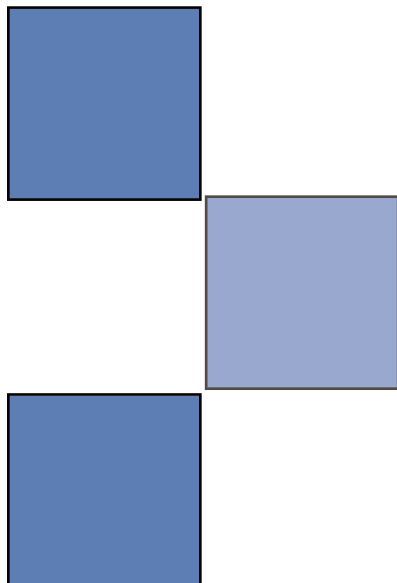
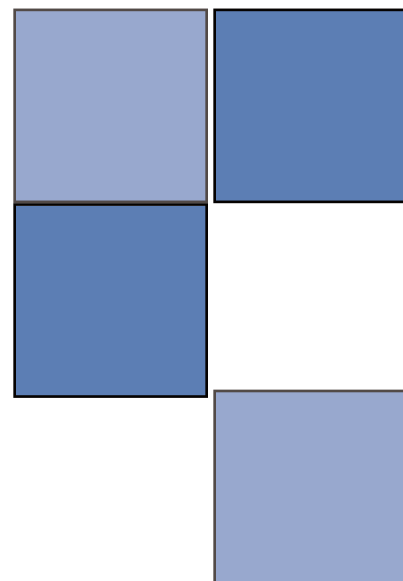
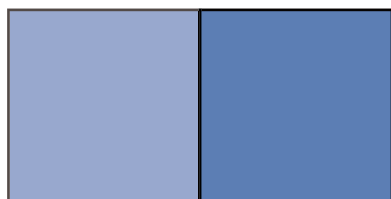


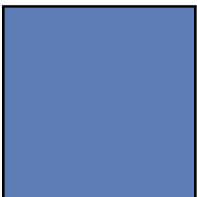
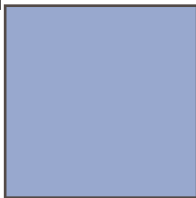
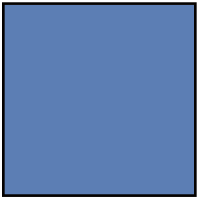
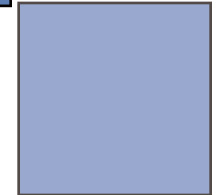
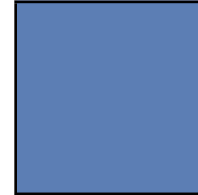
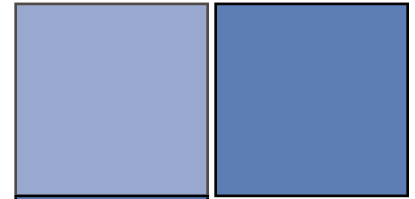
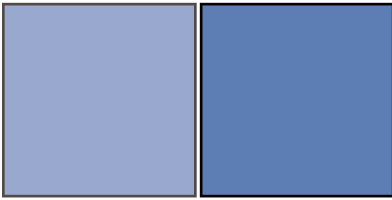


2015 Perception of
Southwest Florida Water Management District
Final Report





2015 Perception of Southwest Florida Water Management District Final Report



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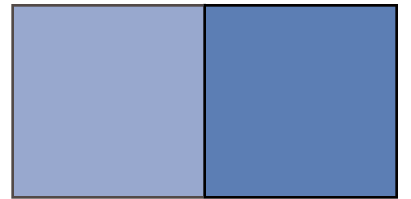
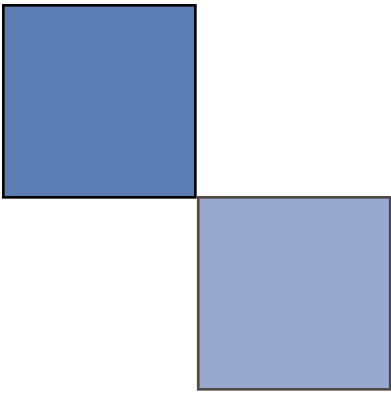
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April 2015

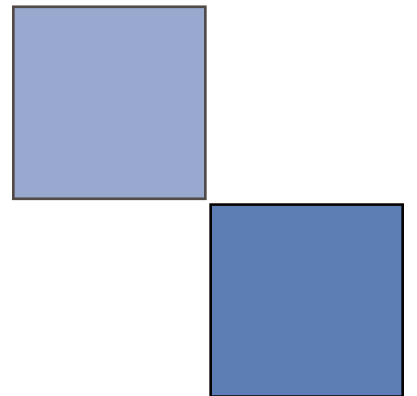
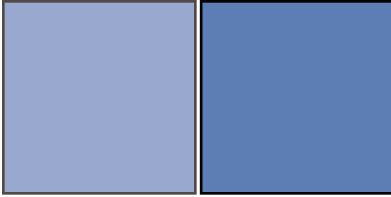


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INTRODUCTION



Introduction

The goal of this study was to help Southwest Florida Water Management District (the District) better understand public opinion, knowledge, attitudes, and behaviors regarding water conservation, water quality protection, and District perception.

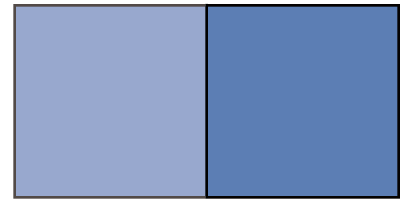
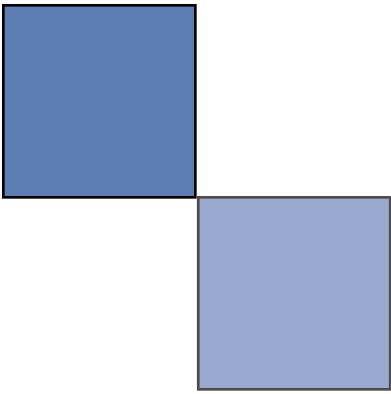
Methodology

The population for this study included adults living in the Southwest Florida Water Management District. The sampling frame consisted of all working landline and cell telephone numbers in these areas.

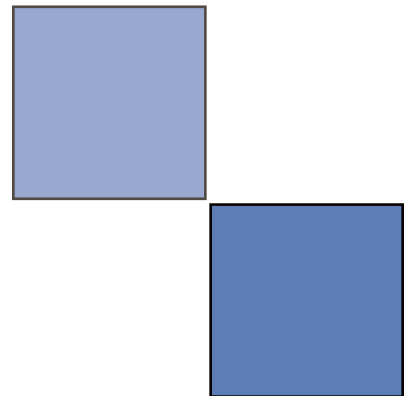
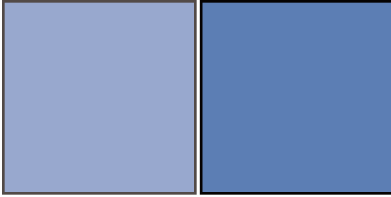
Data was collected from residents across four regions and sixteen counties:

North	Tampa Bay	Heartland	South
Citrus	Hillsborough	Polk	Charlotte
Hernando	Pasco	Hardee	DeSoto
Lake	Pinellas	Highlands	Manatee
Levy			Sarasota
Marion			
Sumter			

Interviews were conducted February 12, 2015 through March 15, 2015 from Kerr & Downs Research’s office. There were 384 completed interviews in each of four regions, resulting in a ±5 percentage points sampling error given a 95% confidence level. The total sample across the entire region was 1,536, resulting in a 2.8 percentage points sampling error given a 95% confidence level. Ten percent of the completed interviews were validated by call-backs.



EXECUTIVE SUMMARY



Executive Summary

Awareness & Perceptions of the District

Awareness of the Southwest Florida Water Management District has fluctuated over the past five years. In 2010, 50% of residents were aware of the District, and this figure rose to 66% in 2013. However, the current study shows only 57% of residents are aware of the District. One explanation is that the District, unlike a corporate or consumer brand such as IBM or Coca-Cola, is not in residents' consciousness day-to-day. In other words, awareness of the District is not a stable construct; rather it is impacted by critical events, the media's coverage of these events, and people's daily conversations about these events. The District does not explicitly or actively attempt to promote its name or increase its "brand" awareness. Therefore, it is reasonable to expect that awareness of the District should not monotonically increase over time.

Residents who are aware of the District rate it higher in 2015 than they did in 2013 with 52% giving the District "Excellent" or "Good" evaluations in 2015 compared to 46% in 2013. The percentage of "Excellent" ratings nearly doubled from 2013 (8%) to 2015 (15%).

Nearly half of residents believe the District is doing enough to protect rivers (46%), lakes (46%), springs (42%), wetlands/swamps (46%), water from the Aquifer (42%), and bays/estuaries (45%). These ratings are up six to nine percentage points from 2013.

Information Sources

Television news remains the number one source of news for residents of the District. It has been the number one source dating to 2010 when Kerr & Downs Research conducted its first "District Perception Study" for the District. Newspapers have been the second most utilized news source for residents in all studies leading up to 2015, but the internet moved into second place in 2015, followed by newspapers. Nearly half of residents (48%) rely on the internet for their information. The percentage of residents relying on social media for their news increased from 11% in 2013 to 14% in 2015, yet social media are only the fifth most utilized news source.

Over half of residents (52%) use Facebook at least a few times a week, up 11% points since 2013. One in three residents (34%) uses YouTube at least a few times a week, up from 26% in 2013. One in six residents (17%) uses Instagram at least a few times a week, up from 10% in 2013. Only 13% use Twitter or Pinterest at least a few times a week, but usage is up from 9% and 8%, respectively, from 2013.

Traditional media are much more trustworthy than social media according to District residents as 83% rate traditional media as at least somewhat trustworthy, while only 50% rate social media as at least somewhat trustworthy. Both of these percentages are up slightly from 2013.

Universities and the DEP remain the most trusted institutions that "speak" about water issues as 84% and 82%, respectively, rate them as at least somewhat trustworthy. Across the six institutions tested (DEP, universities, US Geological Survey, local environmental groups, utility companies, and the District), the District has the lowest trustworthy score with 67% of residents proclaiming that the District is at least somewhat trustworthy. This percentage is up 5% points from 2013.

Natural Water Resources

Three in ten residents name the District as being responsible for managing and protecting natural water resources in their area – this is down from 46% in 2013. This drop is consistent with the drop in the District's brand name awareness, and perhaps for the same reason, i.e., since there is no explicit or concerted effort to increase the District's brand name awareness, awareness and related constructs such as responsibilities of the District, are variable constructs that change based on the level of media coverage and the level of personal conversations about the District.

Residents give higher ratings in 2015 compared to 2013 to the health of water bodies/sources. The percentages of “Excellent + Good” ratings follow with the change since 2013 in parentheses:

- 49% - Springs (+7% points)
- 47% - Lakes (+7% points)
- 47% - Groundwater or water from the Aquifer (+4% points)
- 46% - Rivers (+8% points)
- 43% - Bays and estuaries (not measured in 2013)
- 41% - Wetlands or swamps (+8% points)

Reclaimed & Purified Water

The study tested residents’ willingness to use reclaimed water for various non drinking purposes. Residents were read the following: “Wastewater can receive different levels of treatment that make it safe for different uses. One level of treatment, let’s call it reclaimed water, is wastewater that has been treated and certified safe by the National Academy of Sciences for certain **non-drinking** purposes.”

Percentages of residents who are willing to use reclaimed water for various purposes ranges from 55% to 79% (data from 2013 were available for only two uses):

- 79% - Water your lawn (-6% points from 2013)
- 72% - Wash your car (-7% points from 2013)
- 65% - Agricultural irrigation
- 57% - Increase river flows
- 55% - Raise lake levels
- 53% - Raise groundwater levels

The study also tested residents’ willingness to use purified water for various purposes. Residents were read the following: A second level of wastewater treatment, let’s call it purified water, is wastewater that has been treated and certified safe by the National Academy of Sciences to **exceed drinking water standards**.”

Percentages of residents who are willing to use purified water for various purposes ranges from 50% to 78% (data from 2013 are shown in parentheses, **but it must be noted that the term “reclaimed” rather than “purified” was used in the 2013 study**):

- 78% - Water vegetables in your garden (+15% points from 2013)
- 70% - Take a shower or bath (+29% points from 2013)
- 66% - To swim in (+27% points from 2013)
- 60% - To add to existing water supplies (+23% points from 2013)
- 50% - To drink (+34% points since 2013)

Lawn Irrigation

Half of residents in the District who have a lawn (51%) report having an in-ground irrigation system for their landscape. Their water utility (36%) and their well (34%) are the most common sources for their in-ground irrigation systems, while only 17% use reclaimed water. Not quite half of residents with a lawn (44%) have rain sensors or soil moisture on their irrigation systems, while 79% of those with rain sensors claim their irrigation system automatically stops their irrigation systems from turning on or stops them during rains.

Two out of three residents with a lawn (64%) water their lawns in the winter, no change since 2013, with 21% watering their lawns in winter at least twice a week (up from 19% in 2013). Four out of five residents with a lawn (82%) water their lawns in the summer, up 2% points from 2013, with 50% watering their lawns at least twice weekly in the summer (up 10% points since 2013).

Land Conservation

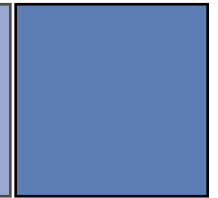
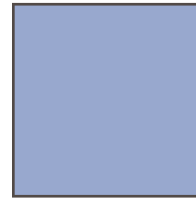
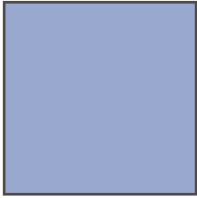
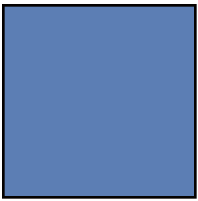
Three out of four residents support the idea of the District buying and managing undeveloped lands for conservation purposes. Only four in ten residents are aware that the District purchases and manages undeveloped lands for conservation purposes, and only 46% of these residents (18% of all residents) can name specific lands that are managed by the District. The Green Swamp Wilderness reserve was named by 3.2% of all residents. A plurality of residents (26%) believes the District purchases and manages these lands to conserve natural resources or to preserve the water supply (15%).

One in four residents (26%) reports using District land for outdoor recreation, with hiking and fishing being the two most frequent uses. On a ten-point scale with 10 being the most positive score, residents rate their experiences on District lands at 8.3 – this compares to an 8.0 rating in 2009.

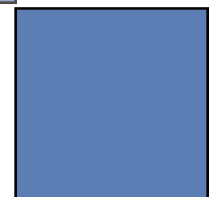
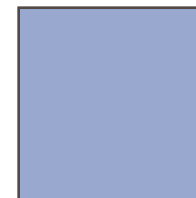
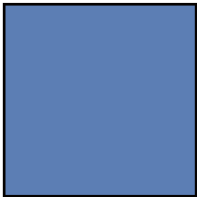
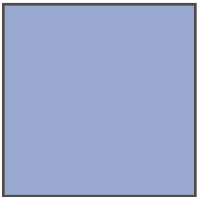
Demographics

Typical residents in the study are:

- 50 years old
- Male or female (49%/51% split)
- Lived in their county for 13 years
- Lived in Florida for 21 years
- Full-time residents (95%)
- Has a household income of \$54,000
- White (73%)



NATURAL WATER RESOURCES



Natural Water Resources

This section of the report explores residents' attitudes and knowledge about natural water resources in their area. More specifically, this section includes the following questions:

- Which agency is responsible for managing and protecting natural water resources in your region?
- How would you rate the health of natural water resources in your area?
- How would you rate the health of rivers in your region?
- How would you rate the health of lakes in your region?
- How would you rate the health of springs in your region?
- How would you rate the health of wetlands or swamps in your region?
- How would you rate the health of groundwater or water from the Aquifer in your region?
- How would you rate the health of bays and estuaries in your region?

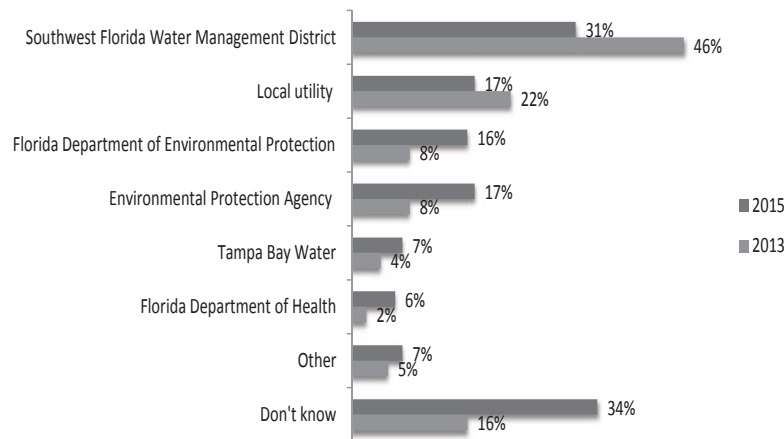
While there is considerable variation in responses to the issues above, about one in three residents (31%) believes that Southwest Florida Water Management District is responsible for managing and protecting the natural water resources in their region. This is a drastic change from 2013 when 46% of residents believed the District was responsible for managing and protecting natural water resources. Responses do not vary considerably across the four regions in the study (North – 32%; Heartland – 30%; Tampa Bay – 33%; and South – 28%). Just over one in three residents (34%, +18% points) indicated that they did not know which agency was most responsible for managing and protecting natural resources in their region.

Just over half of residents (54%, no change from 2013) rate the health of natural water resources in their region as positive (excellent or good), while 12% (-3% points) give negative ratings (poor or terrible). Residents in the North give higher ratings (61% positive, +13% points).

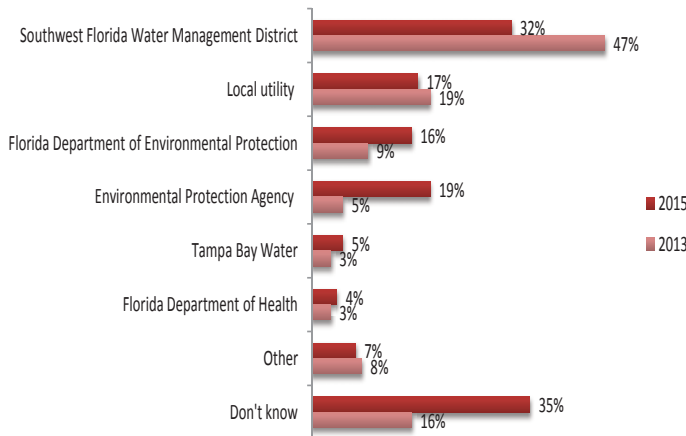
Residents perceive some variation in the health of various types of water bodies and wetlands. For example, 49% of residents give positive ratings to the health of the springs. Conversely, only 41% of residents give positive ratings to the health of wetlands or swamps. Negative (poor + terrible) ratings range from a low of 7% for the health of springs to a high of 16% for health of groundwater or water from the aquifer. Residents in the North give the highest level of positive ratings for the health of springs (62%), however, they also give the highest level of negative ratings for the health of wetlands (18%).

