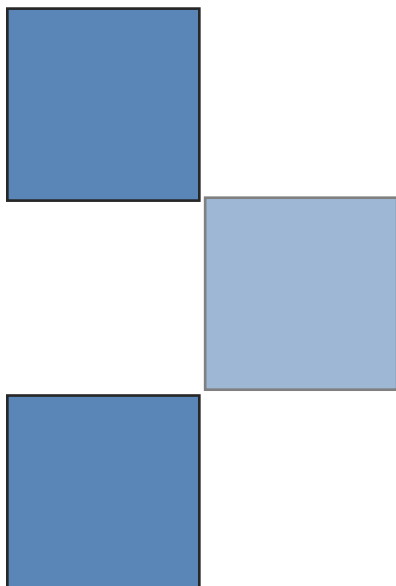
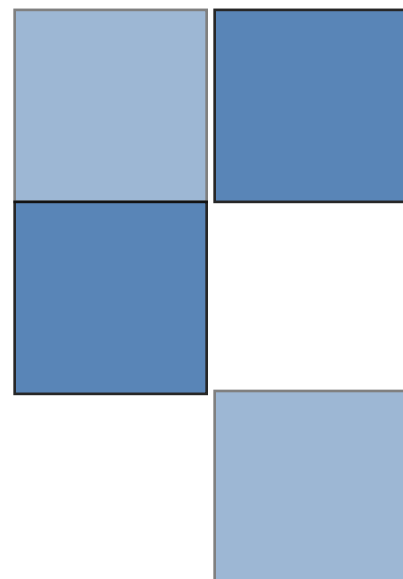
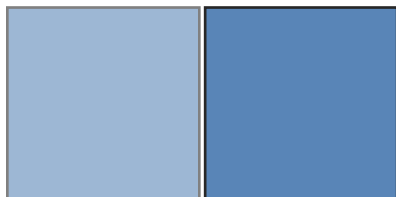
## 2015 Districtwide Perception Crosstab Report







## 2015 Districtwide Perception Crosstab Report



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		Does your neighborhood have a homeowners association?		
		Yes	No	Not sure
		Column N %	Column N %	Column N %
How often do you water your lawn in the winter?	Never	26%	49%	73%
	Once a week	48%	36%	18%
	Twice a week	20%	13%	3%
	More than twice a week	6%	2%	6%

		What is the water source for your outdoor irrigation?				
		Well	Water utility	Reclaimed water	Don't know	Other
		Column N %	Column N %	Column N %	Column N %	Column N %
How often do you water your lawn in the winter?	Never	41%	37%	30%	30%	26%
	Once a week	39%	46%	39%	41%	59%
	Twice a week	16%	14%	26%	20%	15%
	More than twice a week	5%	3%	5%	9%	0%

		Does your neighborhood have a homeowners association?		
		Yes	No	Not sure
		Column N %	Column N %	Column N %
How often do you water your lawn in the summer?	Never	13%	24%	45%
	Once a week	34%	31%	23%
	Twice a week	38%	34%	23%
	More than twice a week	15%	12%	9%

		What is the water source for your outdoor irrigation?				
		Well	Water utility	Reclaimed water	Don't know	Other
		Column N %	Column N %	Column N %	Column N %	Column N %
How often do you water your lawn in the summer?	Never	19%	16%	15%	23%	25%
	Once a week	35%	37%	20%	26%	31%
	Twice a week	32%	33%	46%	41%	37%
	More than twice a week	14%	14%	19%	10%	7%

		Do you have a rain sensor or soil moisture sensor on your irrigation system?		
		Yes	No	Don't know
		Column N %	Column N %	Column N %
How often do you water your lawn in the winter?	Never	29%	42%	45%
	Once a week	49%	38%	35%
	Twice a week	18%	18%	11%
	More than twice a week	5%	3%	9%

		Do you have a rain sensor or soil moisture sensor on your irrigation system?		
		Yes	No	Don't know
		Column N %	Column N %	Column N %
How often do you water your lawn in the summer?	Never	13%	21%	26%
	Once a week	33%	33%	25%
	Twice a week	38%	35%	33%
	More than twice a week	16%	12%	15%

		Does your rain sensor or soil moisture sensor stop your irrigation system from turning on during or immediately after it rains?		
		Yes	No	Don't know
		Column N %	Column N %	Column N %
How often do you water your lawn in the winter?	Never	29%	22%	37%
	Once a week	48%	55%	51%
	Twice a week	18%	16%	13%
	More than twice a week	5%	6%	0%

		Does your rain sensor or soil moisture sensor stop your irrigation system from turning on during or immediately after it rains?		
		Yes	No	Don't know
		Column N %	Column N %	Column N %
How often do you water your lawn in the summer?	Never	13%	14%	13%
	Once a week	32%	37%	32%
	Twice a week	40%	24%	46%
	More than twice a week	15%	24%	10%

		Are you aware that the Southwest Florida Water Managment District purchases and manages undeveloped lands for conservation purposes?		
		Yes, aware	No, not aware	Not sure
		Column N %	Column N %	Column N %
As you may know, the District purchases and manages undeveloped lands for conservation purposes to help protect water supplies, water quality, and natural environments. The land also provides nature-based recreation areas in Florida.Do you support	Support	82%	72%	49%
	Oppose	7%	11%	4%
	Not sure	11%	17%	47%

		In the past year, have you used any of the Southwest Florida Water Management District lands for outdoor recreation purposes?		
		Yes	No	Not sure
		Column N %	Column N %	Column N %
As you may know, the District purchases and manages undeveloped lands for conservation purposes to help protect water supplies, water quality, and natural environments. The land also provides nature-based recreation areas in Florida.Do you support	Support	84%	73%	70%
	Oppose	7%	12%	4%
	Not sure	9%	16%	27%

		Which agency is most responsible for managing/protecting natural water resources in your region?							
		Southwest Florida Water Management District or Swiftmud	Florida Department of Environment Protection (DEP)	Environmental Protection Agency (EPA)	Tampa Bay Water	Local utility (may name city or county)	Florida Department of Health	Don't know	Other
		Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Age	35 or under	26%	33%	24%	20%	21%	15%	29%	4%
	35 to 64	35%	12%	17%	4%	16%	3%	33%	8%
	65 or older	28%	7%	9%	1%	15%	1%	42%	9%
Gender	Male	36%	13%	16%	8%	15%	5%	31%	9%
	Female	26%	19%	18%	7%	19%	6%	37%	6%
And how long have you lived in your county?	Less than 5	21%	22%	26%	13%	18%	8%	36%	8%
	6-20	29%	15%	16%	6%	16%	5%	38%	7%
	More than 20	40%	13%	11%	4%	17%	5%	28%	7%
Does your neighborhood have a homeowners association?	Yes	32%	15%	17%	8%	16%	6%	34%	8%
	No/don't know	30%	17%	17%	7%	17%	6%	34%	7%
Education	High school or less	21%	15%	14%	6%	19%	4%	41%	5%
	Some college/other	33%	14%	17%	7%	16%	5%	35%	8%
	College graduate	35%	19%	19%	8%	16%	7%	30%	8%
Household Income	Less than \$25,000	24%	15%	14%	7%	17%	7%	38%	9%
	\$25,000 to \$49,999	32%	18%	17%	8%	17%	6%	36%	6%
	\$75,000 +	35%	20%	21%	10%	17%	8%	25%	9%
Race	White	36%	14%	16%	7%	14%	5%	32%	8%
	Other	17%	23%	19%	12%	23%	9%	40%	5%



		How would you rate the health of natural water resources in your region? Use a scale of: READ			
		Excellent + good	OK	Poor + terrible	Don't know
		Row N %	Row N %	Row N %	Row N %
Age	35 or under	60%	26%	10%	4%
	35 to 64	50%	33%	13%	4%
	65 or older	56%	27%	12%	5%
Gender	Male	59%	27%	12%	2%
	Female	49%	32%	12%	6%
And how long have you lived in your county?	Less than 5	54%	29%	11%	6%
	6-20	54%	32%	11%	3%
	More than 20	55%	27%	14%	4%
Does your neighborhood have a homeowners association?	Yes	58%	31%	8%	4%
	No/don't know	51%	29%	15%	4%
Education	High school or less	58%	27%	11%	5%
	Some college/other	49%	32%	14%	4%
	College graduate	55%	30%	11%	4%
Household Income	Less than \$25,000	52%	30%	15%	4%
	\$25,000 to \$49,999	52%	32%	12%	4%
	\$75,000 +	62%	27%	8%	3%
Race	White	50%	35%	11%	4%
	Other	56%	28%	12%	4%

		Using the same scale, how would you rate the health of the following in your region? - Rivers			
		Excellent + good	OK	Poor + terrible	Don't know
		Row N %	Row N %	Row N %	Row N %
Age	35 or under	52%	27%	11%	11%
	35 to 64	45%	30%	14%	11%
	65 or older	43%	23%	12%	22%
Gender	Male	51%	28%	11%	9%
	Female	41%	27%	14%	18%
And how long have you lived in your county?	Less than 5	47%	28%	10%	15%
	6-20	47%	28%	12%	13%
	More than 20	45%	26%	15%	14%
Does your neighborhood have a homeowners association?	Yes	47%	28%	9%	16%
	No/don't know	46%	27%	15%	12%
Education	High school or less	51%	23%	12%	14%
	Some college/other	42%	28%	13%	16%
	College graduate	46%	30%	12%	12%
Household Income	Less than \$25,000	43%	29%	13%	15%
	\$25,000 to \$49,999	46%	27%	12%	14%
	\$75,000 +	49%	28%	12%	10%
Race	White	45%	29%	13%	14%
	Other	42%	32%	11%	15%

		Using the same scale, how would you rate the health of the following in your region?- Lakes			
		Excellent + good	OK	Poor + terrible	Don't know
		Row N %	Row N %	Row N %	Row N %
Age	35 or under	48%	27%	16%	9%
	35 to 64	46%	28%	15%	11%
	65 or older	47%	21%	11%	21%
Gender	Male	53%	25%	12%	9%
	Female	40%	27%	16%	17%
And how long have you lived in your county?	Less than 5	46%	25%	13%	17%
	6-20	48%	27%	13%	13%
	More than 20	47%	26%	17%	10%
Does your neighborhood have a homeowners association?	Yes	51%	24%	11%	14%
	No/don't know	43%	28%	17%	12%
Education	High school or less	46%	25%	15%	14%
	Some college/other	42%	28%	16%	14%
	College graduate	51%	26%	12%	11%
Household Income	Less than \$25,000	41%	26%	20%	13%
	\$25,000 to \$49,999	44%	29%	14%	12%
	\$75,000 +	56%	23%	12%	9%
Race	White	47%	28%	13%	12%
	Other	42%	34%	12%	13%

		Using the same scale, how would you rate the health of the following in your region? - Springs			
		Excellent + good	OK	Poor + terrible	Don't know
		Row N %	Row N %	Row N %	Row N %
Age	35 or under	59%	19%	3%	19%
	35 to 64	48%	21%	9%	23%
	65 or older	40%	16%	8%	36%
Gender	Male	52%	17%	8%	24%
	Female	46%	21%	7%	26%
And how long have you lived in your county?	Less than 5	49%	19%	6%	26%
	6-20	49%	20%	7%	25%
	More than 20	48%	18%	9%	25%
Does your neighborhood have a homeowners association?	Yes	50%	18%	5%	27%
	No/don't know	48%	20%	9%	24%
Education	High school or less	51%	17%	6%	26%
	Some college/other	44%	20%	8%	28%
	College graduate	51%	20%	7%	22%
Household Income	Less than \$25,000	48%	22%	6%	24%
	\$25,000 to \$49,999	48%	20%	6%	27%
	\$75,000 +	55%	17%	7%	21%
Race	White	45%	19%	8%	28%
	Other	43%	25%	3%	29%

		Using the same scale, how would you rate the health of the following in your region?- Wetlands or swamps			
		Excellent + good	OK	Poor + terrible	Don't know
		Row N %	Row N %	Row N %	Row N %
Age	35 or under	44%	25%	14%	16%
	35 to 64	41%	27%	15%	17%
	65 or older	37%	22%	13%	29%
Gender	Male	46%	26%	12%	16%
	Female	36%	25%	17%	23%
And how long have you lived in your county?	Less than 5	39%	23%	16%	21%
	6-20	39%	28%	12%	21%
	More than 20	44%	23%	16%	17%
Does your neighborhood have a homeowners association?	Yes	45%	21%	12%	22%
	No/don't know	38%	28%	16%	18%
Education	High school or less	39%	24%	14%	23%
	Some college/other	37%	22%	17%	23%
	College graduate	45%	28%	13%	15%
Household Income	Less than \$25,000	35%	25%	21%	19%
	\$25,000 to \$49,999	37%	29%	12%	21%
	\$75,000 +	52%	20%	13%	15%
Race	White	41%	26%	14%	18%
	Other	37%	27%	12%	24%

		Using the same scale, how would you rate the health of the following in your region? - Groundwater or water from the Aquifer			
		Excellent + good	OK	Poor + terrible	Don't know
		Row N %	Row N %	Row N %	Row N %
Age	35 or under	51%	26%	9%	13%
	35 to 64	45%	25%	19%	11%
	65 or older	48%	21%	15%	17%
Gender	Male	50%	24%	16%	9%
	Female	44%	25%	15%	16%
And how long have you lived in your county?	Less than 5	45%	26%	14%	15%
	6-20	46%	25%	15%	13%
	More than 20	50%	23%	17%	10%
Does your neighborhood have a homeowners association?	Yes	49%	25%	12%	14%
	No/don't know	45%	24%	18%	12%
Education	High school or less	51%	24%	14%	11%
	Some college/other	44%	24%	17%	15%
	College graduate	47%	25%	15%	12%
Household Income	Less than \$25,000	48%	27%	12%	13%
	\$25,000 to \$49,999	44%	26%	16%	13%
	\$75,000 +	53%	22%	15%	10%
Race	White	46%	25%	16%	13%
	Other	42%	30%	14%	14%