To the best of your knowledge, which agency is most responsible for managing and protecting natural water resources in your region?*

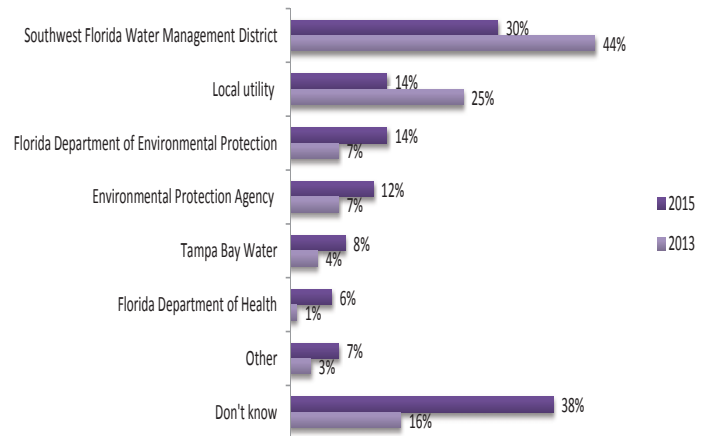
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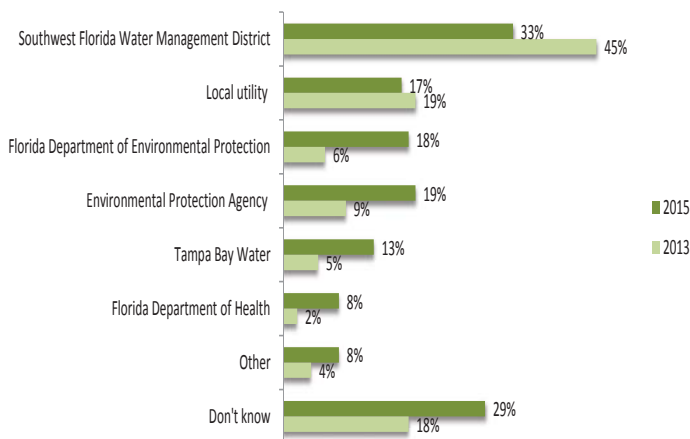
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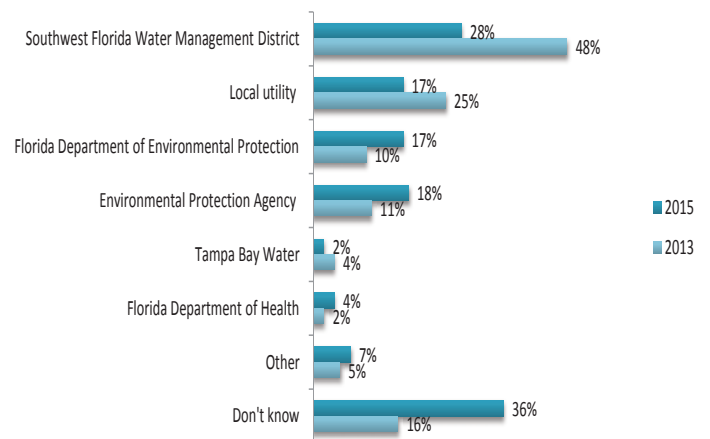
Heartland



Tampa Bay

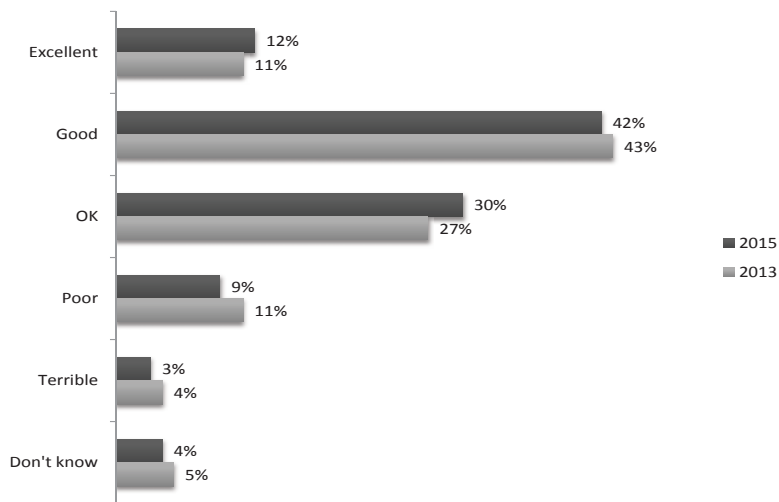


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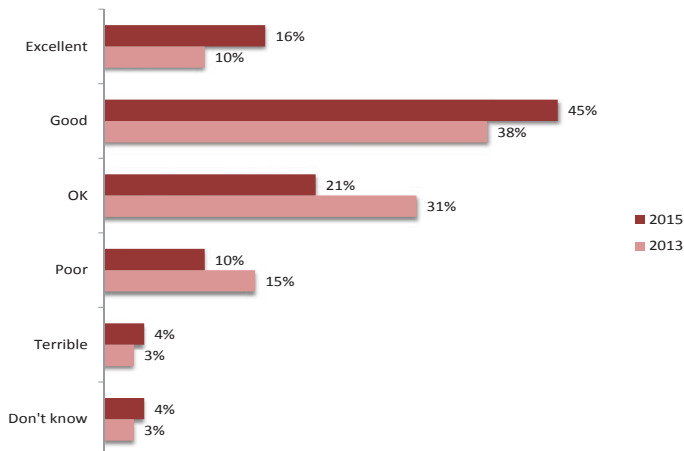


* Multiple responses permitted

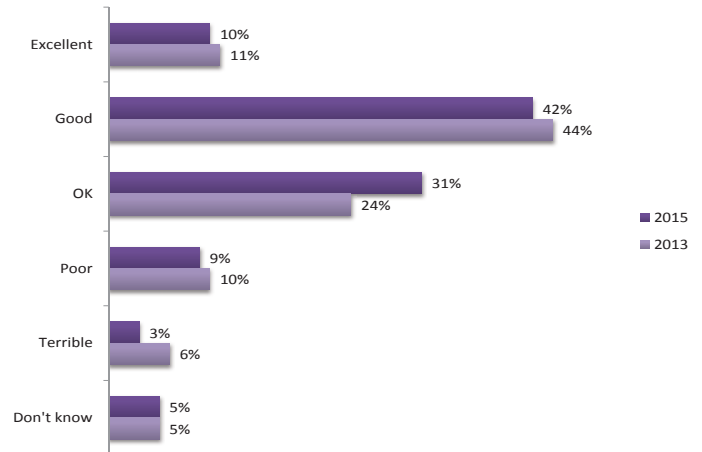
How would you rate the health of natural water resources in your region? Total



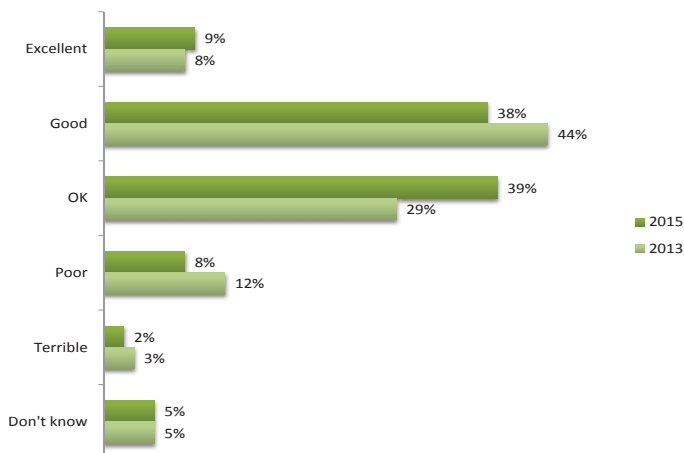
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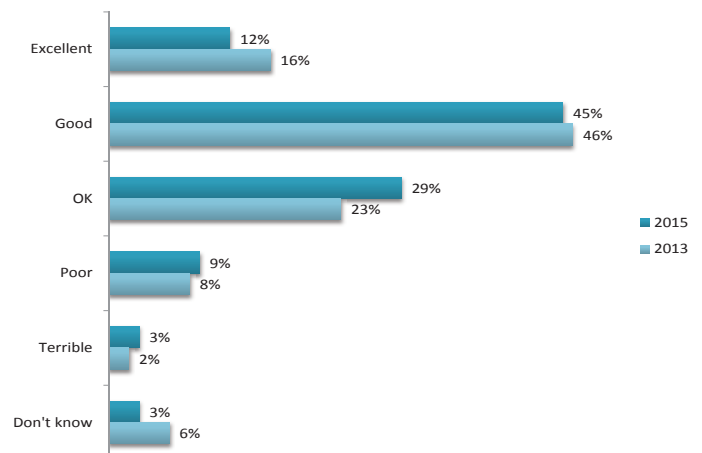
Heartland



Tampa Bay



South



Ratings for natural water resources

Total — Ratings for natural water resources

	Rivers	Lakes	Springs	Wetlands or swamps	Groundwater or water from the aquifer	Bays and estuaries
Excellent	9%	10%	15%	9%	11%	9%
Good	37%	37%	34%	32%	36%	34%
OK	28%	26%	19%	25%	25%	26%
Poor	10%	12%	6%	12%	13%	8%
Terrible	2%	3%	1%	3%	3%	2%
Don't know	14%	13%	24%	20%	13%	21%

Excellent + Good Ratings

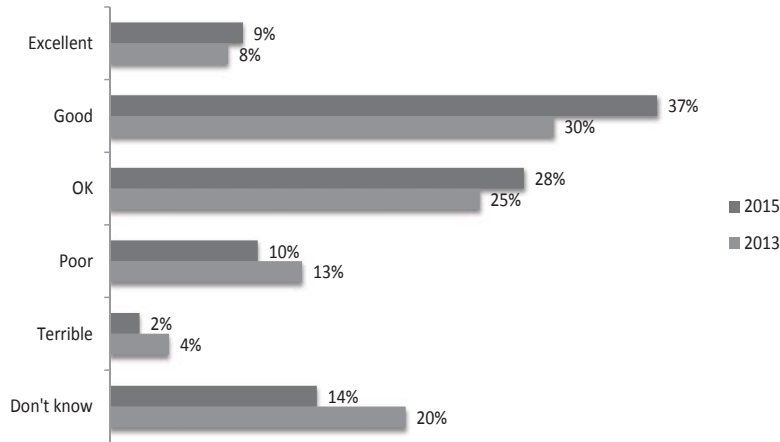
	Total	North	Tampa Bay	Heartland	South
Rivers	46%	53%	40%	43%	48%
Lakes	47%	51%	43%	46%	47%
Springs	49%	62%	45%	45%	42%
Wetlands or swamps	41%	42%	37%	39%	45%
Groundwater or water from the aquifer	47%	55%	43%	46%	44%
Bays and estuaries	43%	49%	44%	37%	45%

Poor + Terrible Ratings

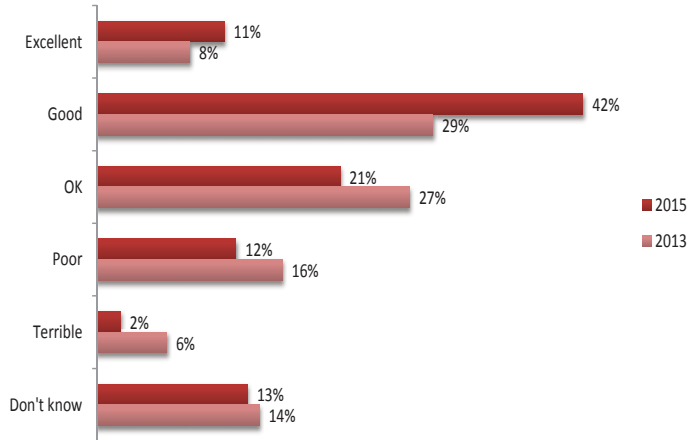
	Total	North	Tampa Bay	Heartland	South
Rivers	12%	14%	15%	13%	9%
Lakes	15%	18%	12%	18%	9%
Springs	7%	9%	8%	6%	6%
Wetlands	15%	18%	13%	17%	10%
Groundwater or water from the aquifer	16%	15%	16%	15%	17%
Bays and estuaries	10%	11%	10%	8%	10%

How would you rate the health of rivers in your region?

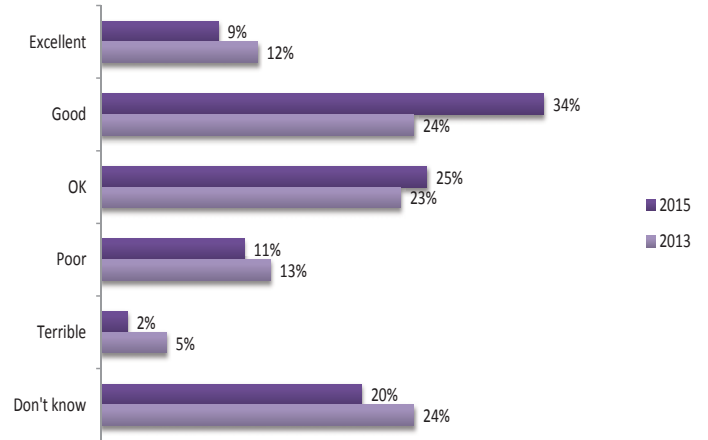
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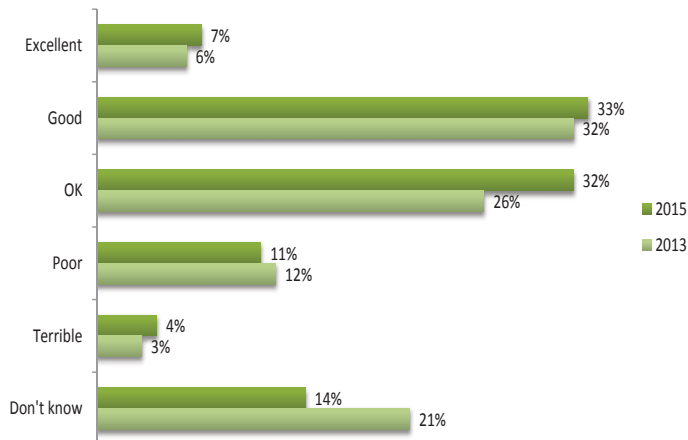
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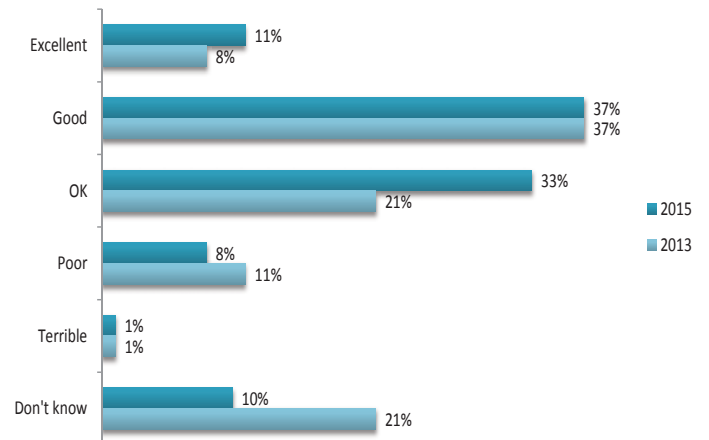
Heartland



Tampa Bay

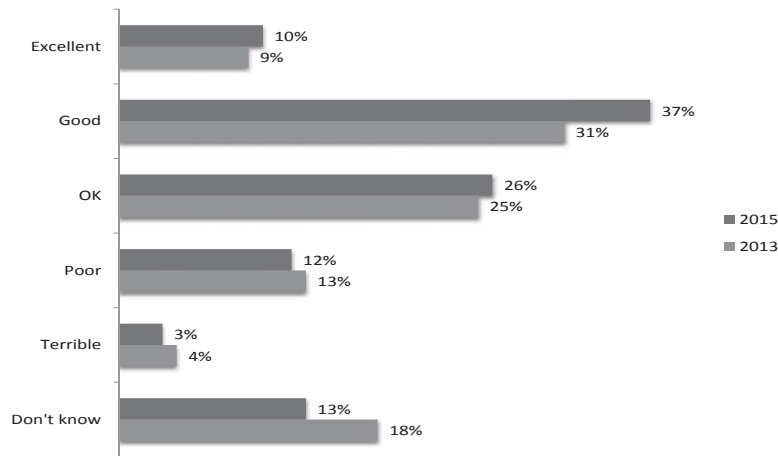


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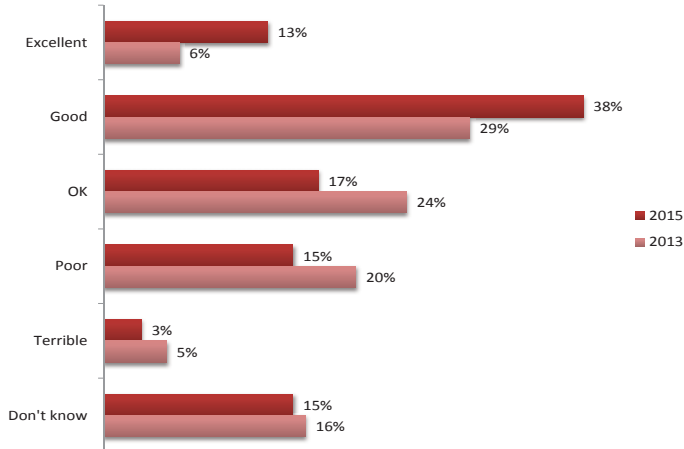


How would you rate the health of lakes in your region?

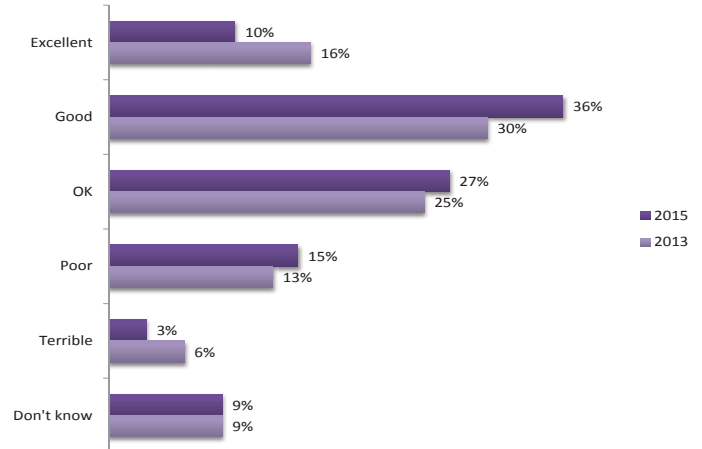
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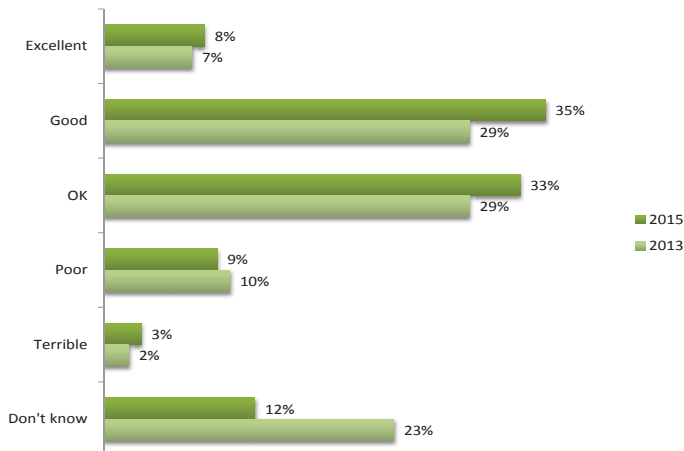
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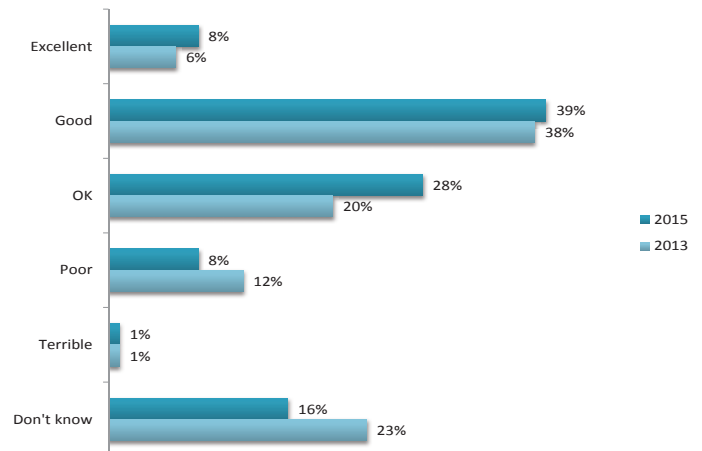
Heartland



Tampa Bay

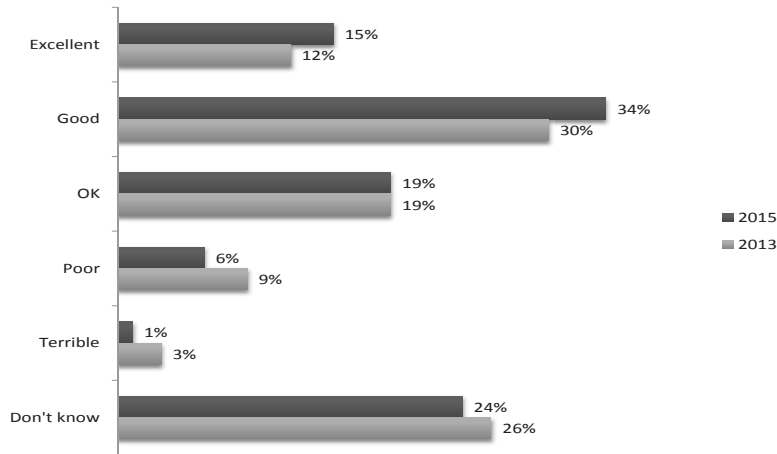


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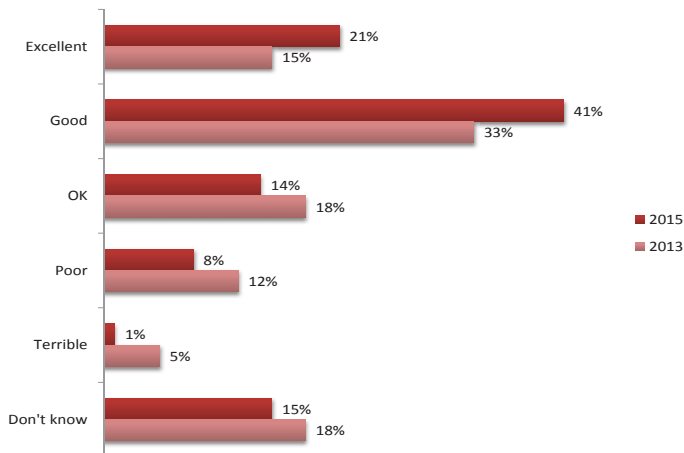


How would you rate the health of springs in your region?