		Using the same scale, how would you rate the health of the following in your region?1 - Bays and estuaries			
		Excellent + good	OK	Poor + terrible	Don't know
		Row N %	Row N %	Row N %	Row N %
Age	35 or under	47%	26%	9%	18%
	35 to 64	43%	27%	11%	18%
	65 or older	40%	23%	7%	30%
Gender	Male	50%	23%	9%	18%
	Female	37%	29%	10%	24%
And how long have you lived in your county?	Less than 5	42%	26%	9%	23%
	6-20	44%	24%	11%	21%
	More than 20	43%	28%	9%	19%
Does your neighborhood have a homeowners association?	Yes	45%	26%	6%	23%
	No/don't know	42%	26%	12%	19%
Education	High school or less	45%	24%	8%	23%
	Some college/other	39%	27%	11%	23%
	College graduate	45%	27%	10%	18%
Household Income	Less than \$25,000	40%	29%	12%	19%
	\$25,000 to \$49,999	41%	27%	8%	23%
	\$75,000 +	49%	24%	9%	18%
Race	White	42%	29%	10%	20%
	Other	43%	27%	7%	23%

		Willing to use reclaimed water to water your lawn?		
		Willing	Unwilling	Don't know
		Row N %	Row N %	Row N %
Age	35 or under	75%	15%	9%
	35 to 64	80%	14%	6%
	65 or older	82%	13%	5%
Gender	Male	81%	13%	5%
	Female	78%	15%	8%
And how long have you lived in your county?	Less than 5	75%	16%	9%
	6-20	80%	14%	5%
	More than 20	82%	12%	6%
Does your neighborhood have a homeowners association?	Yes	83%	13%	4%
	No/don't know	77%	15%	9%
Education	High school or less	71%	19%	10%
	Some college/other	80%	15%	5%
	College graduate	85%	9%	5%
Household Income	Less than \$25,000	77%	11%	12%
	\$25,000 to \$49,999	78%	15%	7%
	\$75,000 +	85%	11%	4%
Race	White	82%	12%	6%
	Other	77%	17%	6%



		Willing to use reclaimed water to wash your car?		
		Willing	Unwilling	Don't know
		Row N %	Row N %	Row N %
Age	35 or under	69%	21%	10%
	35 to 64	71%	23%	6%
	65 or older	76%	20%	4%
Gender	Male	73%	22%	5%
	Female	71%	21%	8%
And how long have you lived in your county?	Less than 5	66%	24%	10%
	6-20	73%	22%	5%
	More than 20	75%	20%	6%
Does your neighborhood have a homeowners association?	Yes	71%	23%	6%
	No/don't know	73%	20%	7%
Education	High school or less	69%	23%	9%
	Some college/other	74%	21%	6%
	College graduate	73%	21%	6%
Household Income	Less than \$25,000	73%	16%	11%
	\$25,000 to \$49,999	75%	20%	6%
	\$75,000 +	70%	24%	6%
Race	White	73%	19%	7%
	Other	71%	24%	5%

		Willing to use reclaimed water in agricultural irrigation?		
		Willing	Unwilling	Don't know
		Row N %	Row N %	Row N %
Age	35 or under	61%	24%	15%
	35 to 64	65%	26%	9%
	65 or older	69%	22%	9%
Gender	Male	71%	22%	7%
	Female	60%	27%	13%
And how long have you lived in your county?	Less than 5	62%	26%	11%
	6-20	66%	25%	10%
	More than 20	67%	23%	10%
Does your neighborhood have a homeowners association?	Yes	68%	24%	8%
	No/don't know	64%	25%	12%
Education	High school or less	61%	27%	12%
	Some college/other	65%	24%	11%
	College graduate	69%	23%	8%
Household Income	Less than \$25,000	61%	22%	17%
	\$25,000 to \$49,999	66%	23%	11%
	\$75,000 +	70%	22%	8%
Race	White	69%	21%	10%
	Other	62%	28%	11%

		Willing to use reclaimed water to raise lake levels?		
		Willing	Unwilling	Don't know
		Row N %	Row N %	Row N %
Age	35 or under	58%	30%	13%
	35 to 64	54%	32%	14%
	65 or older	54%	33%	13%
Gender	Male	58%	32%	10%
	Female	53%	31%	16%
And how long have you lived in your county?	Less than 5	51%	35%	13%
	6-20	59%	29%	12%
	More than 20	53%	32%	15%
Does your neighborhood have a homeowners association?	Yes	59%	30%	11%
	No/don't know	53%	33%	15%
Education	High school or less	54%	31%	14%
	Some college/other	52%	34%	14%
	College graduate	58%	30%	12%
Household Income	Less than \$25,000	56%	26%	18%
	\$25,000 to \$49,999	57%	31%	12%
	\$75,000 +	56%	31%	13%
Race	White	56%	29%	15%
	Other	57%	34%	9%

		Willing to use reclaimed water to increase river flows?		
		Willing	Unwilling	Don't know
		Row N %	Row N %	Row N %
Age	35 or under	59%	25%	15%
	35 to 64	57%	29%	14%
	65 or older	54%	33%	13%
Gender	Male	61%	30%	9%
	Female	53%	28%	19%
And how long have you lived in your county?	Less than 5	54%	31%	15%
	6-20	59%	28%	13%
	More than 20	56%	30%	14%
Does your neighborhood have a homeowners association?	Yes	61%	28%	11%
	No/don't know	54%	30%	16%
Education	High school or less	55%	31%	14%
	Some college/other	57%	28%	15%
	College graduate	58%	29%	13%
Household Income	Less than \$25,000	58%	25%	18%
	\$25,000 to \$49,999	58%	28%	15%
	\$75,000 +	61%	27%	13%
Race	White	57%	27%	16%
	Other	56%	30%	13%

		Willing to use reclaimed water to raise groundwater levels?		
		Willing	Unwilling	Don't know
		Row N %	Row N %	Row N %
Age	35 or under	55%	29%	16%
	35 to 64	53%	34%	13%
	65 or older	53%	34%	14%
Gender	Male	57%	33%	10%
	Female	49%	32%	18%
And how long have you lived in your county?	Less than 5	50%	35%	15%
	6-20	55%	32%	14%
	More than 20	54%	32%	14%
Does your neighborhood have a homeowners association?	Yes	57%	31%	12%
	No/don't know	50%	34%	16%
Education	High school or less	53%	31%	16%
	Some college/other	51%	35%	14%
	College graduate	55%	32%	13%
Household Income	Less than \$25,000	54%	26%	20%
	\$25,000 to \$49,999	54%	33%	13%
	\$75,000 +	57%	30%	13%
Race	White	54%	30%	16%
	Other	57%	34%	9%

		Willing to use purified water to water vegetables in your garden?		
		Willing	Unwilling	Don't know
		Row N %	Row N %	Row N %
Age	35 or under	80%	15%	5%
	35 to 64	78%	16%	6%
	65 or older	75%	19%	5%
Gender	Male	81%	15%	4%
	Female	75%	18%	7%
And how long have you lived in your county?	Less than 5	78%	15%	7%
	6-20	78%	18%	4%
	More than 20	77%	18%	6%
Does your neighborhood have a homeowners association?	Yes	77%	17%	6%
	No/don't know	78%	17%	5%
Education	High school or less	75%	19%	6%
	Some college/other	77%	17%	6%
	College graduate	80%	15%	5%
Household Income	Less than \$25,000	76%	16%	7%
	\$25,000 to \$49,999	79%	15%	6%
	\$75,000 +	80%	16%	4%
Race	White	79%	15%	6%
	Other	75%	19%	6%

		Willing to use purified water to take a shower or bath?		
		Willing	Unwilling	Don't know
		Row N %	Row N %	Row N %
Age	35 or under	78%	15%	7%
	35 to 64	68%	26%	6%
	65 or older	67%	27%	6%
Gender	Male	73%	22%	6%
	Female	68%	25%	7%
And how long have you lived in your county?	Less than 5	70%	21%	9%
	6-20	71%	23%	6%
	More than 20	69%	25%	6%
Does your neighborhood have a homeowners association?	Yes	68%	25%	7%
	No/don't know	72%	22%	6%
Education	High school or less	71%	23%	6%
	Some college/other	74%	22%	5%
	College graduate	67%	25%	8%
Household Income	Less than \$25,000	74%	21%	6%
	\$25,000 to \$49,999	74%	21%	5%
	\$75,000 +	66%	25%	9%
Race	White	69%	24%	7%
	Other	69%	24%	7%

		Willing to use purified water to drink?		
		Willing	Unwilling	Don't know
		Row N %	Row N %	Row N %
Age	35 or under	61%	31%	8%
	35 to 64	48%	43%	9%
	65 or older	44%	47%	9%
Gender	Male	56%	37%	7%
	Female	44%	45%	11%
And how long have you lived in your county?	Less than 5	51%	39%	10%
	6-20	51%	41%	8%
	More than 20	48%	42%	10%
Does your neighborhood have a homeowners association?	Yes	49%	42%	9%
	No/don't know	51%	40%	9%
Education	High school or less	52%	42%	6%
	Some college/other	49%	42%	10%
	College graduate	50%	40%	10%
Household Income	Less than \$25,000	49%	42%	8%
	\$25,000 to \$49,999	52%	39%	9%
	\$75,000 +	53%	38%	10%
Race	White	49%	42%	9%
	Other	47%	43%	10%



		Willing to use purified water to swim in?		
		Willing	Unwilling	Don't know
		Row N %	Row N %	Row N %
Age	35 or under	70%	17%	13%
	35 to 64	67%	24%	8%
	65 or older	58%	32%	10%
Gender	Male	70%	21%	9%
	Female	62%	28%	11%
And how long have you lived in your county?	Less than 5	66%	18%	16%
	6-20	68%	24%	7%
	More than 20	62%	29%	8%
Does your neighborhood have a homeowners association?	Yes	65%	24%	11%
	No/don't know	66%	25%	9%
Education	High school or less	66%	22%	12%
	Some college/other	64%	26%	10%
	College graduate	67%	24%	9%
Household Income	Less than \$25,000	64%	26%	9%
	\$25,000 to \$49,999	68%	22%	10%
	\$75,000 +	71%	19%	10%
Race	White	64%	26%	9%
	Other	65%	22%	13%

		Willing to use purified water to add to existing water supplies?		
		Willing	Unwilling	Don't know
		Row N %	Row N %	Row N %
Age	35 or under	66%	23%	10%
	35 to 64	60%	27%	12%
	65 or older	54%	35%	12%
Gender	Male	64%	26%	10%
	Female	57%	30%	13%
And how long have you lived in your county?	Less than 5	59%	28%	13%
	6-20	64%	27%	9%
	More than 20	57%	29%	14%
Does your neighborhood have a homeowners association?	Yes	62%	27%	11%
	No/don't know	59%	29%	12%
Education	High school or less	58%	32%	10%
	Some college/other	60%	27%	13%
	College graduate	62%	27%	11%
Household Income	Less than \$25,000	57%	27%	16%
	\$25,000 to \$49,999	63%	27%	10%
	\$75,000 +	63%	26%	11%
Race	White	61%	26%	13%
	Other	57%	30%	12%

		Have you ever heard of the Southwest Florida Water Management District, sometimes called Swiftmud?	
		Yes	No/not sure
		Row N %	Row N %
Age	35 or under	38%	62%
	35 to 64	62%	38%
	65 or older	66%	34%
Gender	Male	64%	36%
	Female	51%	49%
And how long have you lived in your county?	Less than 5	39%	61%
	6-20	53%	47%
	More than 20	76%	24%
Does your neighborhood have a homeowners association?	Yes	61%	39%
	No/don't know	54%	46%
Education	High school or less	51%	49%
	Some college/other	57%	43%
	College graduate	61%	39%
Household Income	Less than \$25,000	51%	49%
	\$25,000 to \$49,999	56%	44%
	\$75,000 +	64%	36%
Race	White	64%	36%
	Other	38%	62%

		Based on what you may know or have heard, how would you rate Swiftmud or the Southwest Florida Water Management District? READ			
		Excellent + good	OK	Poor + terrible	Don't know
		Row N %	Row N %	Row N %	Row N %
Age	35 or under	64%	27%	2%	7%
	35 to 64	51%	27%	11%	11%
	65 or older	47%	26%	10%	17%
Gender	Male	55%	26%	10%	9%
	Female	49%	29%	8%	15%
And how long have you lived in your county?	Less than 5	52%	30%	2%	17%
	6-20	54%	24%	10%	12%
	More than 20	51%	29%	11%	9%
Does your neighborhood have a homeowners association?	Yes	52%	27%	7%	14%
	No/don't know	52%	27%	11%	10%
Education	High school or less	49%	28%	8%	16%
	Some college/other	50%	28%	11%	11%
	College graduate	56%	26%	8%	10%
Household Income	Less than \$25,000	43%	36%	6%	15%
	\$25,000 to \$49,999	53%	27%	9%	10%
	\$75,000 +	59%	23%	8%	10%
Race	White	53%	26%	9%	12%
	Other	48%	38%	4%	10%

		Is the Southwest Florida Water Management District (Swiftmud) doing too much, enough or too little to protect: - Rivers			
		Too much	Enough	Too little	Don't know
		Row N %	Row N %	Row N %	Row N %
Age	35 or under	14%	60%	13%	13%
	35 to 64	4%	45%	36%	15%
	65 or older	4%	40%	30%	26%
Gender	Male	8%	50%	28%	13%
	Female	3%	41%	33%	23%
And how long have you lived in your county?	Less than 5	12%	45%	25%	18%
	6-20	4%	47%	31%	19%
	More than 20	5%	46%	32%	17%
Does your neighborhood have a homeowners association?	Yes	7%	45%	28%	20%
	No/don't know	4%	47%	32%	16%
Education	High school or less	6%	44%	31%	19%
	Some college/other	4%	45%	33%	17%
	College graduate	6%	48%	28%	18%
Household Income	Less than \$25,000	8%	40%	32%	21%
	\$25,000 to \$49,999	2%	50%	31%	17%
	\$75,000 +	10%	46%	29%	15%
Race	White	6%	46%	29%	19%
	Other	2%	50%	30%	19%