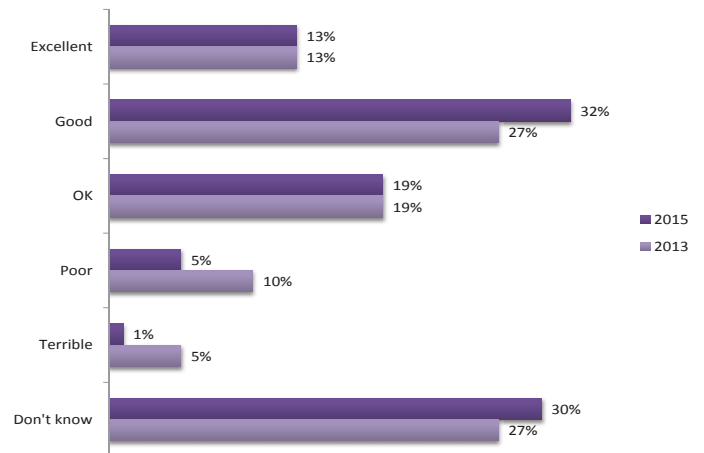
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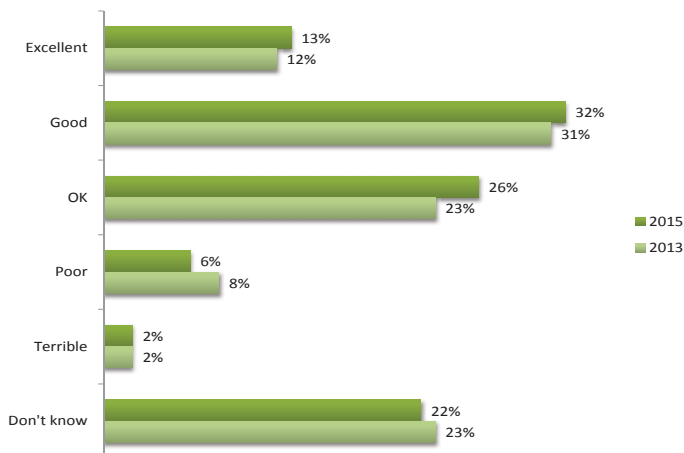
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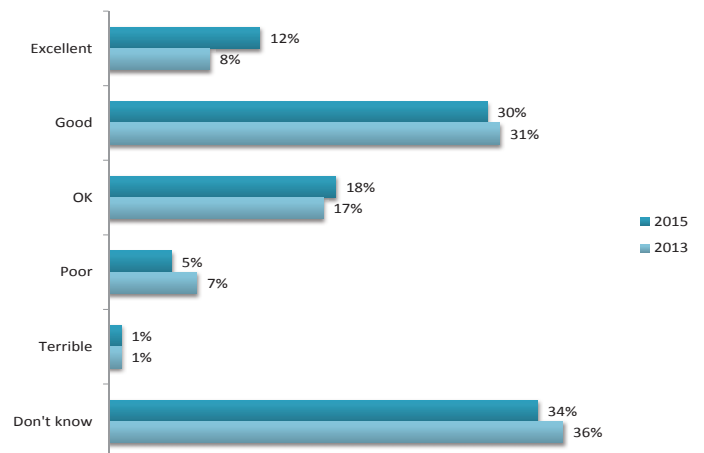
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Tampa Bay

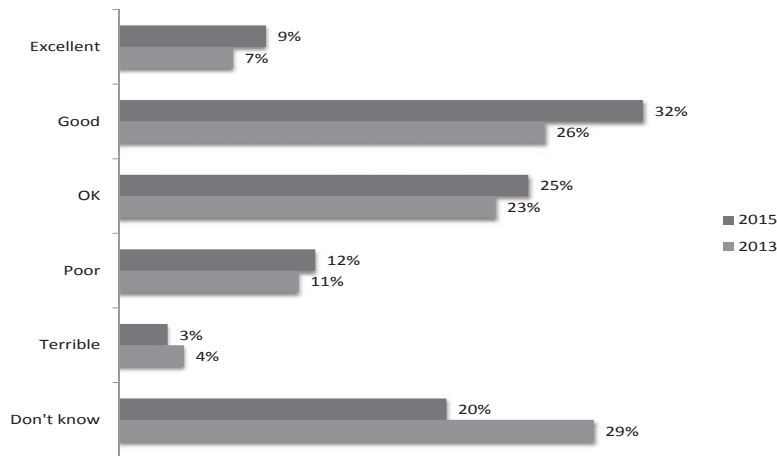


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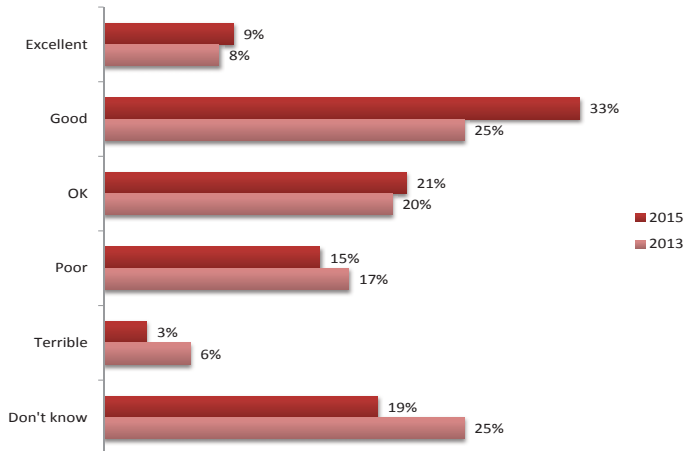


How would you rate the health of wetlands or swamps in your region?

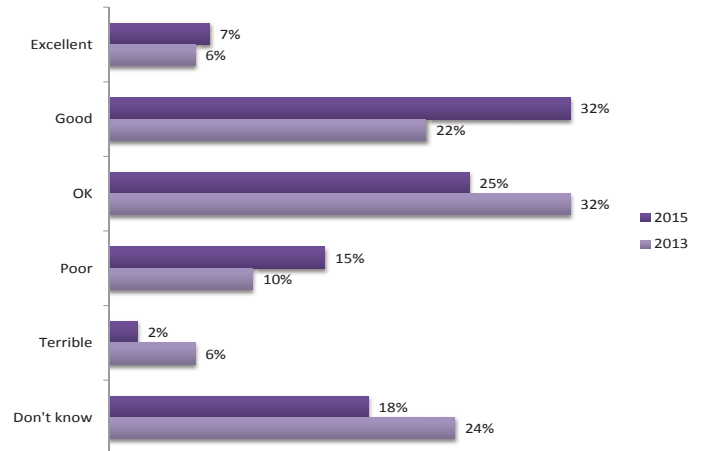
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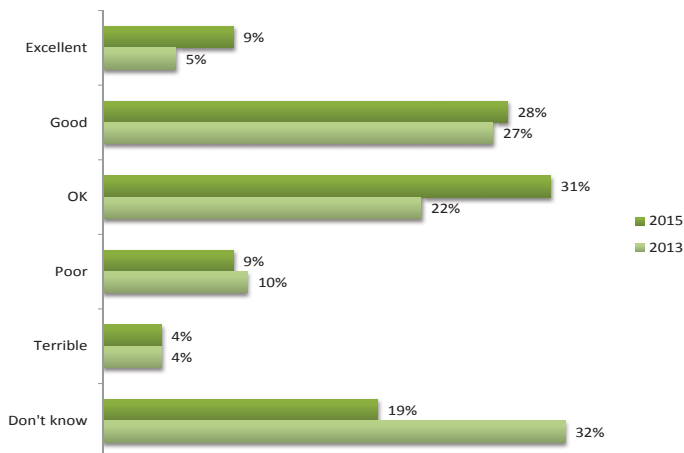
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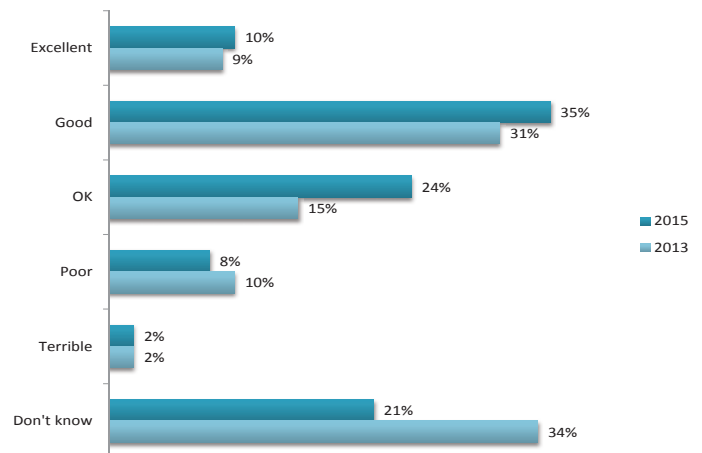
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Tampa Bay

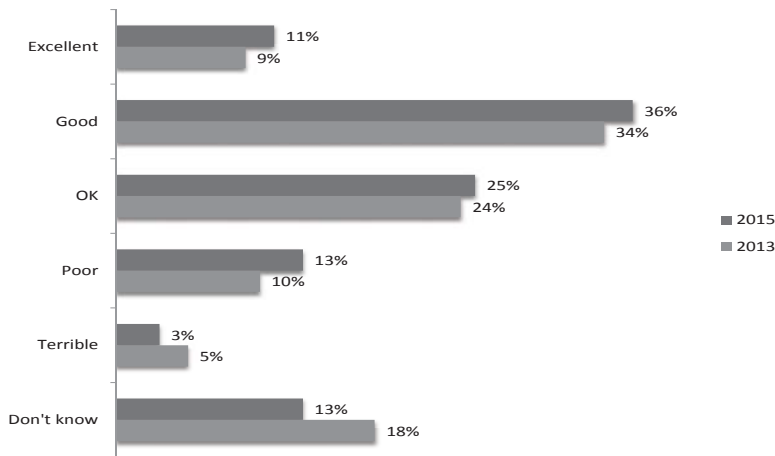


South

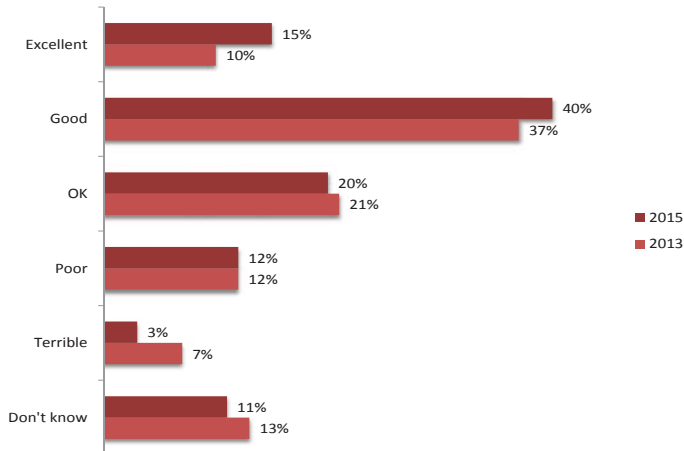


How would you rate the health of groundwater or water from the aquifer in your region?

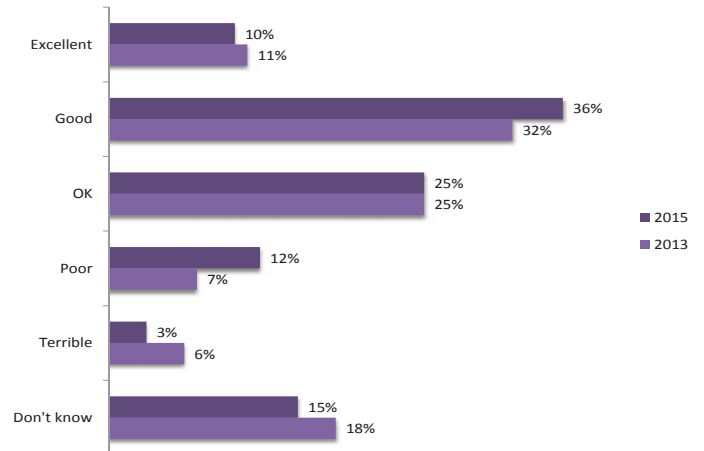
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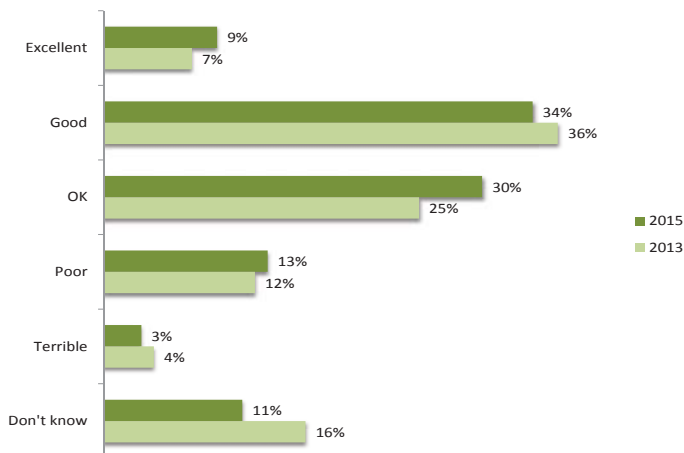
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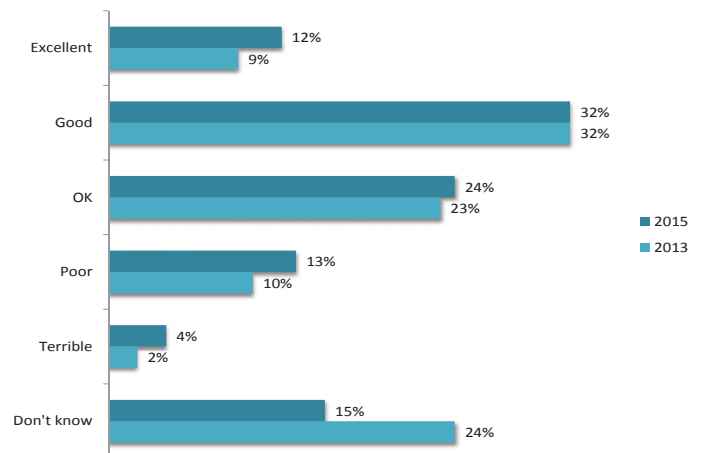
Heartland



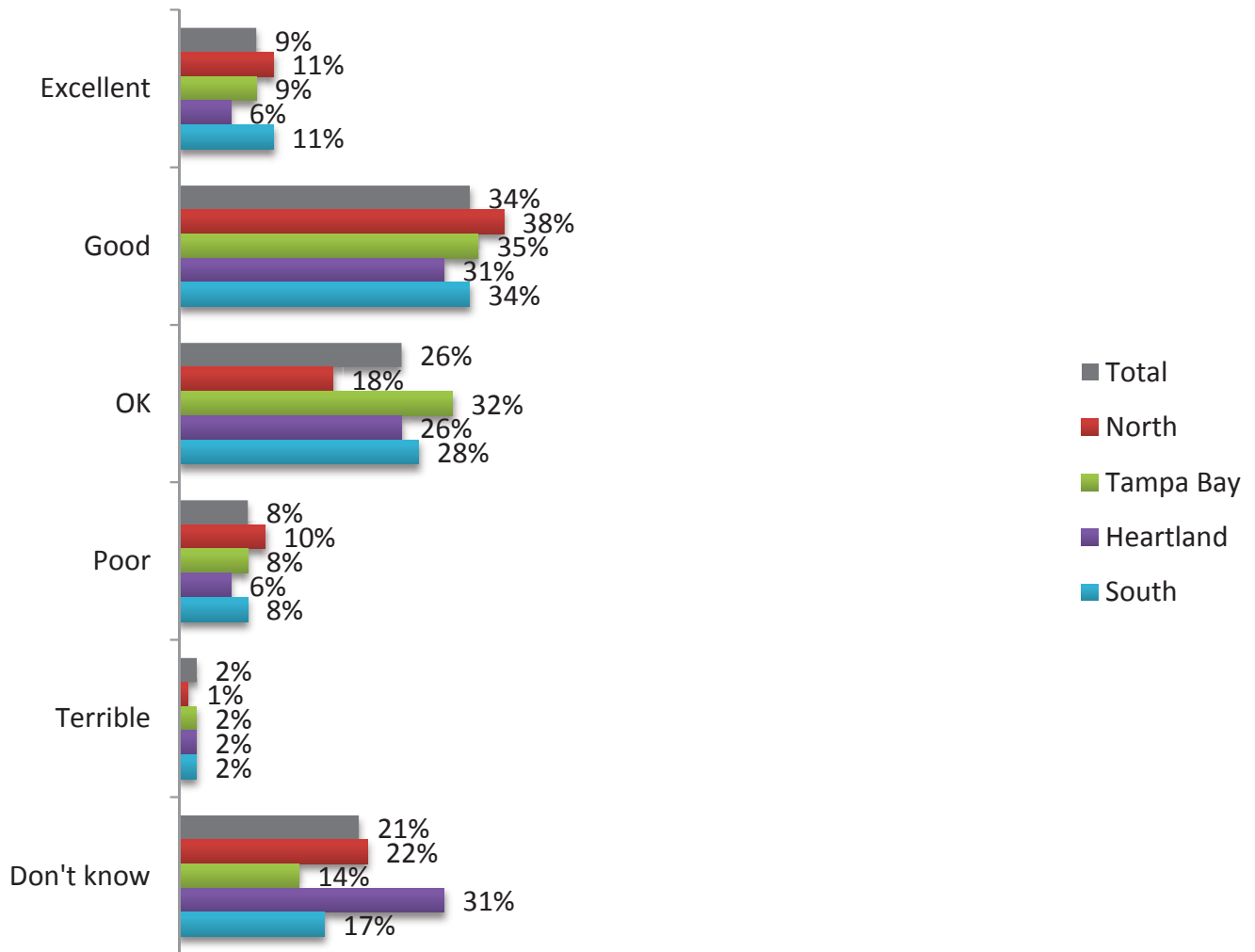
Tampa Bay

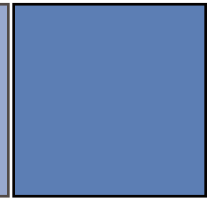
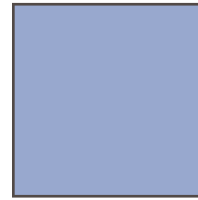
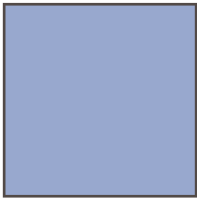
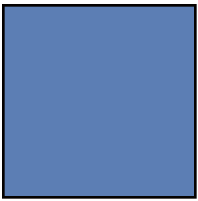


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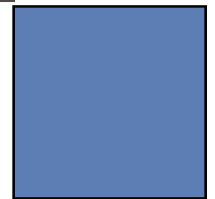
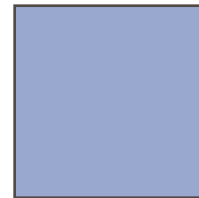
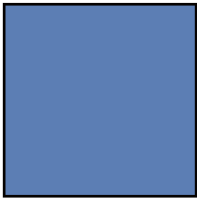
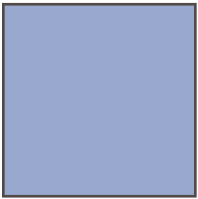


How would you rate the health of bays and estuaries in your region?





PERCEPTIONS OF RECLAIMED & PURIFIED WATER



Perceptions of Reclaimed & Purified Water

This section of the report examines residents' reactions to reclaimed¹ water including their willingness to use it for the following purposes:

- To water their lawns
- To wash their cars
- For agricultural irrigation
- To raise lake levels
- To increase river flows
- To raise groundwater levels

Over half of residents are willing to use reclaimed water for all of the above-mentioned purposes. Residents are most willing to use reclaimed water for the following:

- To water their lawns (79%)
- To wash their car (72%)

Residents in Tampa Bay are more willing to use reclaimed water to raise lake levels than residents in any other county (81% willing).

This section of the report also examines residents' reactions to purified² water including their willingness to use it for the following purposes:

- To water vegetables in their gardens
- To take showers/baths
- To drink
- To swim in
- To add to existing water supplies

Over half of residents are willing to use purified water for all of the above-mentioned purposes. Residents are most willing to use purified water for the following:

- To water vegetables in their gardens (78%)
- To take showers/baths (70%)

1 - Residents were told reclaimed water is wastewater that has been treated and certified safe by the National Academy of Sciences for non-drinking purposes.

2- Residents were informed that purified water is wastewater that has been treated and certified safe by the National Academy of Sciences to exceed drinking water standards.

In 2013, residents were asked if they would be willing to use reclaimed water for the above-mentioned purposes. When asked if they would be willing to use purified water for those same purposes in 2015, the percentage of willing residents increased across the board.

There are no significant differences across regions in regard to using purified water for different purposes.

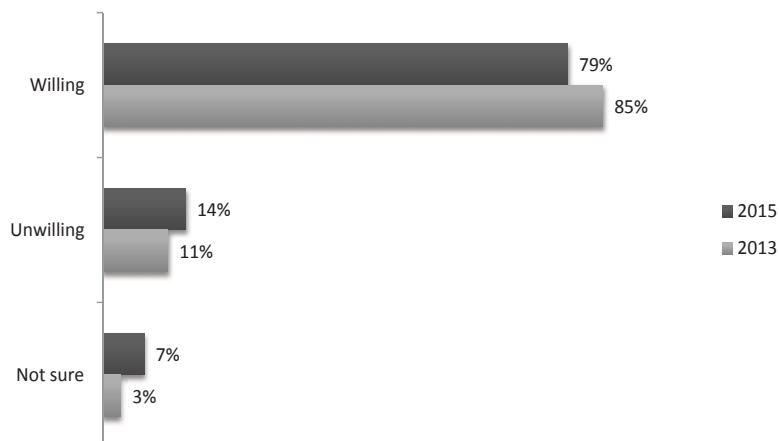
Willingness to reuse reclaimed water - Total

	2013	2015
To water your lawn	85%	79%
To wash your car	79%	72%
To water vegetables in your garden	63%	78%*
To take a shower or bath	41%	70%*
To drink	16%	50%*
To swim in	39%	66%*
To add to existing water supplies	37%	60%*

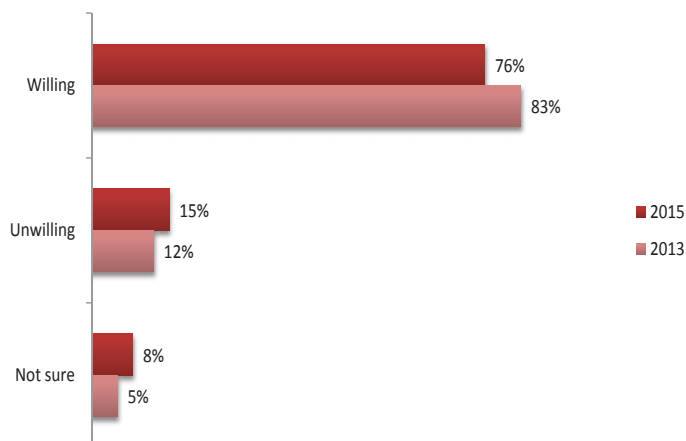
*Residents were asked their willingness to use purified water for this use in 2015

Are you willing, unwilling or not certain about using reclaimed water to water your lawn?