		Is the Southwest Florida Water Management District (Swiftmud) doing too much, enough or too little to protect: - Lakes			
		Too much	Enough	Too little	Don't know
		Row N %	Row N %	Row N %	Row N %
Age	35 or under	12%	62%	17%	9%
	35 to 64	5%	44%	36%	15%
	65 or older	2%	39%	32%	26%
Gender	Male	8%	48%	31%	13%
	Female	3%	42%	32%	23%
And how long have you lived in your county?	Less than 5	8%	45%	28%	20%
	6-20	6%	46%	32%	16%
	More than 20	4%	45%	33%	17%
Does your neighborhood have a homeowners association?	Yes	8%	43%	29%	20%
	No/don't know	4%	47%	34%	15%
Education	High school or less	4%	46%	33%	17%
	Some college/other	4%	44%	35%	16%
	College graduate	7%	46%	29%	18%
Household Income	Less than \$25,000	4%	40%	36%	20%
	\$25,000 to \$49,999	2%	50%	33%	15%
	\$75,000 +	11%	43%	28%	18%
Race	White	6%	45%	31%	18%
	Other	2%	48%	34%	15%

		Is the Southwest Florida Water Management District (Swiftmud) doing too much, enough or too little to protect: - Springs			
		Too much	Enough	Too little	Don't know
		Row N %	Row N %	Row N %	Row N %
Age	35 or under	16%	52%	12%	20%
	35 to 64	5%	42%	35%	17%
	65 or older	2%	34%	32%	33%
Gender	Male	8%	44%	29%	19%
	Female	3%	39%	32%	26%
And how long have you lived in your county?	Less than 5	7%	36%	30%	27%
	6-20	5%	44%	29%	22%
	More than 20	6%	41%	32%	21%
Does your neighborhood have a homeowners association?	Yes	9%	40%	27%	24%
	No/don't know	3%	43%	33%	21%
Education	High school or less	5%	39%	29%	27%
	Some college/other	5%	38%	37%	21%
	College graduate	7%	46%	27%	21%
Household Income	Less than \$25,000	3%	40%	34%	23%
	\$25,000 to \$49,999	3%	44%	33%	20%
	\$75,000 +	12%	43%	23%	22%
Race	White	7%	42%	29%	23%
	Other	2%	42%	34%	23%

		Is the Southwest Florida Water Management District (Swiftmud) doing too much, enough or too little to protect:- Wetlands or swamps			
		Too much	Enough	Too little	Don't know
		Row N %	Row N %	Row N %	Row N %
Age	35 or under	10%	56%	22%	12%
	35 to 64	4%	46%	36%	15%
	65 or older	3%	40%	31%	26%
Gender	Male	6%	50%	29%	14%
	Female	3%	40%	35%	22%
And how long have you lived in your county?	Less than 5	5%	45%	29%	21%
	6-20	4%	45%	35%	17%
	More than 20	6%	46%	31%	16%
Does your neighborhood have a homeowners association?	Yes	6%	46%	28%	20%
	No/don't know	4%	45%	35%	15%
Education	High school or less	6%	40%	35%	19%
	Some college/other	4%	46%	34%	15%
	College graduate	5%	48%	29%	18%
Household Income	Less than \$25,000	6%	42%	32%	19%
	\$25,000 to \$49,999	3%	48%	34%	15%
	\$75,000 +	8%	46%	29%	17%
Race	White	6%	46%	30%	18%
	Other	2%	50%	30%	18%



		Is the Southwest Florida Water Management District (Swiftmud) doing too much, enough or too little to protect: - Groundwater or water from the Aquifer			
		Too much	Enough	Too little	Don't know
		Row N %	Row N %	Row N %	Row N %
Age	35 or under	14%	53%	17%	16%
	35 to 64	5%	41%	37%	16%
	65 or older	2%	38%	30%	29%
Gender	Male	8%	48%	26%	17%
	Female	3%	36%	38%	23%
And how long have you lived in your county?	Less than 5	5%	36%	33%	26%
	6-20	5%	44%	31%	20%
	More than 20	7%	44%	32%	18%
Does your neighborhood have a homeowners association?	Yes	8%	43%	26%	23%
	No/don't know	4%	42%	37%	17%
Education	High school or less	5%	33%	37%	25%
	Some college/other	5%	44%	34%	18%
	College graduate	7%	47%	28%	19%
Household Income	Less than \$25,000	7%	36%	39%	18%
	\$25,000 to \$49,999	3%	43%	34%	20%
	\$75,000 +	9%	47%	26%	18%
Race	White	7%	45%	29%	19%
	Other	4%	45%	33%	18%

		Is the Southwest Florida Water Management District (Swiftmud) doing too much, enough or too little to protect: - Bays and estuaries			
		Too much	Enough	Too little	Don't know
		Row N %	Row N %	Row N %	Row N %
Age	35 or under	12%	60%	15%	13%
	35 to 64	5%	44%	32%	20%
	65 or older	4%	37%	28%	32%
Gender	Male	6%	51%	26%	17%
	Female	5%	37%	30%	28%
And how long have you lived in your county?	Less than 5	7%	50%	19%	23%
	6-20	5%	44%	31%	20%
	More than 20	5%	43%	28%	23%
Does your neighborhood have a homeowners association?	Yes	8%	43%	26%	23%
	No/don't know	4%	46%	29%	21%
Education	High school or less	4%	45%	27%	24%
	Some college/other	7%	43%	31%	19%
	College graduate	6%	46%	26%	23%
Household Income	Less than \$25,000	5%	43%	32%	21%
	\$25,000 to \$49,999	4%	47%	28%	22%
	\$75,000 +	9%	45%	25%	21%
Race	White	6%	41%	27%	25%
	Other	0%	54%	26%	20%

		Where do you get your news?					
				Newspaper -		Internet search	Social media
		TV news	Newspaper – print	online	Radio	engines (Google, Bing, etc.)	(Facebook, Twitter, Pinterest, etc.)
		Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Age	35 or under	63%	19%	17%	17%	36%	34%
	35 to 64	78%	38%	13%	17%	28%	9%
	65 or older	85%	60%	7%	15%	14%	1%
Gender	Male	74%	39%	12%	14%	26%	12%
	Female	77%	39%	13%	19%	27%	15%
And how long have you lived in your county?	Less than 5	73%	31%	16%	17%	26%	22%
	6-20	74%	35%	10%	17%	30%	14%
	More than 20	80%	49%	12%	16%	23%	6%
Does your neighborhood have a homeowners association?	Yes	75%	44%	12%	17%	26%	14%
	No/don't know	76%	35%	13%	16%	27%	13%
Education	High school or less	83%	35%	8%	16%	21%	13%
	Some college/other	76%	39%	13%	16%	28%	13%
	College graduate	71%	41%	14%	17%	29%	14%
Household Income	Less than \$25,000	79%	35%	9%	20%	24%	16%
	\$25,000 to \$49,999	76%	36%	14%	16%	29%	15%
	\$75,000 +	70%	41%	14%	18%	27%	15%
Race	White	75%	45%	12%	16%	25%	13%
	Other	82%	25%	14%	22%	26%	17%

		How often do you use the following social media? - Facebook		
			Once or twice a year - A few times a week	Daily - several times a day
		Never		
		Row N %	Row N %	Row N %
Age	35 or under	14%	22%	62%
	35 to 64	33%	21%	45%
	65 or older	66%	13%	21%
Gender	Male	42%	18%	39%
	Female	31%	20%	48%
And how long have you lived in your county?	Less than 5	22%	21%	56%
	6-20	38%	18%	43%
	More than 20	45%	20%	34%
Does your neighborhood have a homeowners association?	Yes	36%	21%	42%
	No/don't know	37%	18%	44%
Education	High school or less	47%	16%	36%
	Some college/other	37%	18%	44%
	College graduate	29%	23%	47%
Household Income	Less than \$25,000	38%	20%	40%
	\$25,000 to \$49,999	33%	19%	48%
	\$75,000 +	30%	22%	49%
Race	White	38%	20%	41%
	Other	33%	17%	49%

		How often do you use the following social media? - Twitter		
		Never	Once or twice a year - A few times a week	Daily - several times a day
		Row N %	Row N %	Row N %
Age	35 or under	52%	24%	23%
	35 to 64	79%	11%	9%
	65 or older	95%	3%	1%
Gender	Male	78%	9%	11%
	Female	74%	16%	10%
And how long have you lived in your county?	Less than 5	60%	23%	15%
	6-20	79%	9%	11%
	More than 20	84%	9%	7%
Does your neighborhood have a homeowners association?	Yes	75%	12%	13%
	No/don't know	76%	13%	9%
Education	High school or less	78%	12%	10%
	Some college/other	78%	13%	9%
	College graduate	74%	13%	13%
Household Income	Less than \$25,000	78%	14%	6%
	\$25,000 to \$49,999	74%	14%	11%
	\$75,000 +	68%	14%	18%
Race	White	77%	11%	11%
	Other	69%	17%	13%

		How often do you use the following social media? - YouTube		
		Never	Once or twice a year - A few times a week	Daily - several times a day
		Row N %	Row N %	Row N %
Age	35 or under	16%	34%	49%
	35 to 64	46%	38%	16%
	65 or older	81%	16%	2%
Gender	Male	50%	25%	24%
	Female	44%	37%	19%
And how long have you lived in your county?	Less than 5	30%	36%	33%
	6-20	51%	29%	20%
	More than 20	55%	30%	14%
Does your neighborhood have a homeowners association?	Yes	48%	31%	21%
	No/don't know	46%	31%	21%
Education	High school or less	56%	23%	21%
	Some college/other	48%	32%	20%
	College graduate	41%	36%	22%
Household Income	Less than \$25,000	52%	26%	20%
	\$25,000 to \$49,999	43%	33%	24%
	\$75,000 +	36%	38%	26%
Race	White	49%	33%	18%
	Other	35%	30%	34%

		How often do you use the following social media? -		
		Pinterest		
		Never	Once or twice a year - A few times a week	Daily - several times a day
		Row N %	Row N %	Row N %
Age	35 or under	50%	31%	16%
	35 to 64	77%	15%	7%
	65 or older	93%	6%	1%
Gender	Male	85%	9%	4%
	Female	64%	25%	11%
And how long have you lived in your county?	Less than 5	59%	27%	12%
	6-20	78%	14%	7%
	More than 20	81%	14%	5%
Does your neighborhood have a homeowners association?	Yes	74%	17%	9%
	No/don't know	75%	17%	7%
Education	High school or less	80%	14%	5%
	Some college/other	74%	18%	7%
	College graduate	71%	18%	10%
Household Income	Less than \$25,000	74%	15%	8%
	\$25,000 to \$49,999	72%	20%	7%
	\$75,000 +	69%	18%	12%
Race	White	75%	16%	8%
	Other	71%	19%	9%

		How often do you use the following social media? - Flickr	
		Never	At least once a year
		Row N %	Row N %
Age	35 or under	78%	19%
	35 to 64	90%	9%
	65 or older	97%	3%
Gender	Male	87%	11%
	Female	90%	9%
And how long have you lived in your county?	Less than 5	80%	17%
	6-20	91%	8%
	More than 20	92%	7%
Does your neighborhood have a homeowners association?	Yes	88%	12%
	No/don't know	89%	9%
Education	High school or less	92%	6%
	Some college/other	90%	8%
	College graduate	85%	14%
Household Income	Less than \$25,000	89%	8%
	\$25,000 to \$49,999	88%	10%
	\$75,000 +	85%	15%
Race	White	89%	10%
	Other	87%	11%



		How often do you use the following social media? - Tumblr	
		Never	At least once a year
		Row N %	Row N %
Age	35 or under	68%	29%
	35 to 64	90%	9%
	65 or older	97%	2%
Gender	Male	86%	13%
	Female	87%	12%
And how long have you lived in your county?	Less than 5	76%	21%
	6-20	89%	10%
	More than 20	91%	8%
Does your neighborhood have a homeowners association?	Yes	87%	12%
	No/don't know	86%	13%
Education	High school or less	87%	11%
	Some college/other	87%	12%
	College graduate	86%	13%
Household Income	Less than \$25,000	84%	13%
	\$25,000 to \$49,999	87%	12%
	\$75,000 +	82%	17%
Race	White	88%	12%
	Other	82%	15%

		How often do you use the following social media? - Instagram		
		Never	Once or twice a year - A few times a week	Daily - several times a day
		Row N %	Row N %	Row N %
Age	35 or under	40%	21%	38%
	35 to 64	82%	12%	6%
	65 or older	96%	3%	1%
Gender	Male	80%	10%	9%
	Female	70%	13%	16%
And how long have you lived in your county?	Less than 5	63%	14%	21%
	6-20	74%	12%	13%
	More than 20	84%	9%	6%
Does your neighborhood have a homeowners association?	Yes	75%	10%	15%
	No/don't know	74%	13%	12%
Education	High school or less	75%	11%	13%
	Some college/other	76%	11%	12%
	College graduate	73%	13%	13%
Household Income	Less than \$25,000	70%	12%	15%
	\$25,000 to \$49,999	73%	12%	15%
	\$75,000 +	71%	14%	14%
Race	White	78%	11%	10%
	Other	68%	9%	21%

		How often do you use the following social media? - LinkedIn	
		Never	At least once a year
		Row N %	Row N %
Age	35 or under	65%	31%
	35 to 64	75%	24%
	65 or older	92%	7%
Gender	Male	75%	23%
	Female	78%	21%
And how long have you lived in your county?	Less than 5	63%	34%
	6-20	81%	18%
	More than 20	82%	17%
Does your neighborhood have a homeowners association?	Yes	72%	27%
	No/don't know	80%	18%
Education	High school or less	85%	12%
	Some college/other	80%	19%
	College graduate	69%	31%
Household Income	Less than \$25,000	83%	13%
	\$25,000 to \$49,999	76%	22%
	\$75,000 +	66%	34%
Race	White	75%	24%
	Other	74%	22%

		How trustworthy are the following sources of information about water resources? - Traditional media		
		Very trustworthy	Somewhat trustworthy	Not trustworthy
		Row N %	Row N %	Row N %
Age	35 or under	38%	46%	17%
	35 to 64	35%	48%	17%
	65 or older	37%	46%	17%
Gender	Male	37%	45%	17%
	Female	35%	48%	17%
And how long have you lived in your county?	Less than 5	33%	50%	17%
	6-20	37%	45%	17%
	More than 20	37%	46%	17%
Does your neighborhood have a homeowners association?	Yes	41%	44%	16%
	No/don't know	33%	49%	18%
Education	High school or less	40%	42%	18%
	Some college/other	31%	49%	20%
	College graduate	37%	48%	15%
Household Income	Less than \$25,000	33%	45%	23%
	\$25,000 to \$49,999	39%	43%	18%
	\$75,000 +	35%	53%	12%
Race	White	35%	48%	17%
	Other	43%	42%	14%