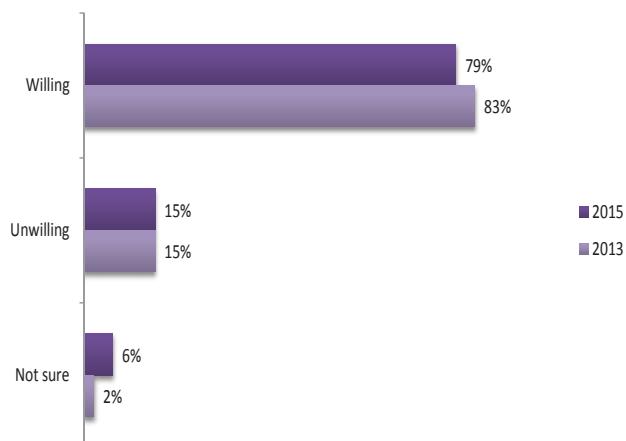
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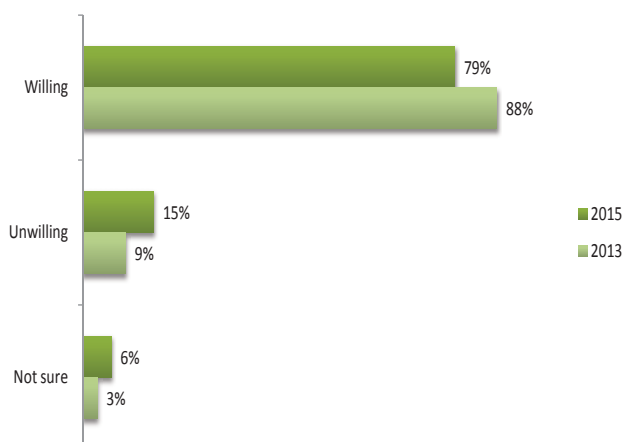
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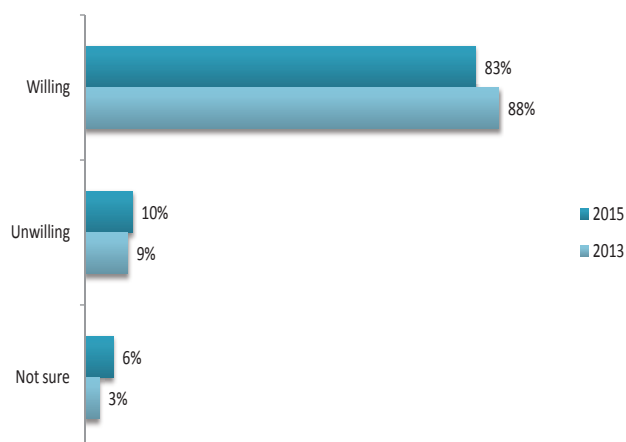
Heartland



Tampa Bay

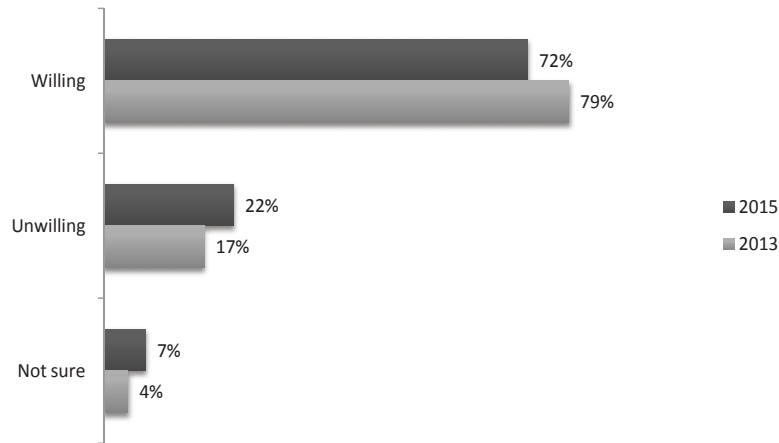


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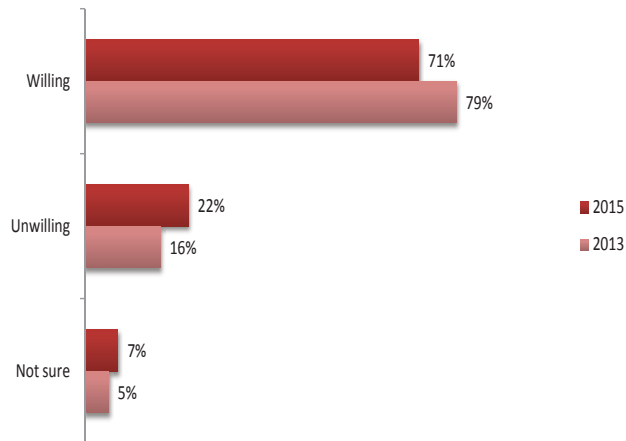


Are you willing, unwilling or not certain about using reclaimed water to wash your car?

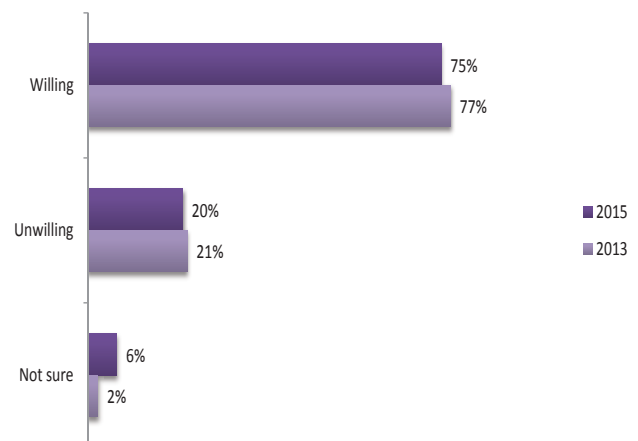
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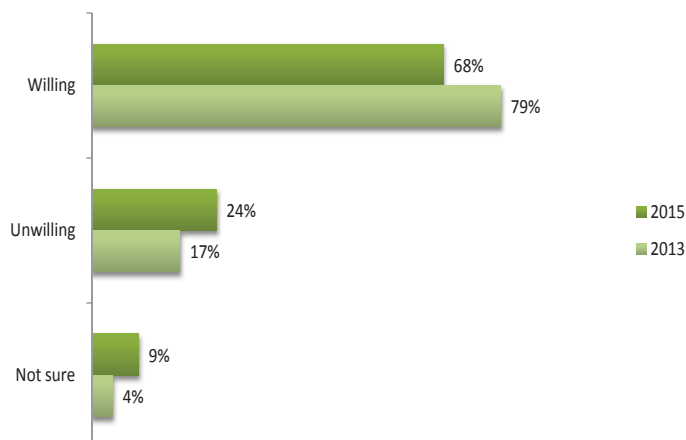
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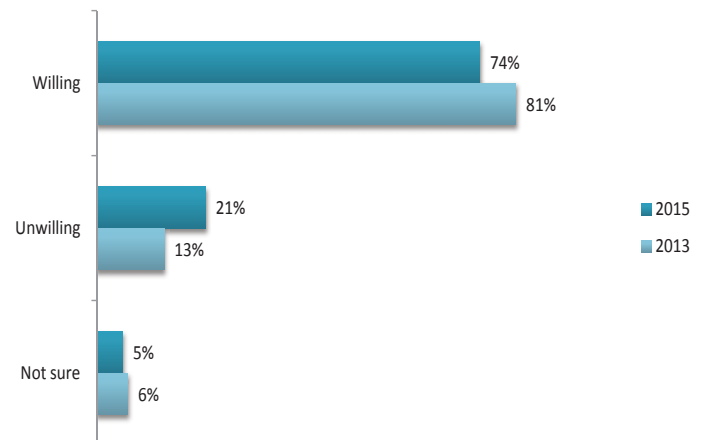
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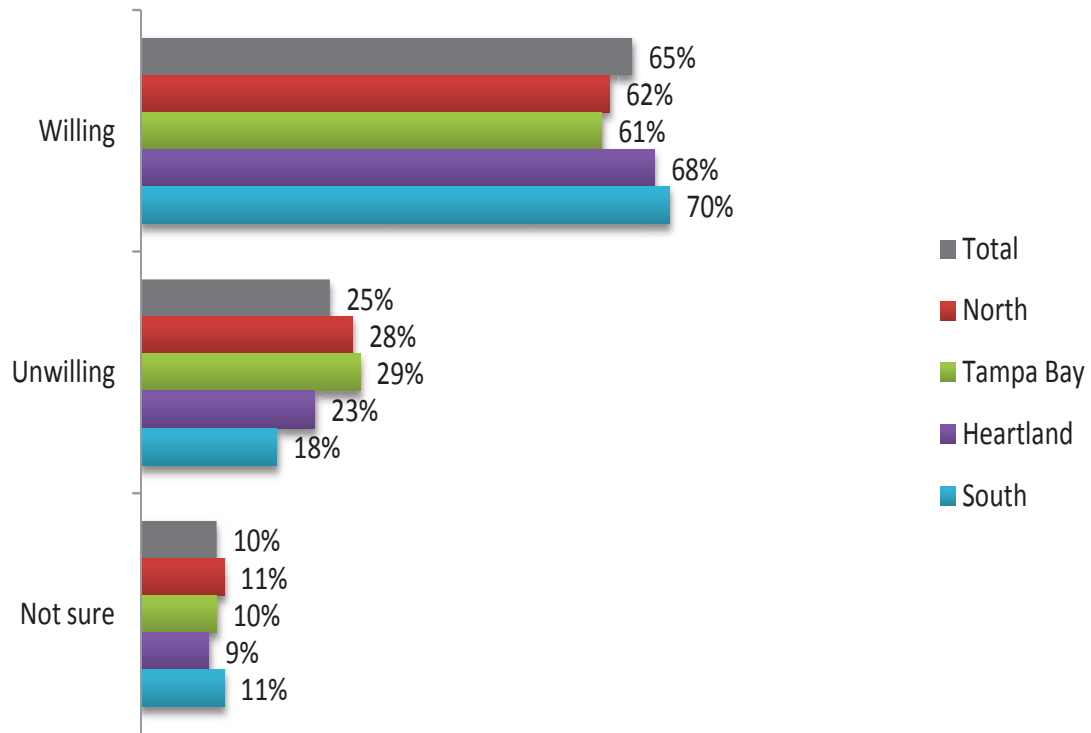
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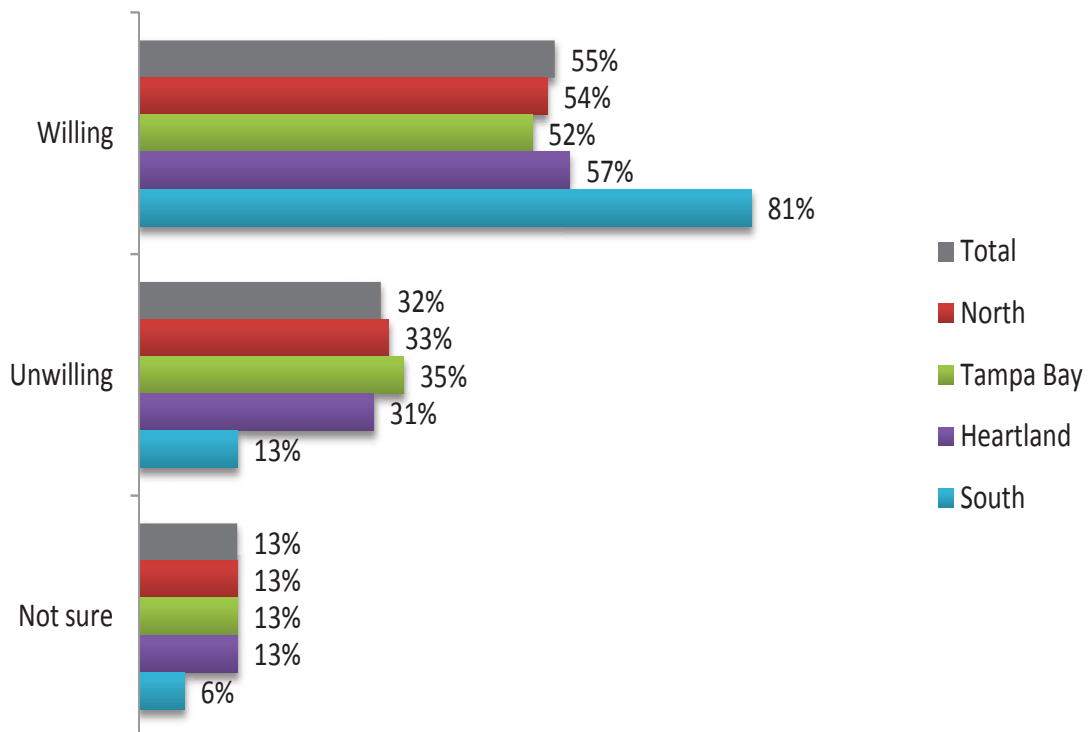
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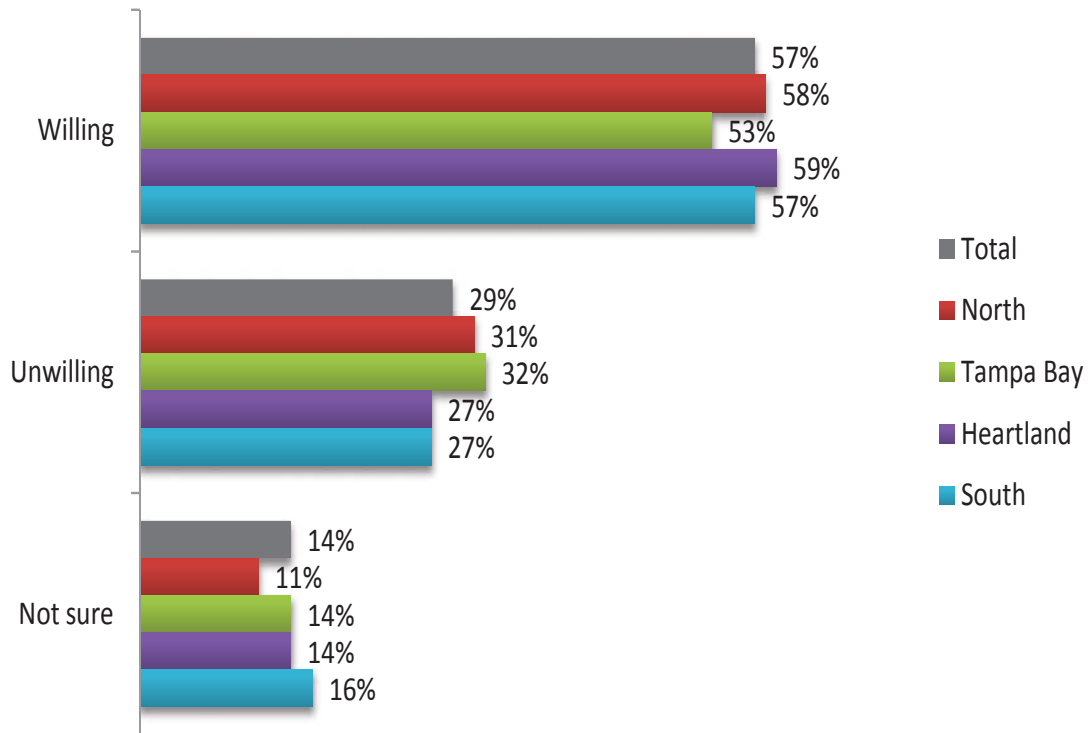
Are you willing, unwilling or not certain about using reclaimed water in agricultural irrigation?



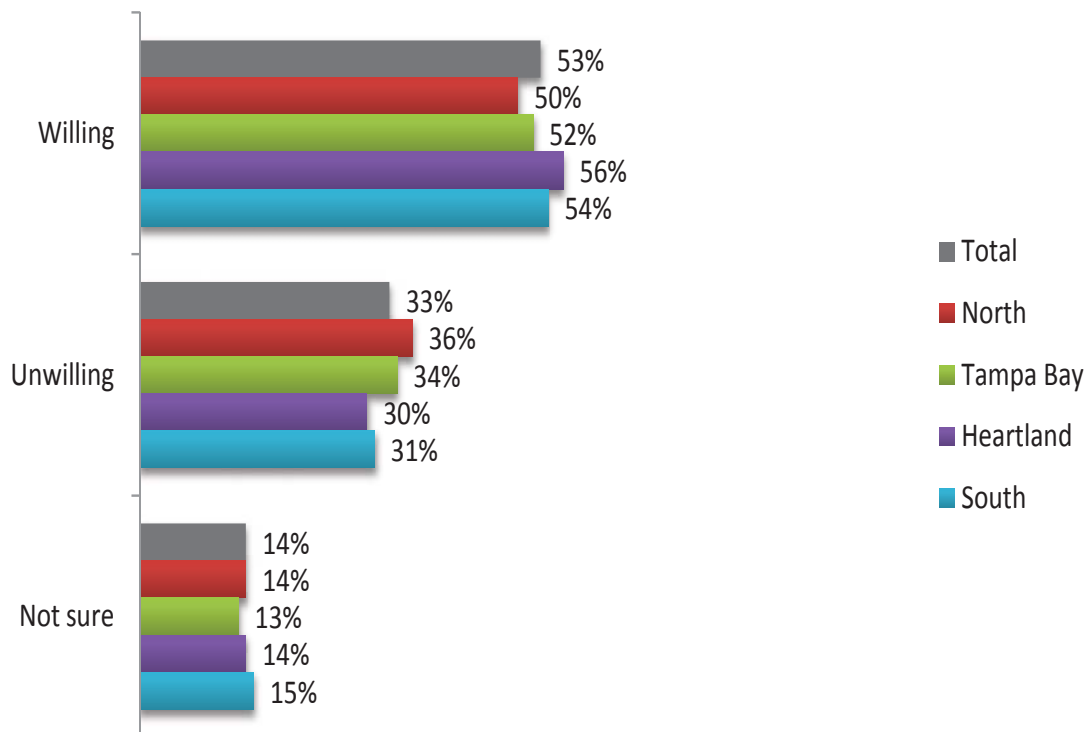
Are you willing, unwilling or not certain about using reclaimed water to raise lake levels?



Are you willing, unwilling or not certain about using reclaimed water to increase river flows?

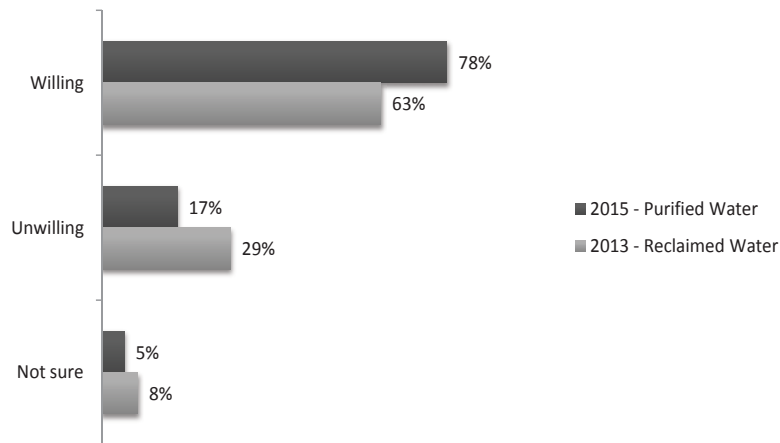


Are you willing, unwilling or not certain about using reclaimed water to raise groundwater levels?

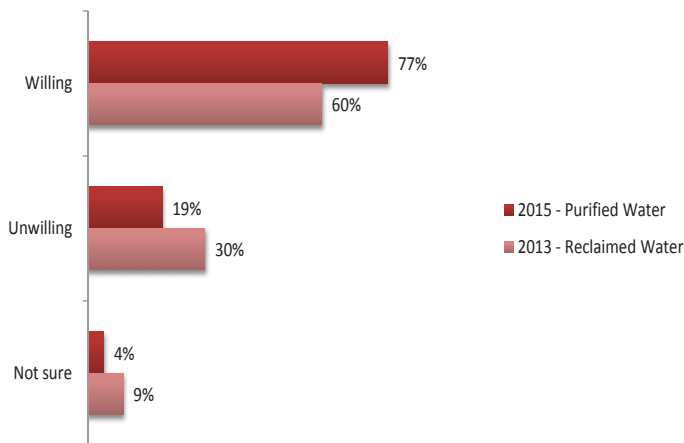


Are you willing, unwilling or not certain about using purified water to water vegetables in your garden?