		How trustworthy are the following sources of information about water resources? - Social media		
		Very trustworthy	Somewhat trustworthy	Not trustworthy
		Row N %	Row N %	Row N %
Age	35 or under	22%	38%	40%
	35 to 64	16%	39%	44%
	65 or older	8%	24%	68%
Gender	Male	17%	35%	49%
	Female	14%	36%	50%
And how long have you lived in your county?	Less than 5	17%	38%	44%
	6-20	16%	36%	48%
	More than 20	14%	32%	54%
Does your neighborhood have a homeowners association?	Yes	16%	34%	50%
	No/don't know	15%	36%	49%
Education	High school or less	18%	32%	50%
	Some college/other	13%	36%	51%
	College graduate	16%	38%	47%
Household Income	Less than \$25,000	16%	35%	49%
	\$25,000 to \$49,999	18%	37%	45%
	\$75,000 +	15%	36%	49%
Race	White	14%	34%	52%
	Other	17%	44%	39%

		How trustworthy are the following sources of information about water resources? - SWFWMD		
		Very trustworthy	Somewhat trustworthy	Not trustworthy
		Row N %	Row N %	Row N %
Age	35 or under	52%	25%	23%
	35 to 64	37%	26%	37%
	65 or older	39%	22%	39%
Gender	Male	47%	22%	31%
	Female	35%	28%	36%
And how long have you lived in your county?	Less than 5	36%	25%	38%
	6-20	40%	22%	37%
	More than 20	46%	28%	26%
Does your neighborhood have a homeowners association?	Yes	44%	25%	31%
	No/don't know	39%	25%	36%
Education	High school or less	37%	25%	38%
	Some college/other	37%	27%	36%
	College graduate	47%	23%	29%
Household Income	Less than \$25,000	35%	26%	38%
	\$25,000 to \$49,999	40%	27%	33%
	\$75,000 +	52%	23%	26%
Race	White	45%	25%	30%
	Other	38%	24%	38%

		How trustworthy are the following sources of information about water resources? - Department of Environmental Protection		
		Very trustworthy	Somewhat trustworthy	Not trustworthy
		Row N %	Row N %	Row N %
Age	35 or under	68%	20%	12%
	35 to 64	53%	29%	18%
	65 or older	46%	32%	22%
Gender	Male	58%	23%	19%
	Female	52%	32%	16%
And how long have you lived in your county?	Less than 5	60%	24%	16%
	6-20	55%	27%	18%
	More than 20	51%	31%	18%
Does your neighborhood have a homeowners association?	Yes	59%	28%	14%
	No/don't know	52%	27%	20%
Education	High school or less	57%	25%	18%
	Some college/other	47%	32%	20%
	College graduate	60%	26%	15%
Household Income	Less than \$25,000	49%	30%	21%
	\$25,000 to \$49,999	58%	27%	15%
	\$75,000 +	62%	23%	16%
Race	White	54%	28%	18%
	Other	59%	26%	15%

		How trustworthy are the following sources of information about water resources? - Local environmental group		
		Very trustworthy	Somewhat trustworthy	Not trustworthy
		Row N %	Row N %	Row N %
Age	35 or under	50%	29%	21%
	35 to 64	51%	28%	21%
	65 or older	40%	26%	34%
Gender	Male	52%	22%	26%
	Female	45%	33%	22%
And how long have you lived in your county?	Less than 5	46%	29%	25%
	6-20	49%	27%	24%
	More than 20	49%	27%	23%
Does your neighborhood have a homeowners association?	Yes	50%	28%	22%
	No/don't know	47%	27%	25%
Education	High school or less	50%	22%	29%
	Some college/other	43%	31%	27%
	College graduate	52%	30%	19%
Household Income	Less than \$25,000	43%	28%	29%
	\$25,000 to \$49,999	51%	27%	22%
	\$75,000 +	53%	27%	20%
Race	White	49%	27%	24%
	Other	45%	34%	21%



		How trustworthy are the following sources of information about water resources? - Local utility company		
		Very trustworthy	Somewhat trustworthy	Not trustworthy
		Row N %	Row N %	Row N %
Age	35 or under	46%	35%	19%
	35 to 64	39%	36%	25%
	65 or older	47%	28%	25%
Gender	Male	46%	29%	24%
	Female	39%	38%	22%
And how long have you lived in your county?	Less than 5	41%	34%	25%
	6-20	42%	35%	23%
	More than 20	45%	32%	23%
Does your neighborhood have a homeowners association?	Yes	43%	34%	22%
	No/don't know	42%	34%	24%
Education	High school or less	52%	26%	22%
	Some college/other	39%	34%	27%
	College graduate	40%	39%	21%
Household Income	Less than \$25,000	40%	31%	29%
	\$25,000 to \$49,999	43%	35%	22%
	\$75,000 +	47%	32%	21%
Race	White	42%	34%	24%
	Other	41%	38%	21%

		How trustworthy are the following sources of information about water resources? - Universities		
		Very trustworthy	Somewhat trustworthy	Not trustworthy
		Row N %	Row N %	Row N %
Age	35 or under	63%	28%	10%
	35 to 64	61%	22%	17%
	65 or older	56%	24%	19%
Gender	Male	65%	20%	15%
	Female	55%	29%	16%
And how long have you lived in your county?	Less than 5	56%	25%	18%
	6-20	63%	23%	15%
	More than 20	59%	25%	15%
Does your neighborhood have a homeowners association?	Yes	64%	23%	13%
	No/don't know	57%	25%	18%
Education	High school or less	59%	23%	18%
	Some college/other	55%	27%	19%
	College graduate	65%	23%	12%
Household Income	Less than \$25,000	53%	27%	20%
	\$25,000 to \$49,999	59%	26%	15%
	\$75,000 +	72%	19%	8%
Race	White	62%	23%	16%
	Other	58%	27%	15%

		How trustworthy are the following sources of information about water resources? US Geological Survey		
		Very trustworthy	Somewhat trustworthy	Not trustworthy
		Row N %	Row N %	Row N %
Age	35 or under	54%	26%	20%
	35 to 64	57%	21%	23%
	65 or older	50%	19%	31%
Gender	Male	56%	20%	24%
	Female	52%	24%	24%
And how long have you lived in your county?	Less than 5	54%	23%	23%
	6-20	56%	22%	23%
	More than 20	53%	21%	26%
Does your neighborhood have a homeowners association?	Yes	62%	19%	20%
	No/don't know	49%	24%	27%
Education	High school or less	48%	23%	29%
	Some college/other	48%	25%	27%
	College graduate	63%	19%	18%
Household Income	Less than \$25,000	47%	25%	28%
	\$25,000 to \$49,999	53%	23%	24%
	\$75,000 +	64%	15%	20%
Race	White	59%	19%	22%
	Other	49%	23%	28%