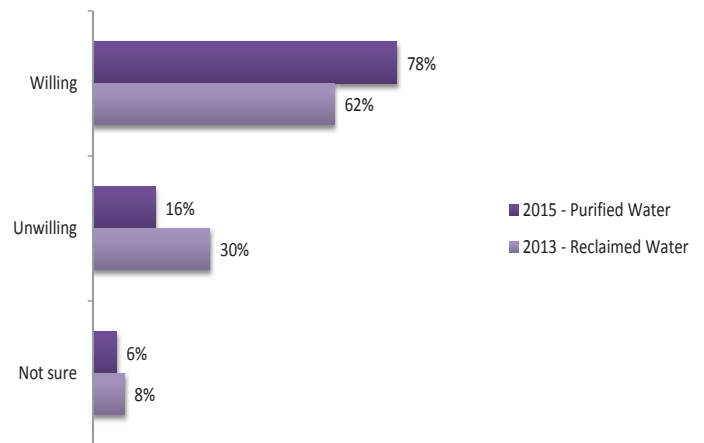
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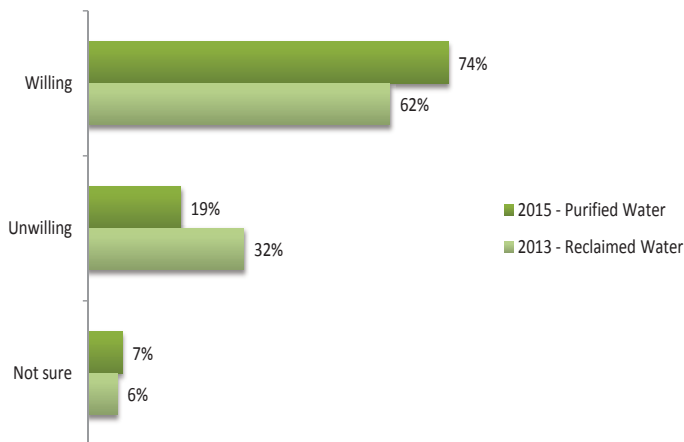
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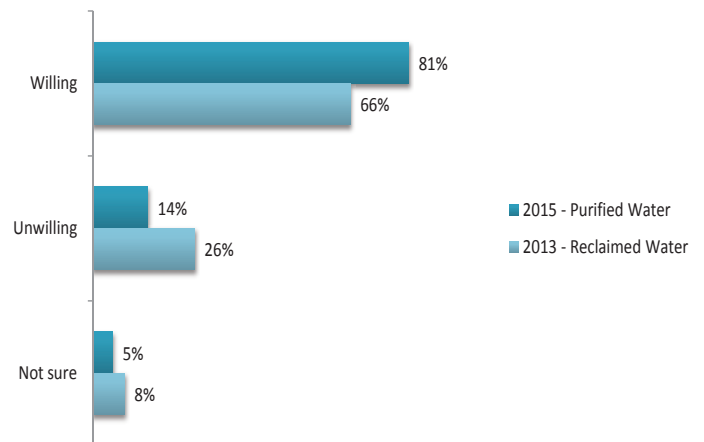
Heartland



Tampa Bay

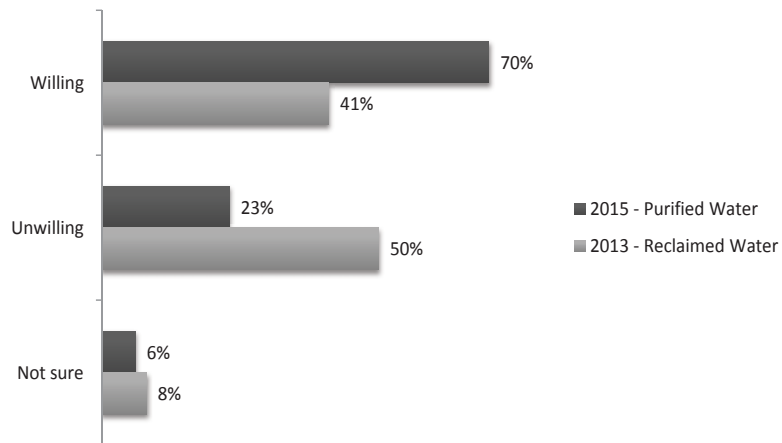


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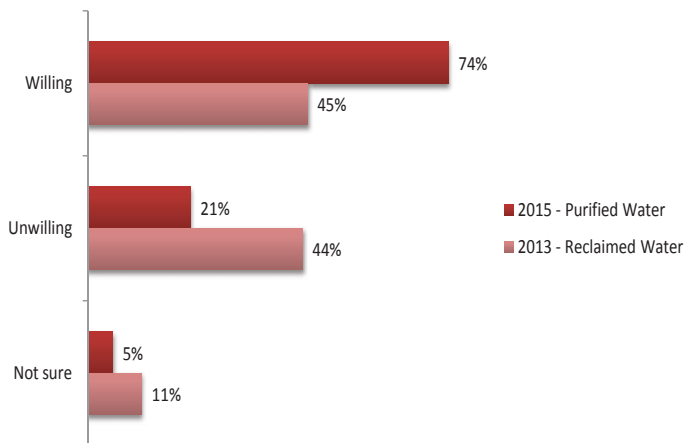


Are you willing, unwilling or not certain about using purified water to take a shower or bath?

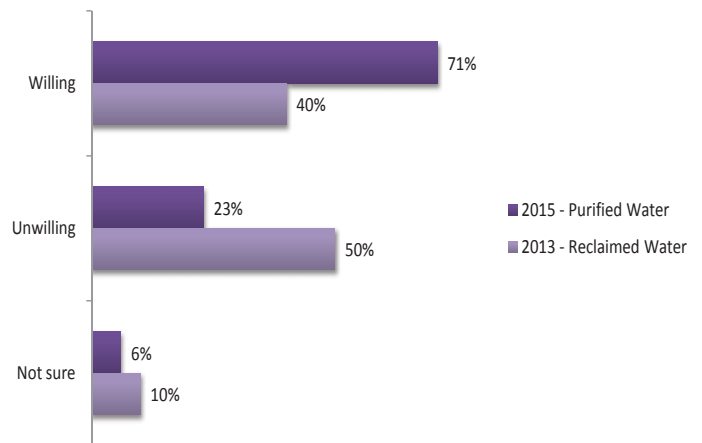
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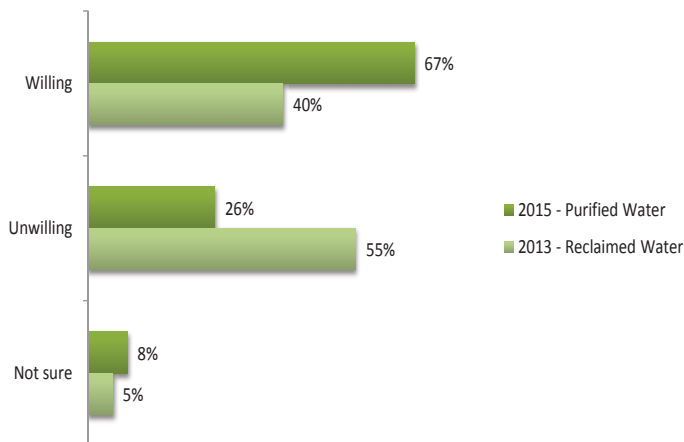
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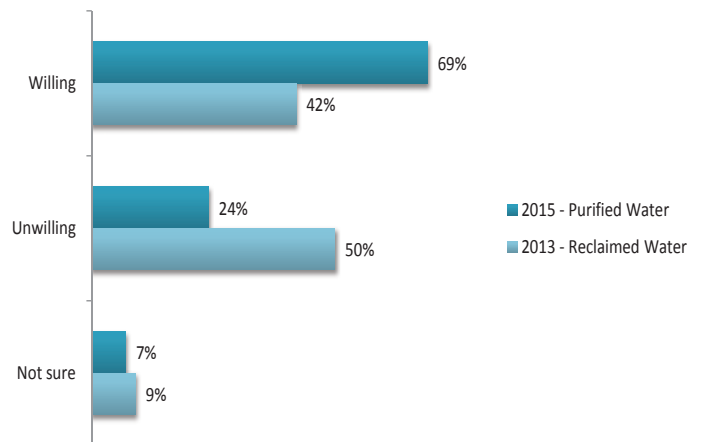
Heartland



Tampa Bay

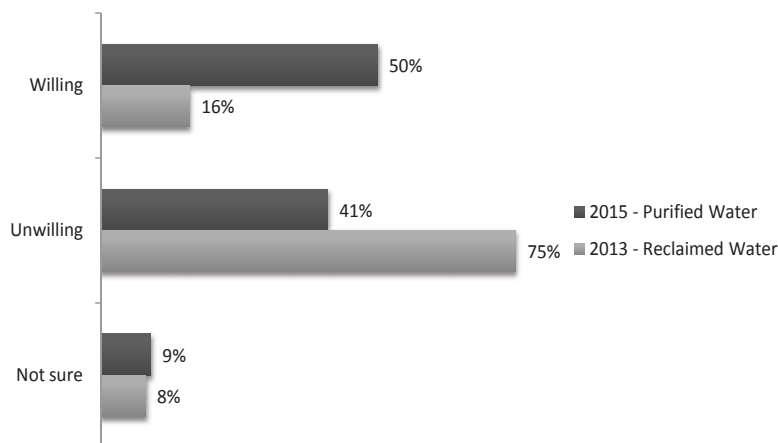


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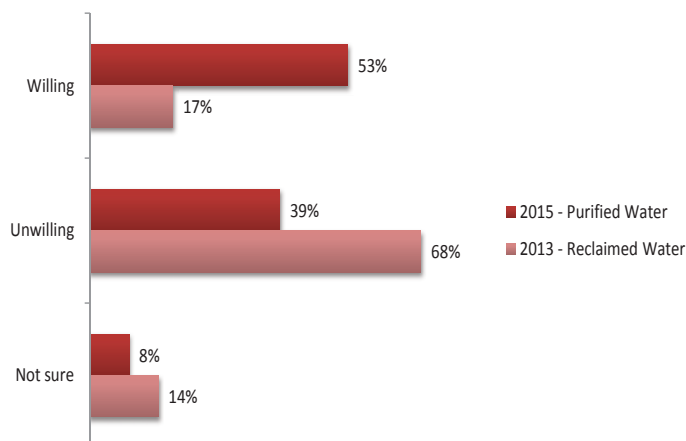


Are you willing, unwilling or not certain about using purified water to drink?

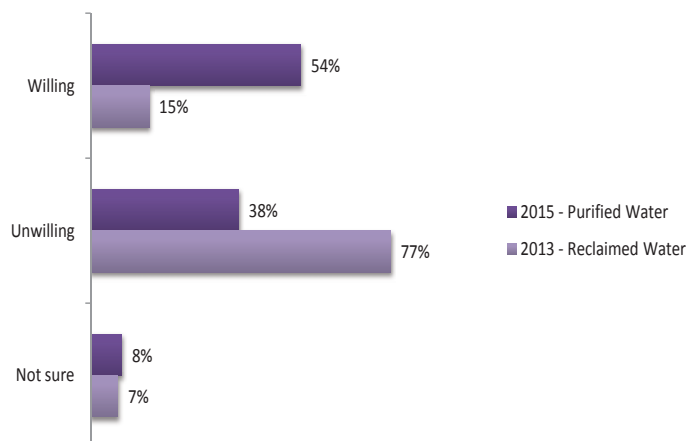
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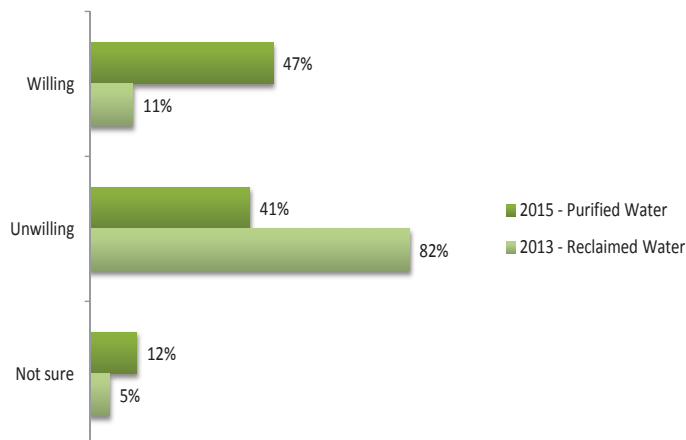
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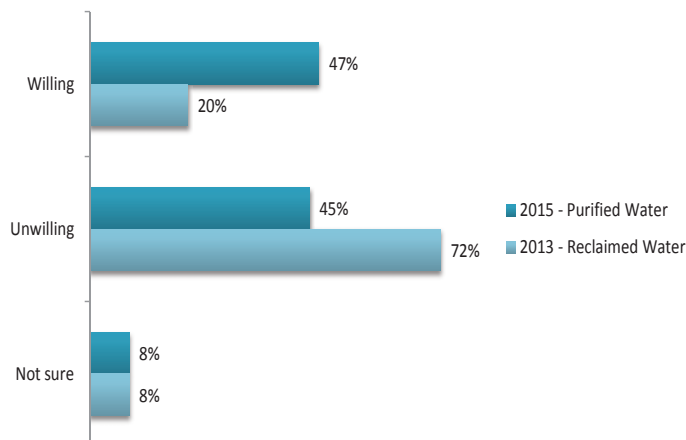
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Tampa Bay

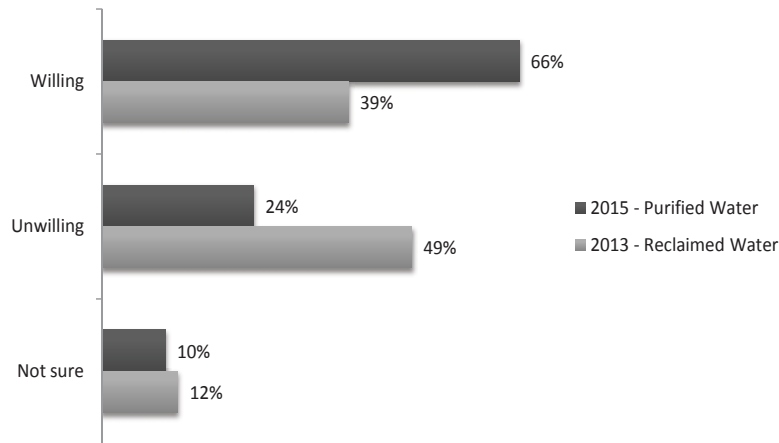


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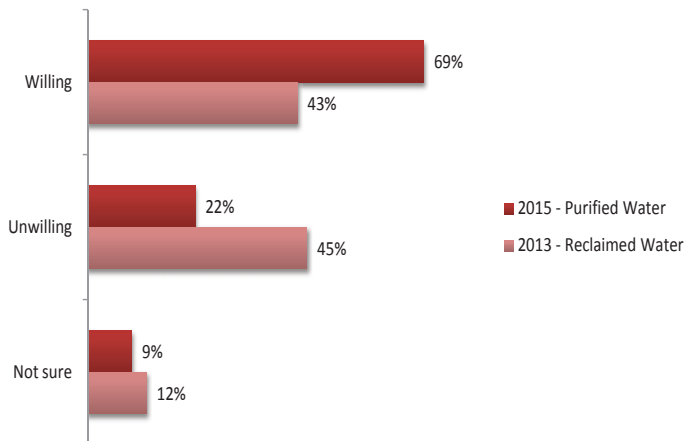


Are you willing, unwilling or not certain about using purified water to swim in?

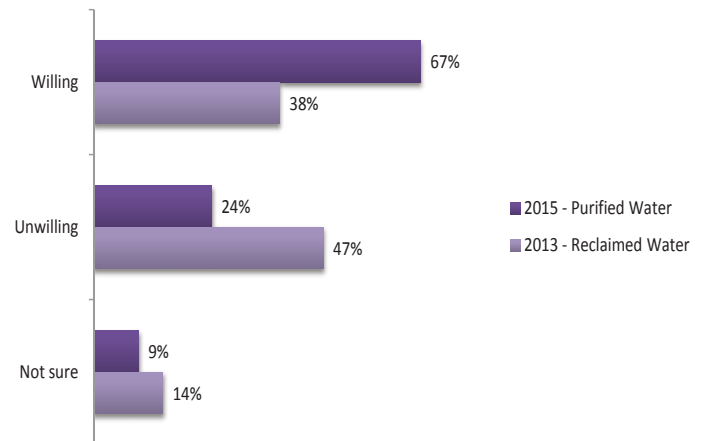
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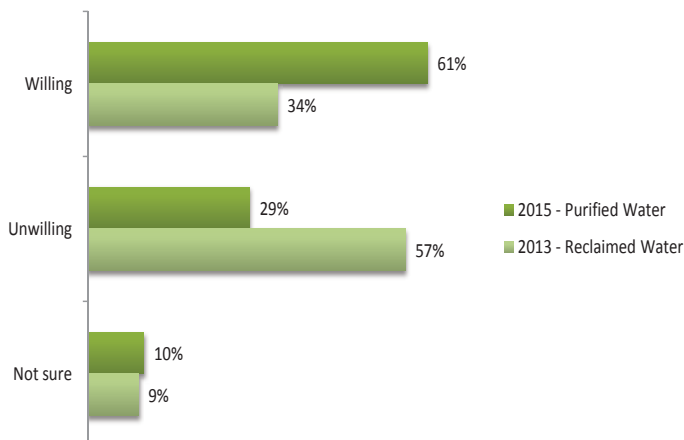
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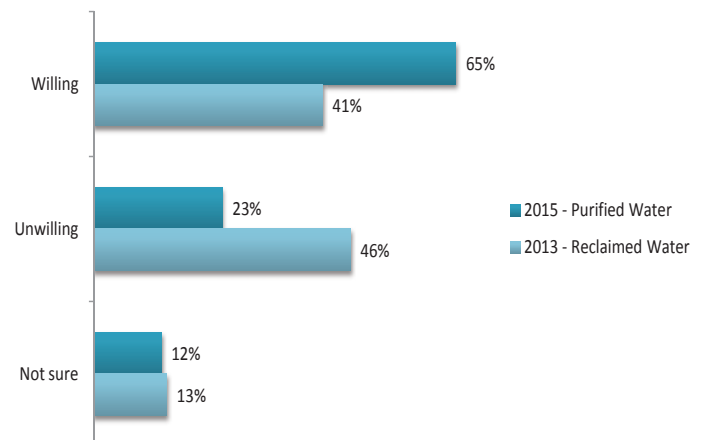
Heartland



Tampa Bay

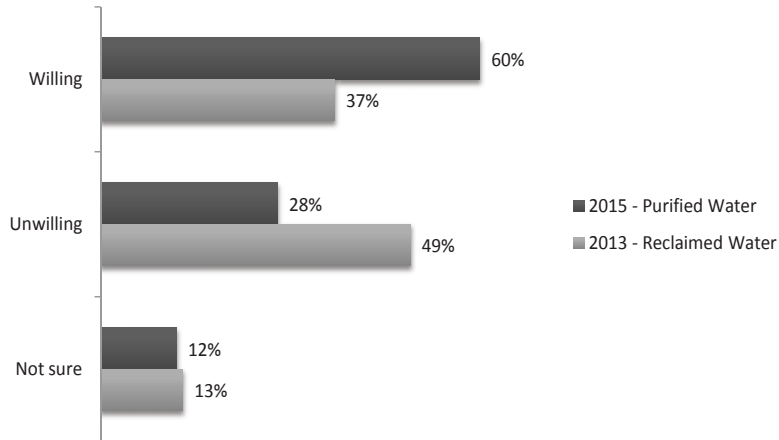


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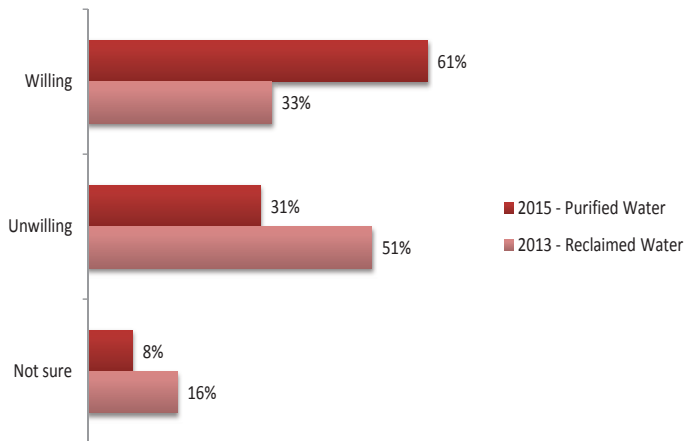


Are you willing, unwilling or not certain about using purified water to add to existing water supplies?

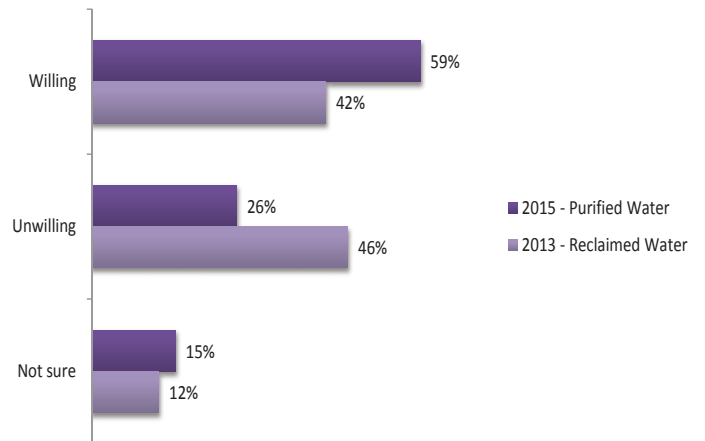
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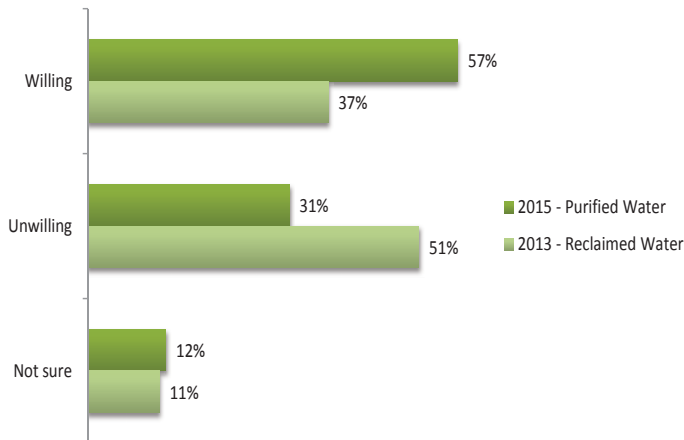
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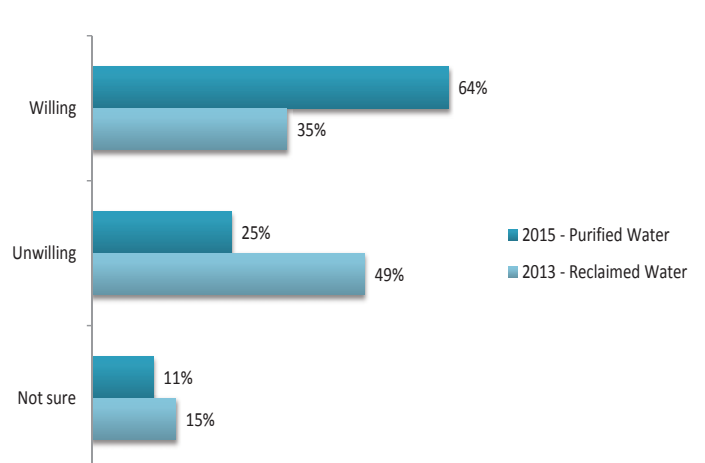
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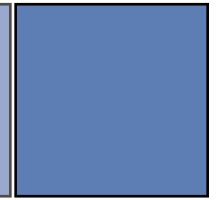
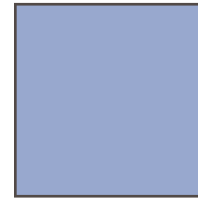
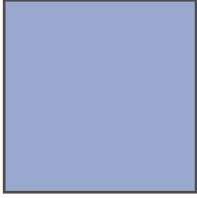
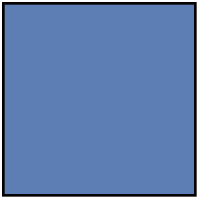


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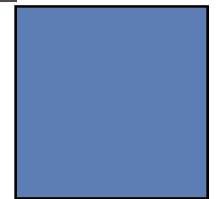
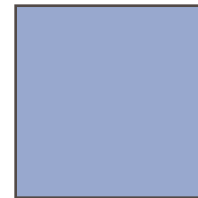
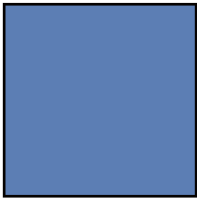
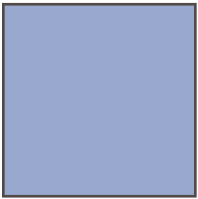


South





PERCEPTIONS OF SOUTHWEST FLORIDA WATER MANAGEMENT DISTRICT



Perceptions of Southwest Florida Water Management District

Residents were queried regarding their awareness of the Southwest Florida Water Management District and the following evaluative questions about the District:

- Overall performance rating
- Degree of effort extended to protect rivers, lakes, springs, wetlands, groundwater, and bay

Over half of residents (57%, -9% points from 2013) in the study had heard of the Southwest Florida Water Management District. Awareness of the District across the four regions in the present study range from a low of 53% in the South to a high of 61% in Heartland.