		Do you have a lawn?	
		Yes	No
		Row N %	Row N %
Age	35 or under	71%	29%
	35 to 64	89%	11%
	65 or older	88%	12%
Gender	Male	85%	15%
	Female	84%	16%
And how long have you lived in your county?	Less than 5	78%	22%
	6-20	84%	16%
	More than 20	90%	10%
Does your neighborhood have a homeowners association?	Yes	91%	9%
	No/don't know	80%	20%
Education	High school or less	84%	16%
	Some college/other	81%	19%
	College graduate	87%	13%
Household Income	Less than \$25,000	77%	23%
	\$25,000 to \$49,999	83%	17%
	\$75,000 +	89%	11%
Race	White	85%	15%
	Other	75%	25%

		Do you have an in-ground irrigation system for your landscape?	
		Yes	No/not sure
		Row N %	Row N %
Age	35 or under	48%	52%
	35 to 64	48%	52%
	65 or older	57%	43%
Gender	Male	51%	49%
	Female	50%	50%
And how long have you lived in your county?	Less than 5	54%	46%
	6-20	54%	46%
	More than 20	44%	56%
Does your neighborhood have a homeowners association?	Yes	68%	32%
	No/don't know	36%	64%
Education	High school or less	35%	65%
	Some college/other	49%	51%
	College graduate	62%	38%
Household Income	Less than \$25,000	31%	69%
	\$25,000 to \$49,999	46%	54%
	\$75,000 +	67%	33%
Race	White	54%	46%
	Other	45%	55%

		How often do you water your lawn in the winter?		
		Never	Once a week	Twice a week or more
		Row N %	Row N %	Row N %
Age	35 or under	35%	38%	27%
	35 to 64	36%	42%	22%
	65 or older	38%	46%	17%
Gender	Male	34%	41%	25%
	Female	39%	44%	18%
And how long have you lived in your county?	Less than 5	29%	48%	23%
	6-20	33%	44%	23%
	More than 20	47%	36%	18%
Does your neighborhood have a homeowners association?	Yes	26%	48%	26%
	No/don't know	52%	34%	14%
Education	High school or less	49%	37%	14%
	Some college/other	42%	45%	13%
	College graduate	28%	43%	29%
Household Income	Less than \$25,000	62%	26%	12%
	\$25,000 to \$49,999	44%	38%	18%
	\$75,000 +	21%	50%	29%
Race	White	32%	41%	27%
	Other	29%	46%	24%

		How often do you water your lawn in the summer?		
		Never	Once a week	Twice a week or more
		Row N %	Row N %	Row N %
Age	35 or under	15%	35%	50%
	35 to 64	19%	31%	50%
	65 or older	17%	33%	50%
Gender	Male	16%	33%	51%
	Female	19%	32%	49%
And how long have you lived in your county?	Less than 5	19%	32%	50%
	6-20	15%	35%	50%
	More than 20	21%	28%	50%
Does your neighborhood have a homeowners association?	Yes	13%	34%	53%
	No/don't know	26%	30%	45%
Education	High school or less	23%	38%	39%
	Some college/other	19%	31%	51%
	College graduate	16%	31%	53%
Household Income	Less than \$25,000	30%	32%	37%
	\$25,000 to \$49,999	15%	36%	50%
	\$75,000 +	14%	31%	56%
Race	White	20%	32%	49%
	Other	10%	21%	69%

		Do you have a rain sensor or soil moisture sensor on your irrigation system?	
		Yes	No/Don't know
		Row N %	Row N %
Age	35 or under	29%	71%
	35 to 64	50%	50%
	65 or older	43%	57%
Gender	Male	44%	56%
	Female	43%	57%
And how long have you lived in your county?	Less than 5	47%	53%
	6-20	39%	61%
	More than 20	48%	52%
Does your neighborhood have a homeowners association?	Yes	50%	50%
	No/don't know	34%	66%
Education	High school or less	32%	68%
	Some college/other	45%	55%
	College graduate	47%	53%
Household Income	Less than \$25,000	34%	66%
	\$25,000 to \$49,999	37%	63%
	\$75,000 +	50%	50%
Race	White	38%	62%
	Other	59%	41%



		Are you aware that the Southwest Florida Water Managment District purchases and manages undeveloped lands for conservation purposes?	
		Yes, aware	No, not aware
		Row N %	Row N %
Age	35 or under	30%	70%
	35 to 64	43%	57%
	65 or older	44%	56%
Gender	Male	44%	56%
	Female	36%	64%
And how long have you lived in your county?	Less than 5	28%	72%
	6-20	36%	64%
	More than 20	53%	47%
Does your neighborhood have a homeowners association?	Yes	41%	59%
	No/don't know	39%	61%
Education	High school or less	33%	67%
	Some college/other	38%	62%
	College graduate	46%	54%
Household Income	Less than \$25,000	29%	71%
	\$25,000 to \$49,999	38%	62%
	\$75,000 +	51%	49%
Race	White	44%	56%
	Other	29%	71%

		Do you support or oppose the District buying and managing underdeveloped lands for these purposes?		
		Support	Oppose	Not sure
		Row N %	Row N %	Row N %
Age	35 or under	76%	5%	19%
	35 to 64	75%	11%	14%
	65 or older	75%	9%	16%
Gender	Male	77%	11%	12%
	Female	73%	7%	20%
And how long have you lived in your county?	Less than 5	73%	7%	20%
	6-20	75%	11%	14%
	More than 20	76%	8%	16%
Does your neighborhood have a homeowners association?	Yes	78%	9%	14%
	No/don't know	73%	9%	18%
Education	High school or less	70%	11%	20%
	Some college/other	73%	9%	18%
	College graduate	80%	8%	12%
Household Income	Less than \$25,000	73%	6%	21%
	\$25,000 to \$49,999	73%	10%	17%
	\$75,000 +	82%	7%	10%
Race	White	78%	9%	13%
	Other	70%	10%	20%

		In the past year, have you used any of the Southwest Florida Water Management District lands for outdoor recreation purposes?		
		Yes	No	Not sure
		Row N %	Row N %	Row N %
Age	35 or under	25%	48%	27%
	35 to 64	29%	53%	18%
	65 or older	20%	68%	12%
Gender	Male	30%	53%	16%
	Female	21%	57%	21%
And how long have you lived in your county?	Less than 5	23%	53%	24%
	6-20	26%	54%	20%
	More than 20	27%	60%	13%
Does your neighborhood have a homeowners association?	Yes	27%	56%	18%
	No/don't know	25%	55%	20%
Education	High school or less	22%	64%	15%
	Some college/other	26%	53%	21%
	College graduate	28%	52%	20%
Household Income	Less than \$25,000	21%	58%	20%
	\$25,000 to \$49,999	25%	57%	18%
	\$75,000 +	36%	42%	22%
Race	White	26%	54%	19%
	Other	17%	62%	21%

		On a scale of 1 to 10, with 1 being “Not at All Satisfied” and 10 being “Very Satisfied”, how would you rate your overall experience on the District’s conservation land?
		Mean
Age	35 or under	8.0
	35 to 64	8.5
	65 or older	7.8
Gender	Male	8.2
	Female	8.4
And how long have you lived in your county?	Less than 5	7.9
	6-20	8.4
	More than 20	8.4
Does your neighborhood have a homeowners association?	Yes	8.2
	No/don't know	8.3
Education	High school or less	7.8
	Some college/other	8.4
	College graduate	8.4
Household Income	Less than \$25,000	8.6
	\$25,000 to \$49,999	8.3
	\$75,000 +	8.1
Race	White	8.4
	Other	8.4