Just over half of residents (52%, +6% points from 2013) give the District a positive (excellent + good) rating, while only 9% (-1% point from 2013) give it a negative (poor + terrible) rating. Positive ratings of the District do not vary across regions.

About one in five residents lacks sufficient knowledge to rate if the District is doing enough or too much to protect rivers, lakes, springs, wetlands/swamps, groundwater, and bays/estuaries. Percentages of residents who feel the District is doing **too little** to protect these water bodies is as follows:

- Rivers (30%, -2% points from 2013)
- Lakes (32%, -2% points)
- Springs (31%, -3% points)
- Wetlands/swamps (32%, +1% point)
- Groundwater (32%, -3%)
- Bays/estuaries (28%)

Residents in the North are more likely to think the District is doing too little to protect rivers, wetlands/swamps, groundwater, and bays/estuaries. Residents in the Tampa Bay Region are more likely to think the District is doing too little to protect lakes and springs.

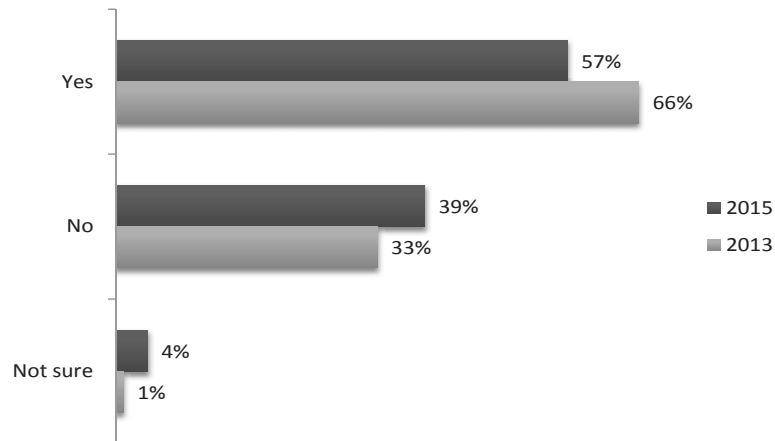
Percentages of residents who feel the District is **doing enough** to protect various water bodies is as follows:

- Rivers (46%, +7% points from 2013)
- Lakes (46%, +9% points)
- Springs (42%, +8% points)
- Wetlands/swamps (46%, +8% points)
- Groundwater (42%, +6% points)
- Bays/estuaries (45%)

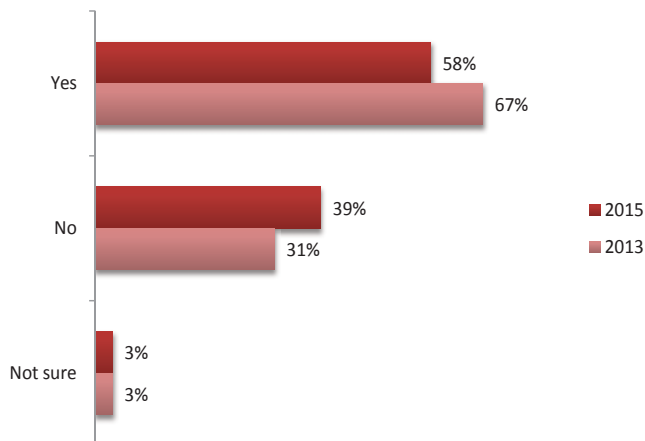
Around 5% of residents believe the District is doing too much to protect rivers, lakes, springs, wetlands/swamps, groundwater, and bays/estuaries.

Have you ever heard of the Southwest Florida Water Management District, sometimes called Swiftmud?

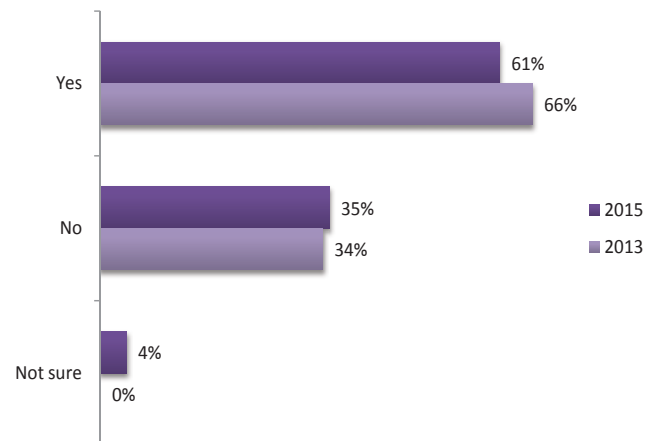
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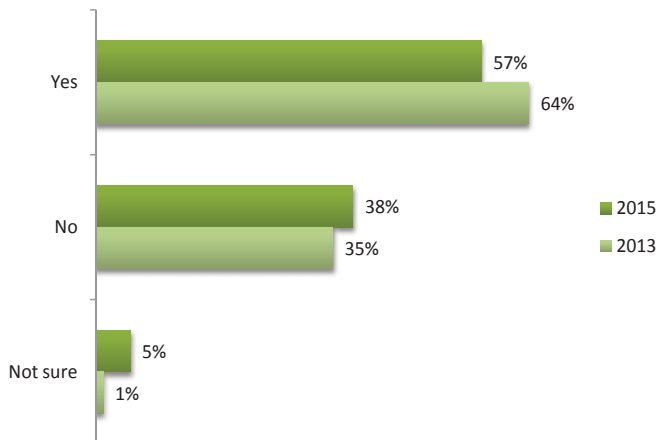
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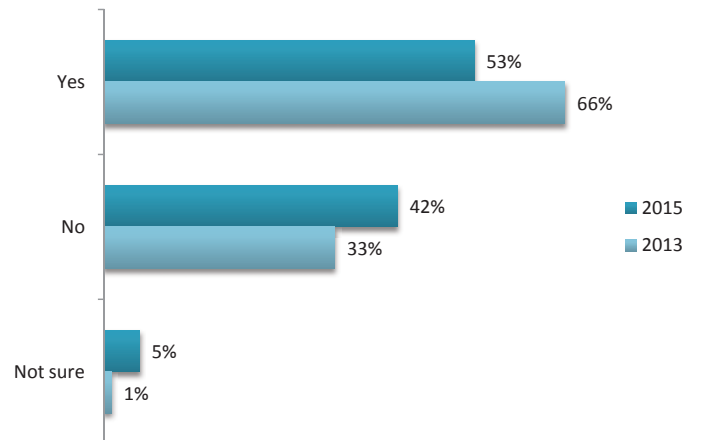
Heartland



Tampa Bay

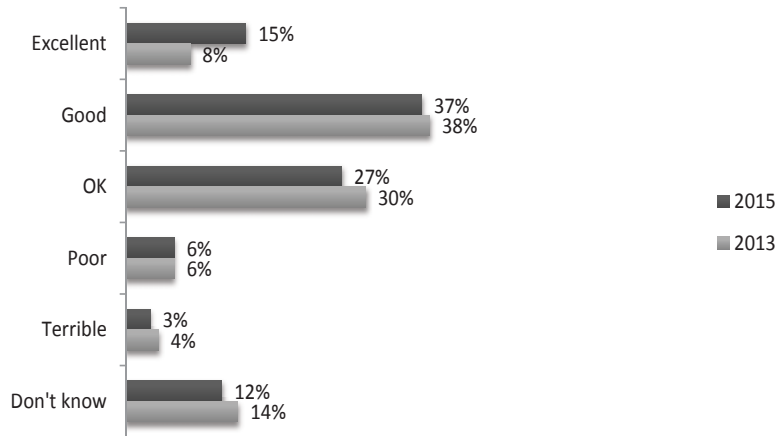


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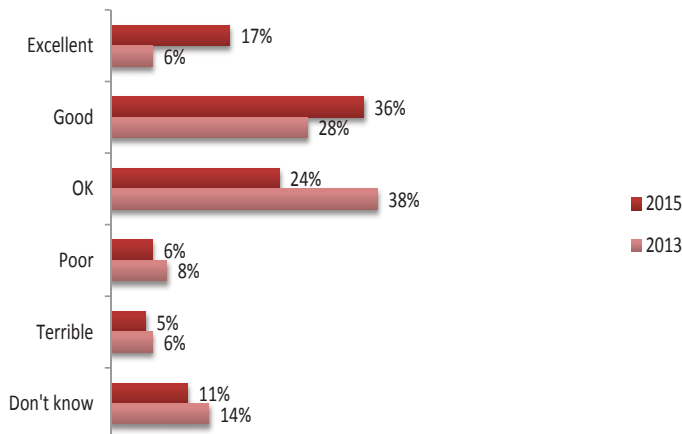


Based on what you may know or have heard, how would you rate the Southwest Florida Water Management District?*

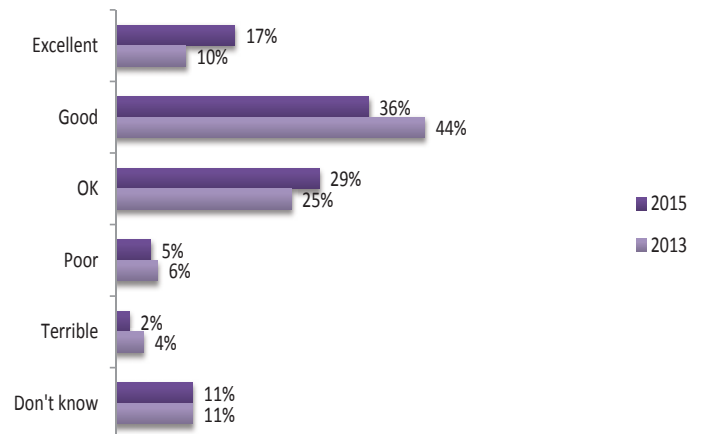
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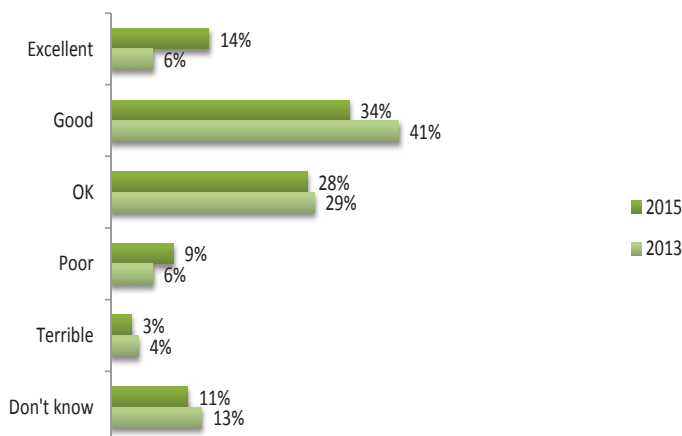
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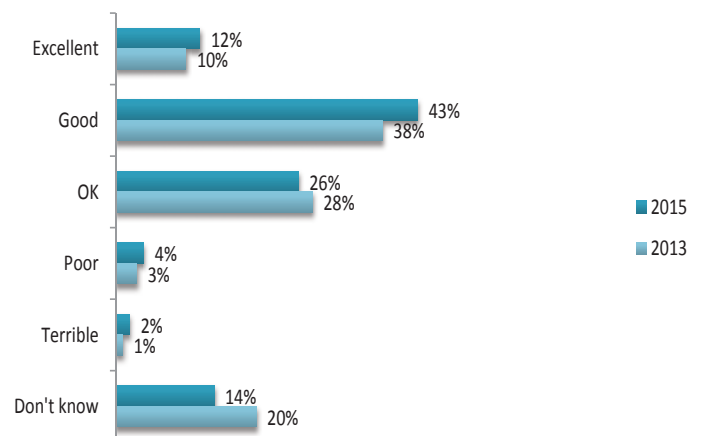
Heartland



Tampa Bay



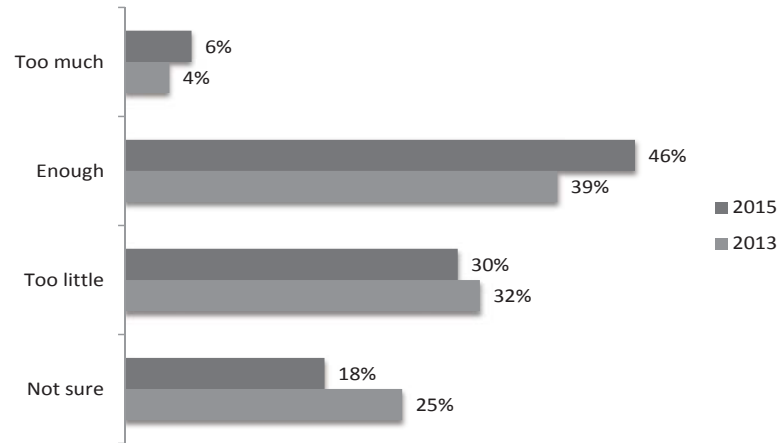
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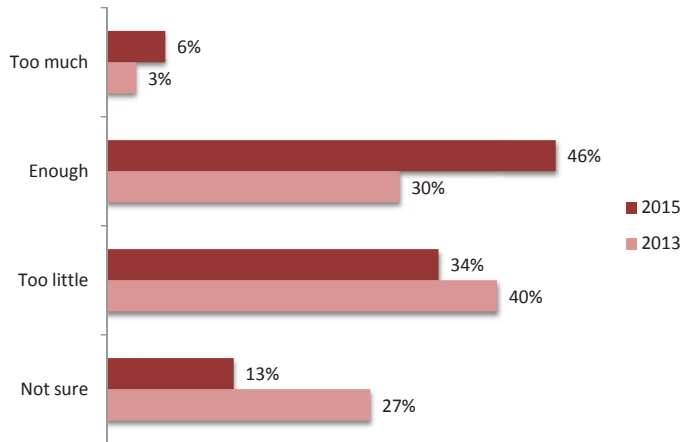
* Only asked to residents who had heard of the Southwest Florida Water Management District

Is the Southwest Florida Water Management District doing too much, enough or too little to protect rivers?*

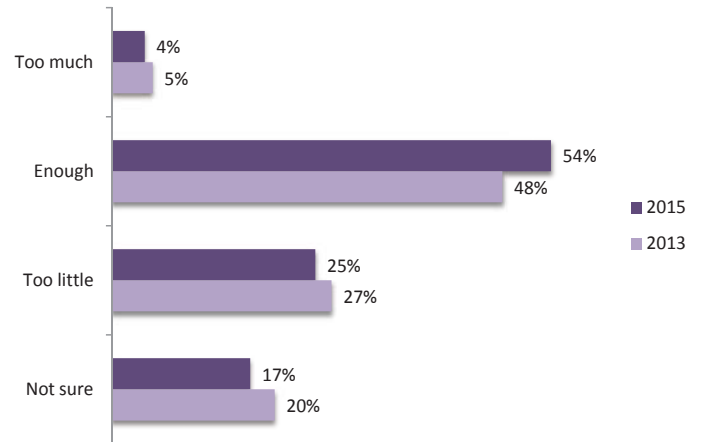
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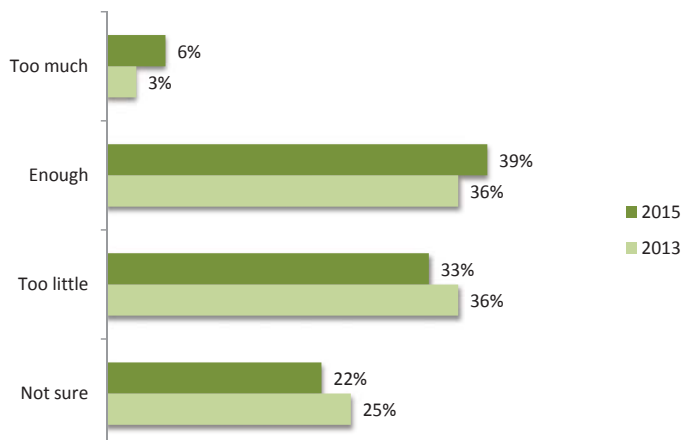
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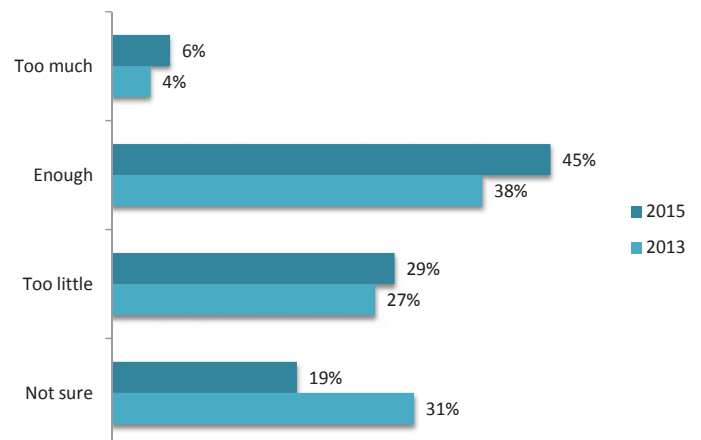
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Tampa Bay



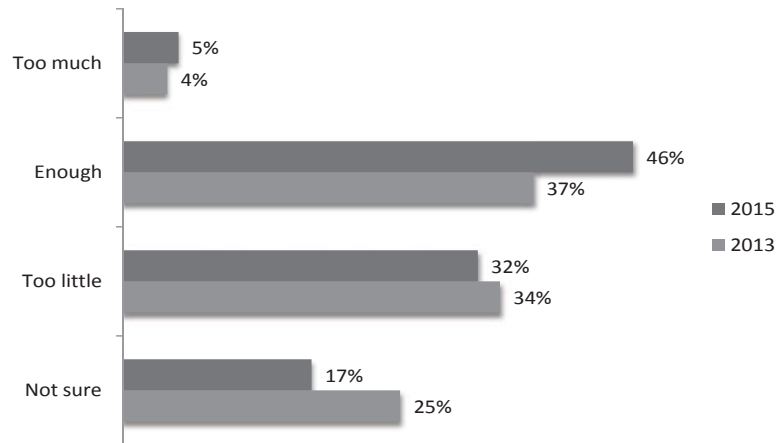
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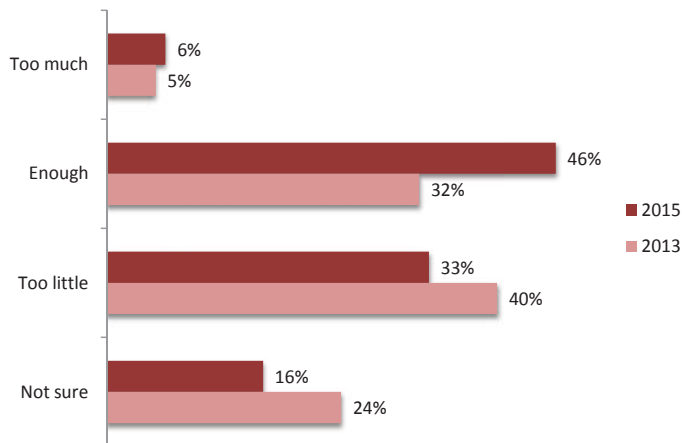
* Only asked to residents who had heard of the Southwest Florida Water Management District

Is the Southwest Florida Water Management District doing too much, enough or too little to protect lakes?*

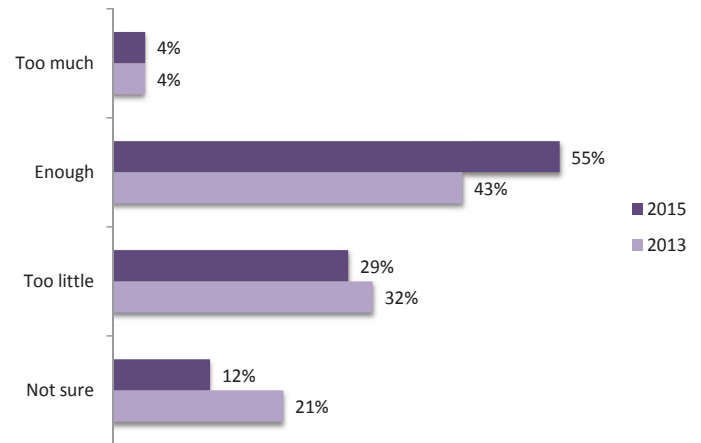
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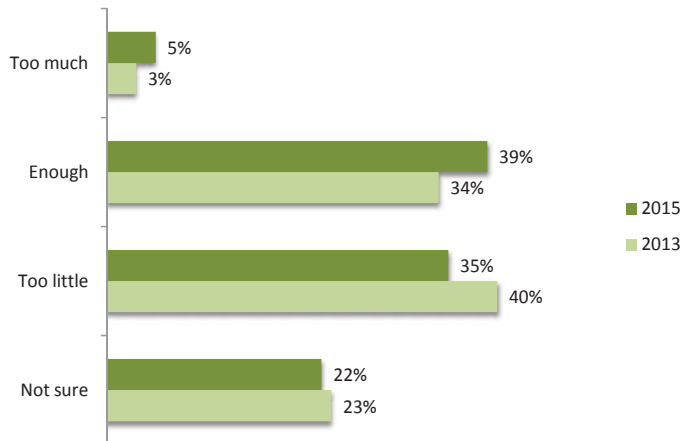
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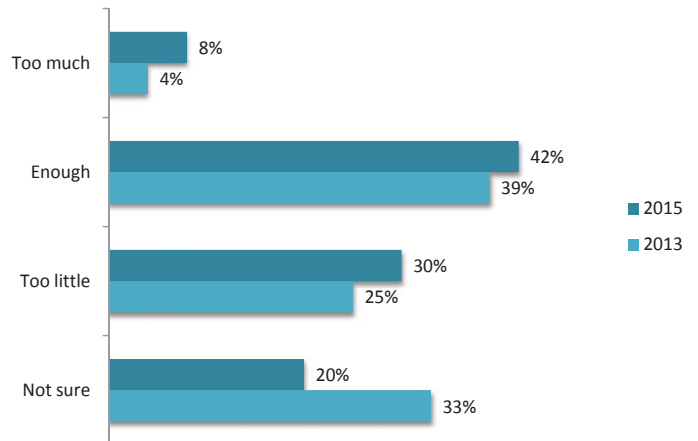
Heartland



Tampa Bay



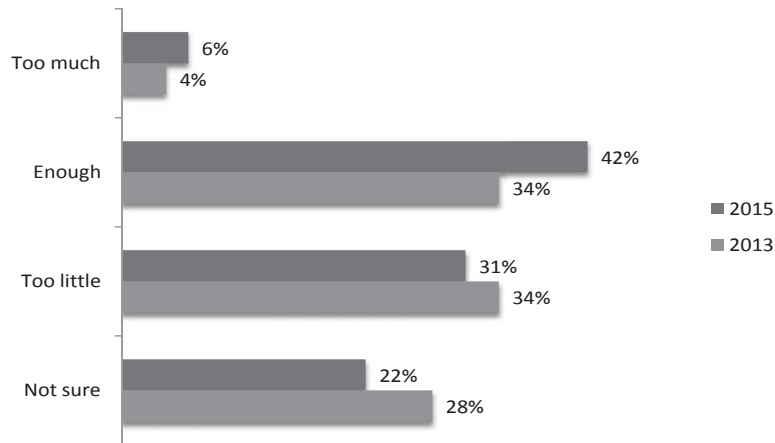
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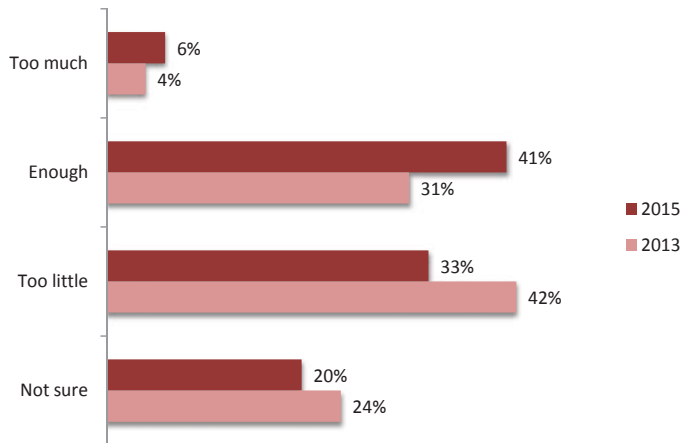
* Only asked to residents who had heard of the Southwest Florida Water Management District

Is the Southwest Florida Water Management District doing too much, enough or too little to protect springs?*

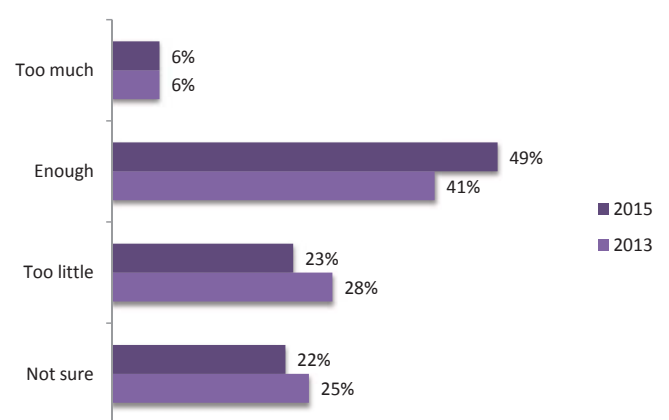
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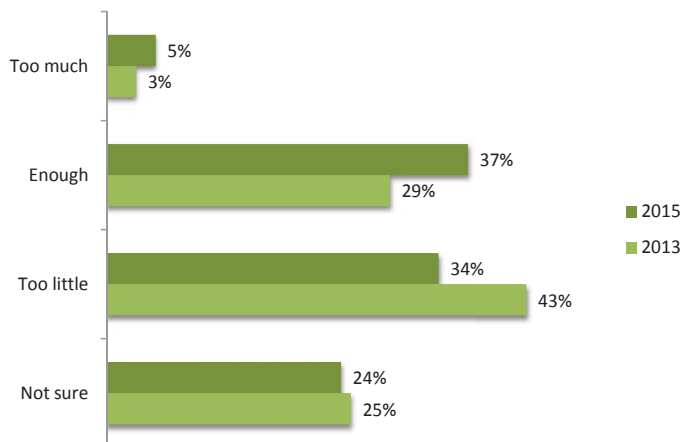
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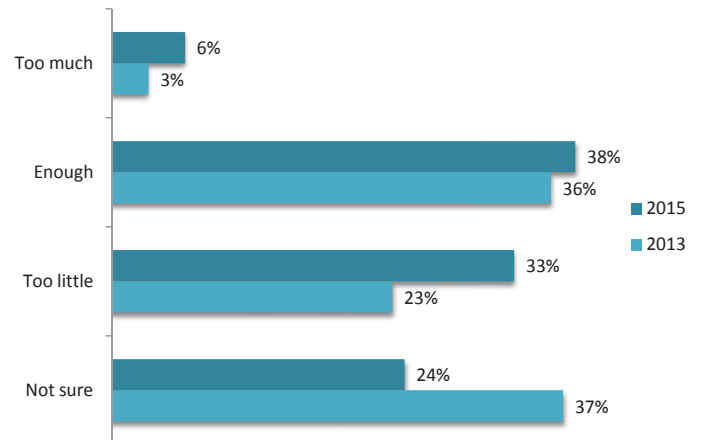
Heartland



Tampa Bay



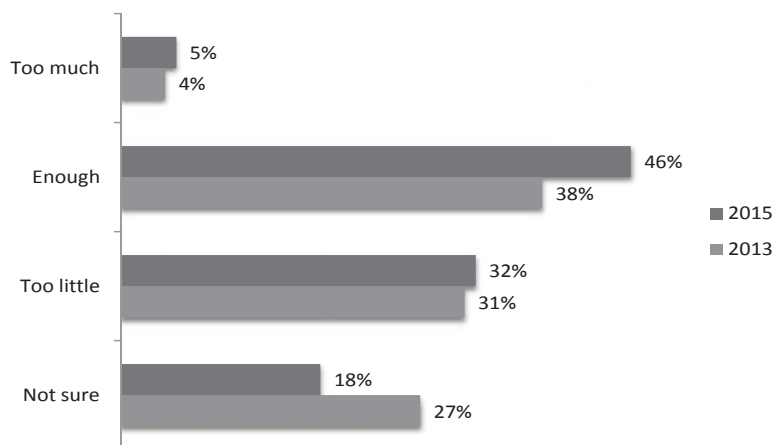
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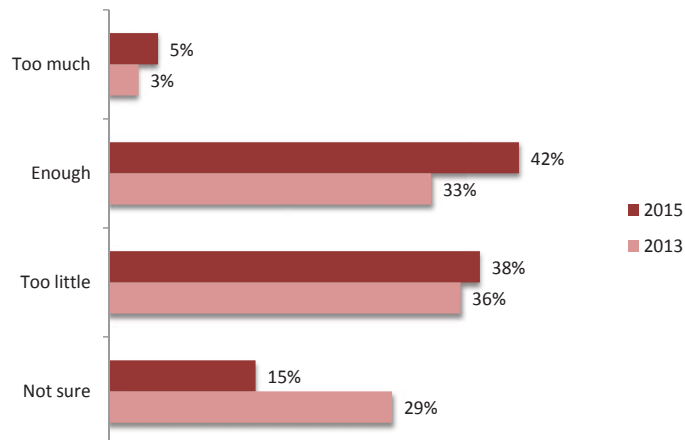
* Only asked to residents who had heard of the Southwest Florida Water Management District

Is the Southwest Florida Water Management District doing too much, enough or too little to protect wetlands or swamps?*

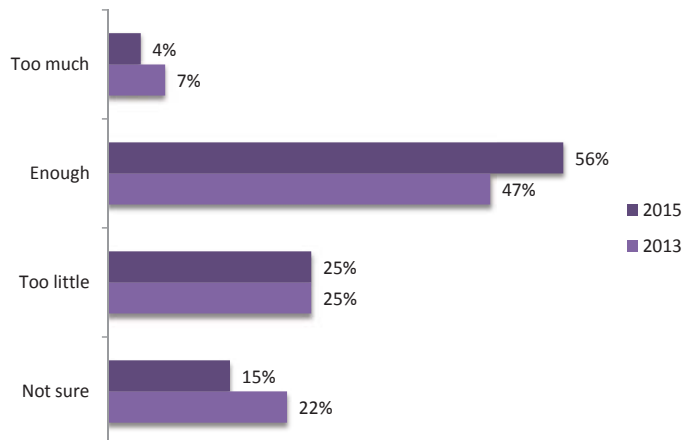
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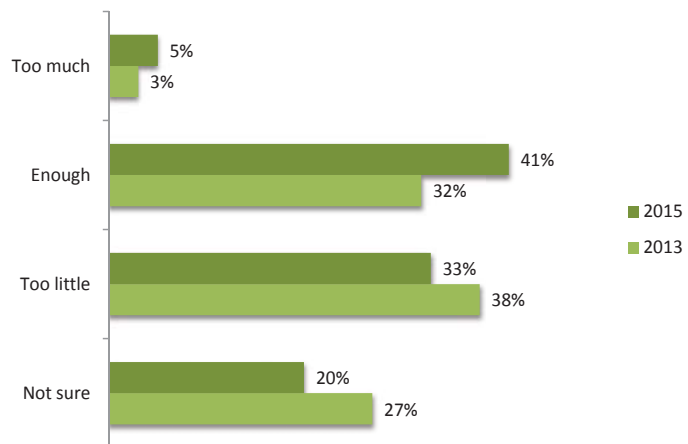
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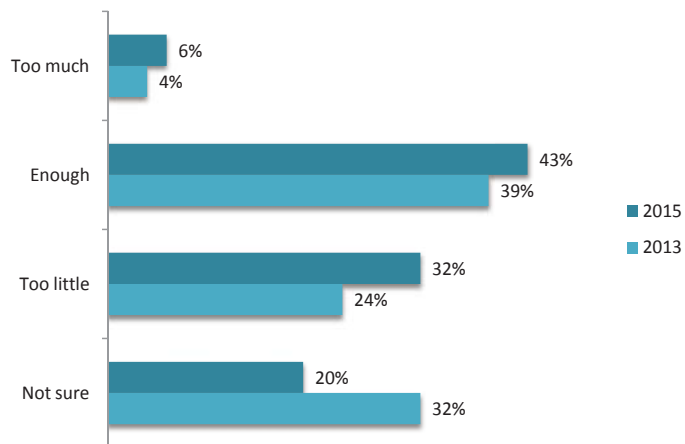
Heartland



Tampa Bay



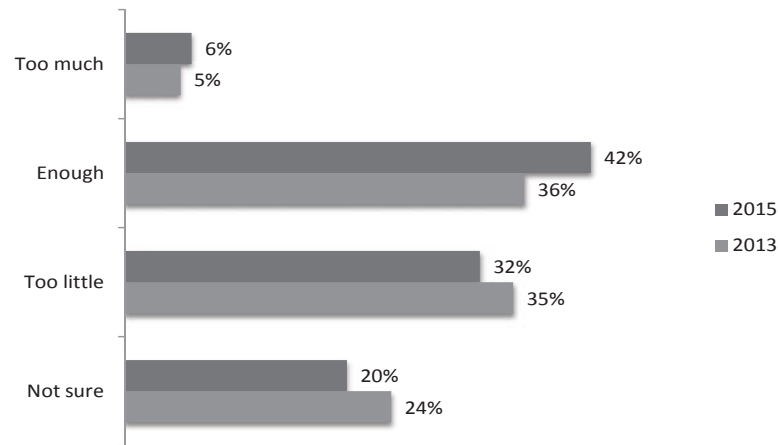
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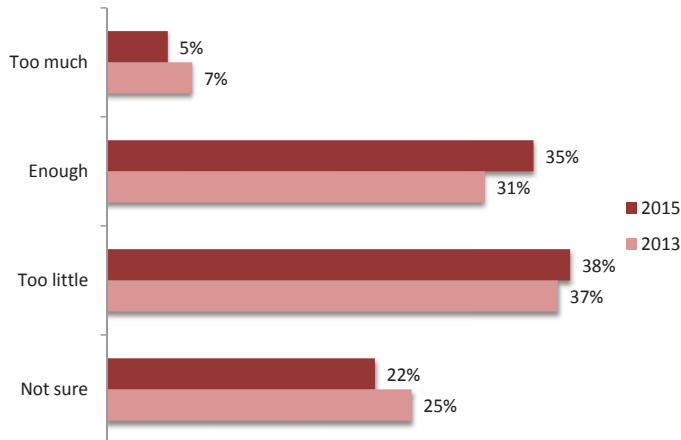
* Only asked to residents who had heard of the Southwest Florida Water Management District

Is the Southwest Florida Water Management District doing too much, enough or too little to protect groundwater or water from the aquifer?*

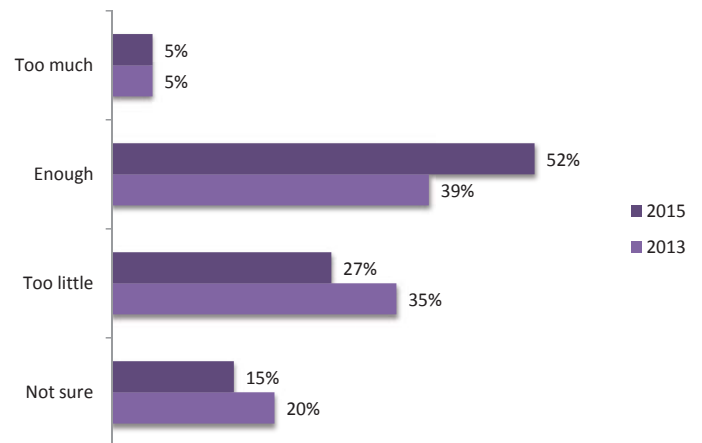
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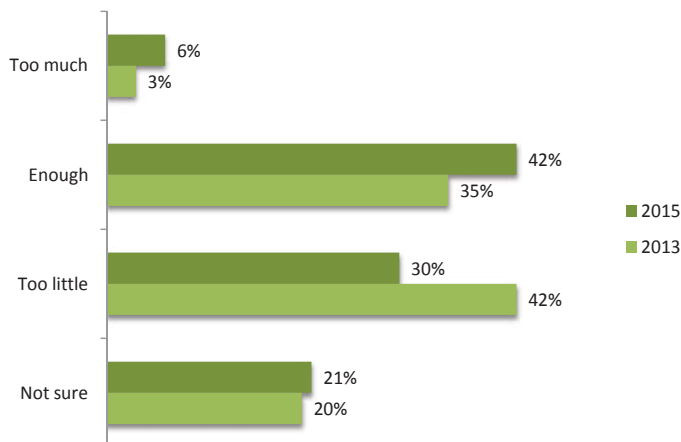
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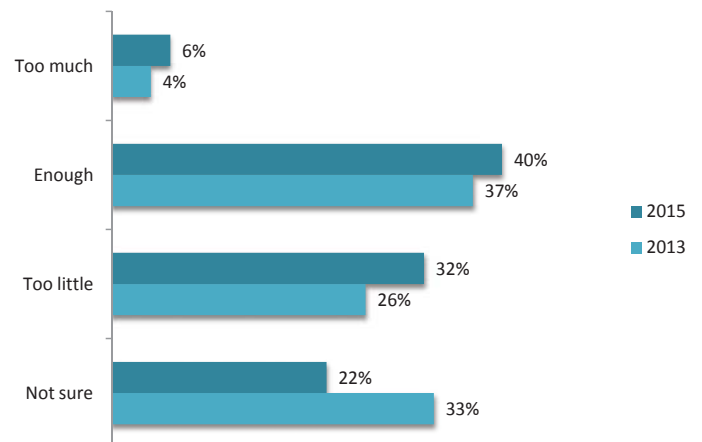
Heartland



Tampa Bay

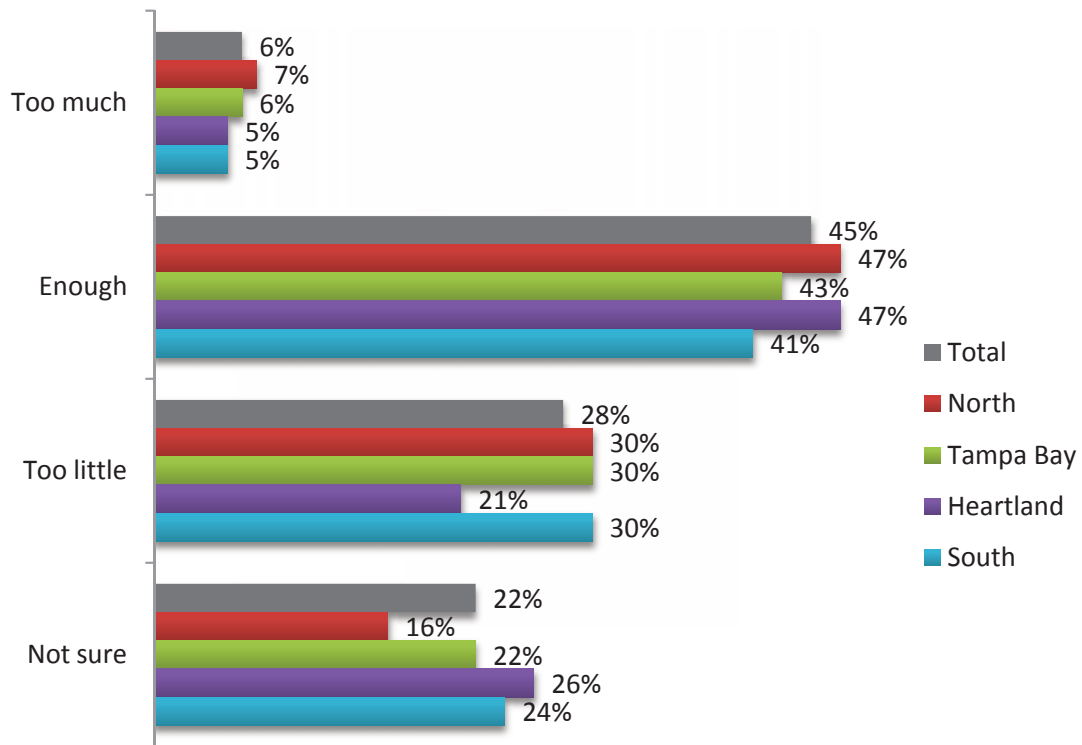


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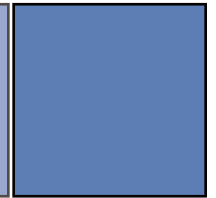
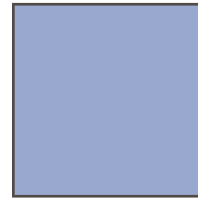
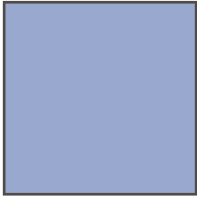
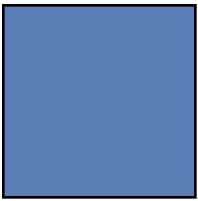


* Only asked to residents who had heard of the Southwest Florida Water Management District

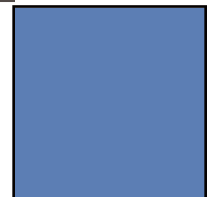
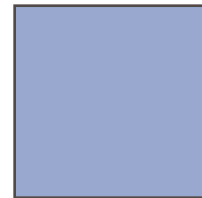
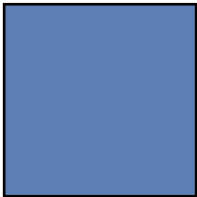
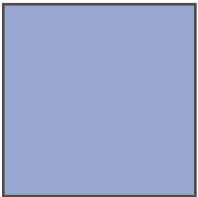
Is the Southwest Florida Water Management District doing too much, enough or too little to protect bays and estuaries?*



* Only asked to residents who had heard of the Southwest Florida Water Management District



INFORMATION SOURCES



Information Sources

This section of the report investigates residents' social media usage, perceived trustworthiness of various information sources, and where people get their news.

Facebook and YouTube are, by far, the most widely used social media among residents surveyed in this study. Over half (62%, +8% points from 2013) claim to use Facebook; 43% (+11% points) of residents use Facebook at least daily, while 57% (+11% points) use it at least weekly. Just over half of residents (52%, +4% points) use YouTube with 41% (+6% points) using it at least weekly.

Google+ and Twitter are used by 31% (+1% point) and 23% (+5% points) of residents, respectively. Only 10% (+3% points) of residents use Twitter at least daily. One in five residents (21%, +1% point) uses LinkedIn with 5% using it daily. Less than one in eight use Tumblr and Flickr. Nearly one in four residents (24%, +10% points) use Instagram, with 13% using it daily, and one in four residents (25%, +12% points) use Pinterest, with 8% using it daily.

Eight information sources were rated for their level of trustworthiness – percentages of “very trustworthy” + “trustworthy” ratings are summarized below:

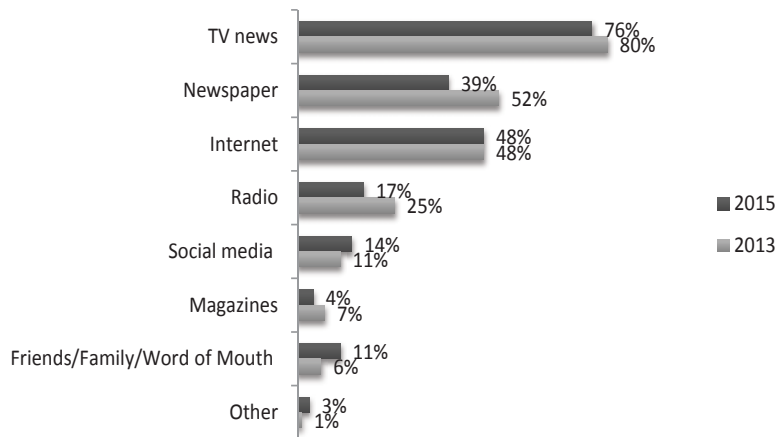
- Universities (60%, +4% points from 2013)
- US Geological Survey (55%, +3% points)
- Department of Environmental Protection (55%, +4% points)
- Local environmental groups (49%, +8% points)
- Local utility company (43%, -3% points)
- Southwest Florida Water Management District (42%, +2% points)
- Traditional media (36%, -2% points)
- Social media (15%, +1% point)

Southwest Florida Water Management District is perceived to be about as trustworthy as a local utility company, yet it trails universities, the US Geological Survey, DEP, and local environmental groups in trustworthiness. Trustworthiness of Southwest Florida Water Management District varies only slightly across regions as a low of 27% of residents in the North region and a high of 48% of residents in the Heartland region find it very trustworthy or trustworthy.

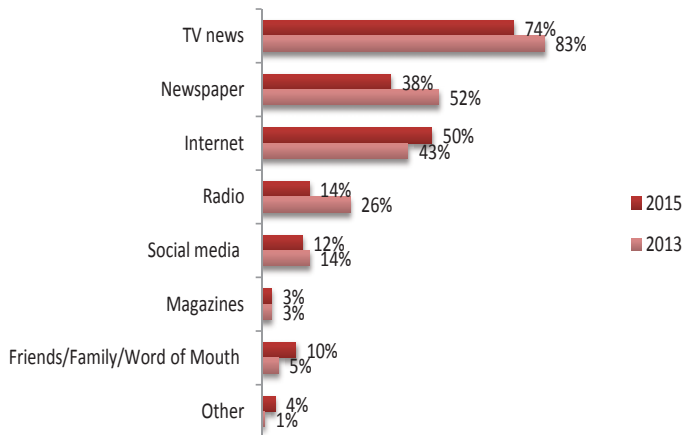
A majority of residents (76%, -4% points from 2013) receive their news from television, while 48% (no change from 2013) receive it from the internet. Residents in all four regions rank television as the number one source of news. Less than one in three residents (29%, -13% points) receive their news from a newspaper. Social media ranks low (14%, +3% points) as a news source for this population. Residents in Tampa Bay (56%) region are more likely compared to people in other regions to get their news via the internet.

Where do you get your news?*

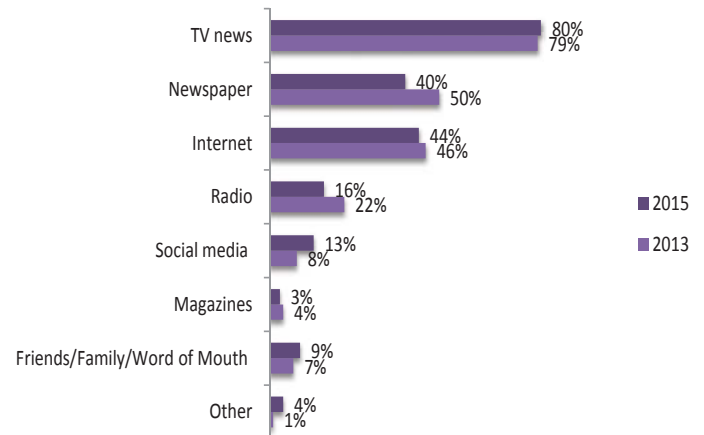
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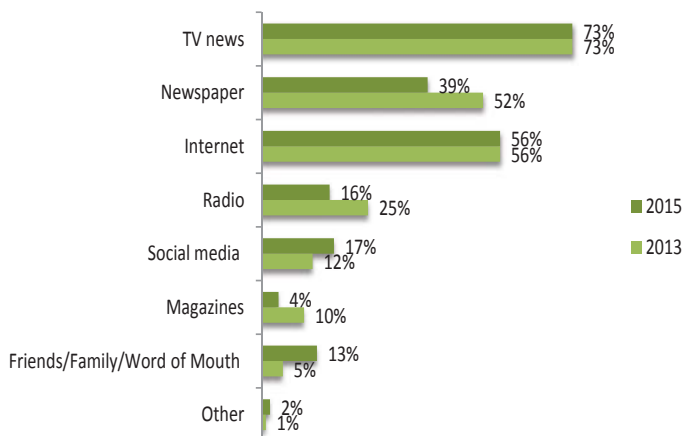
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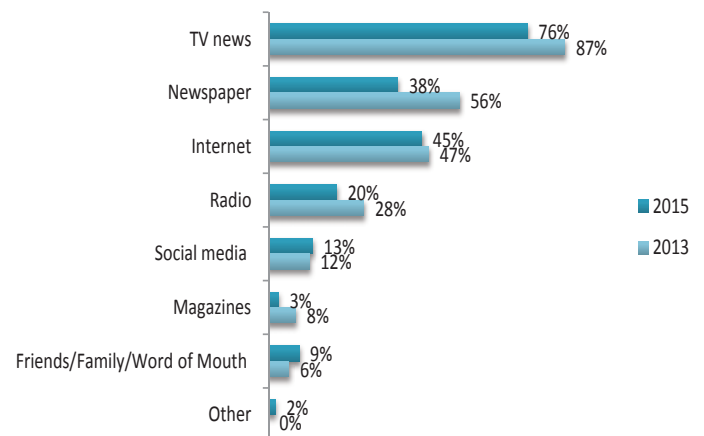
Heartland



Tampa Bay



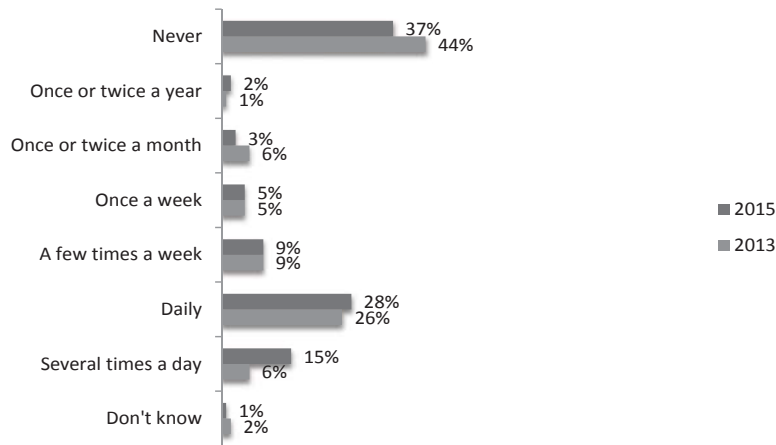
South



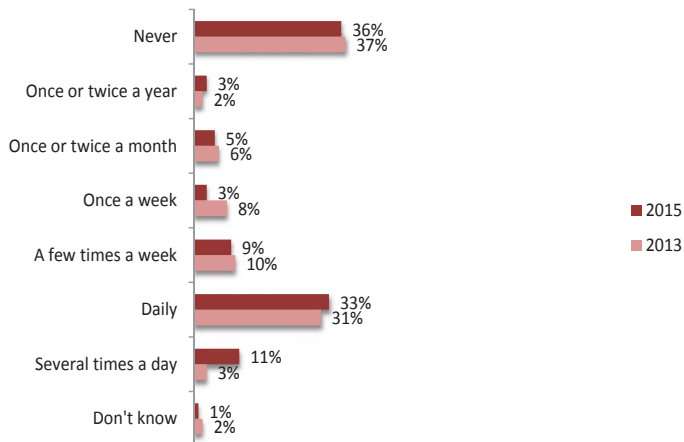
* Multiple responses permitted

How often do you use Facebook?

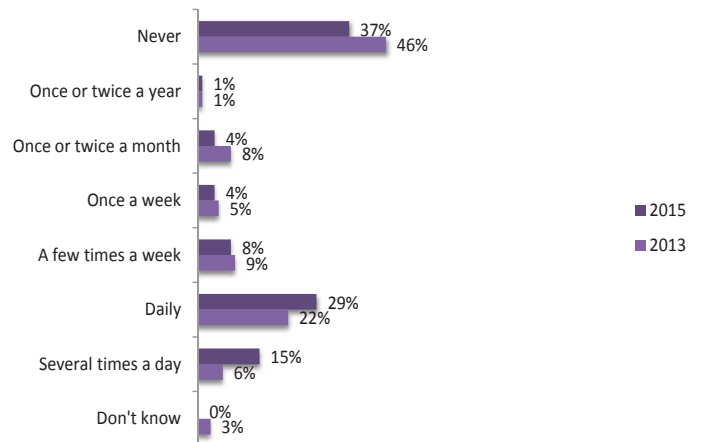
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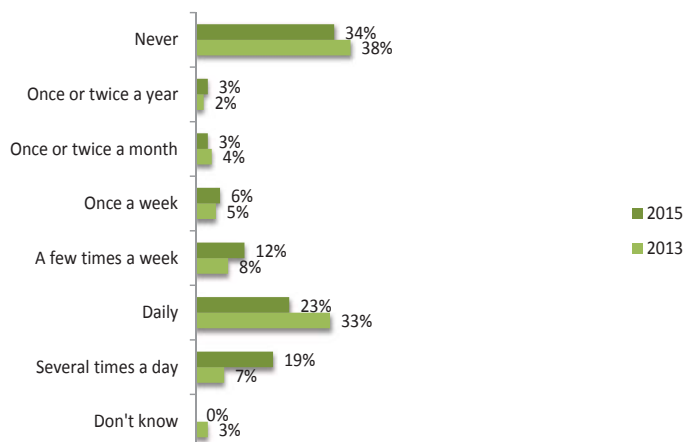
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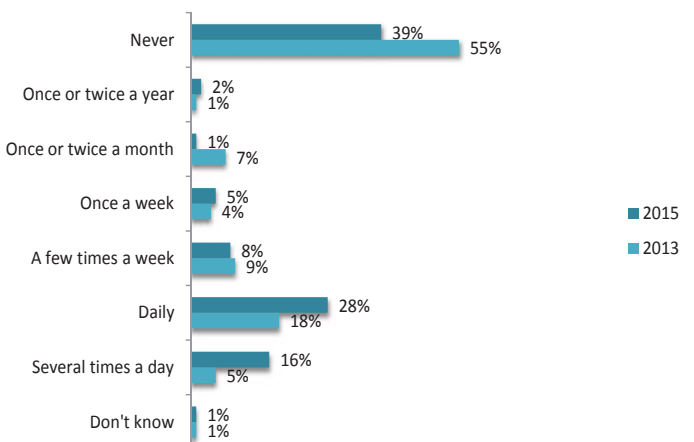
Heartland



Tampa Bay

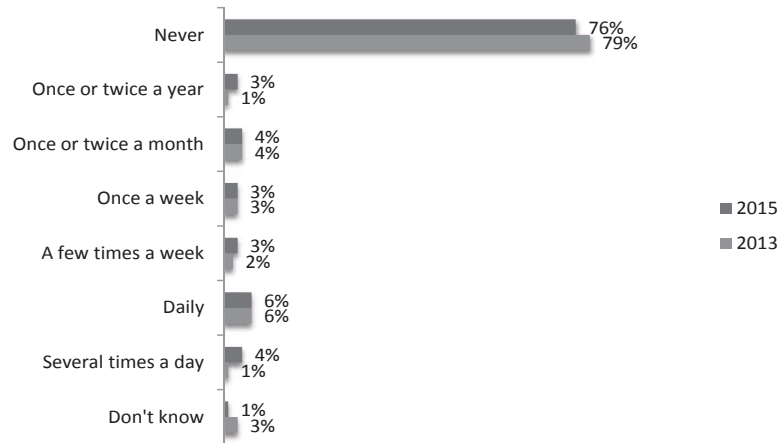


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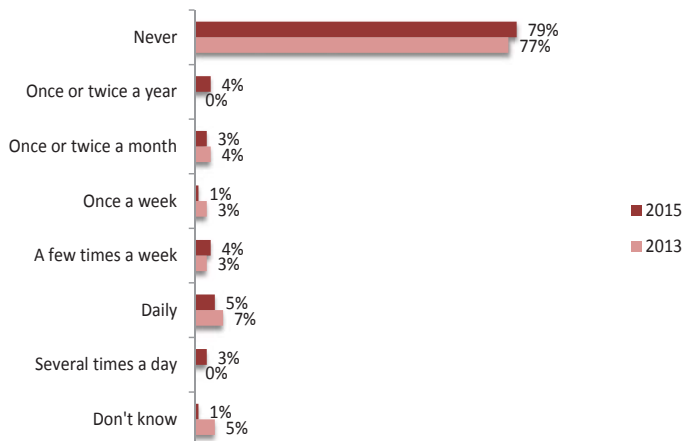


How often do you use Twitter?

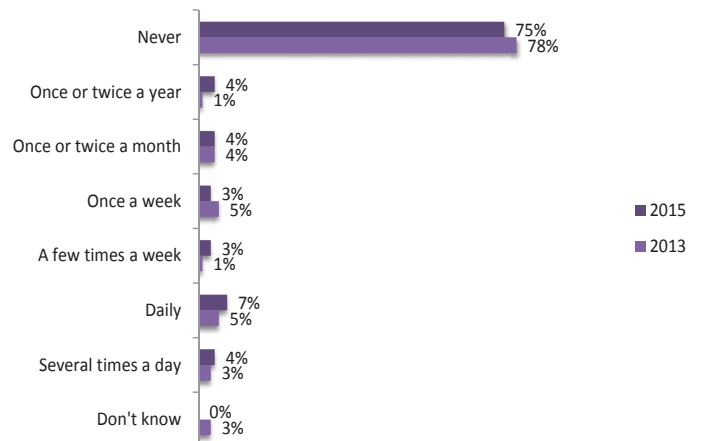
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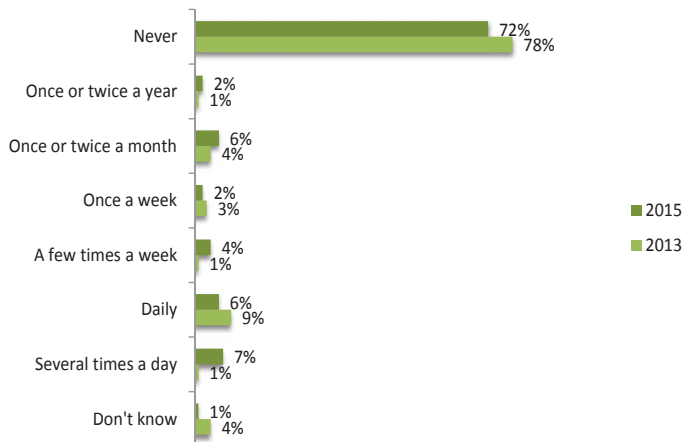
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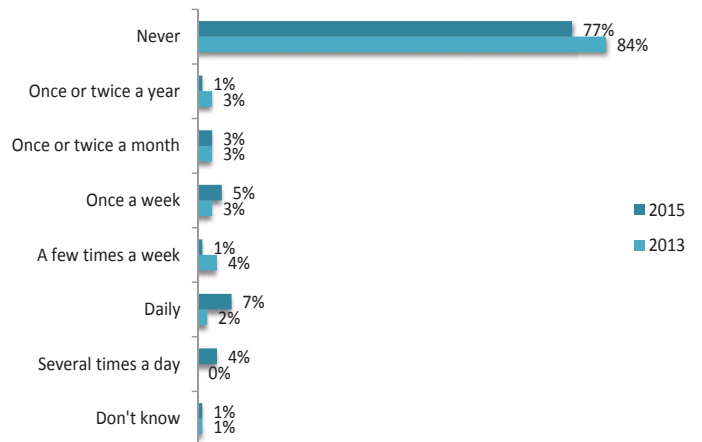
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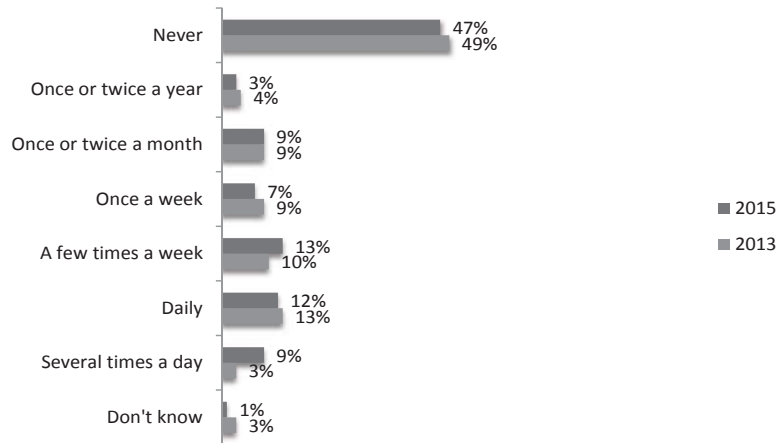
Tampa Bay



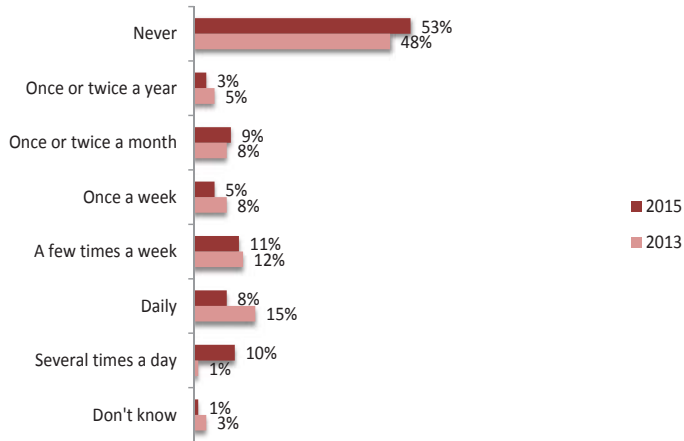
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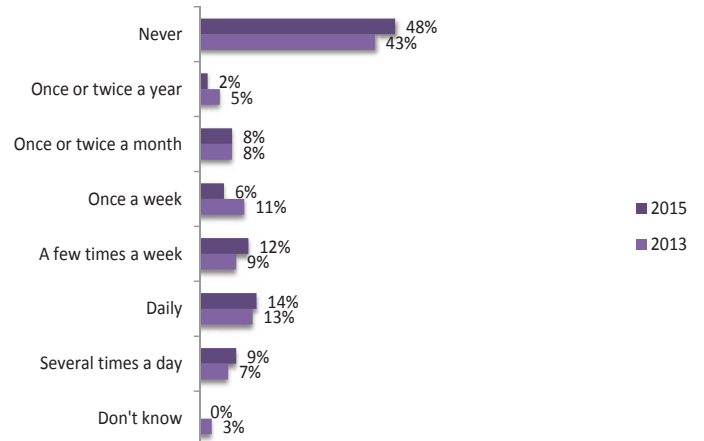
How often do you use YouTube?



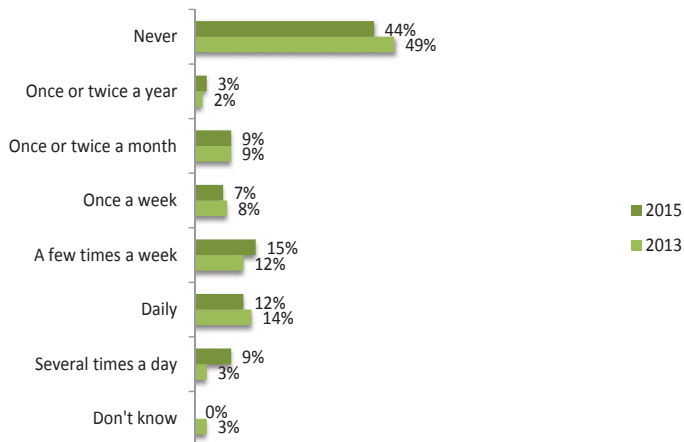
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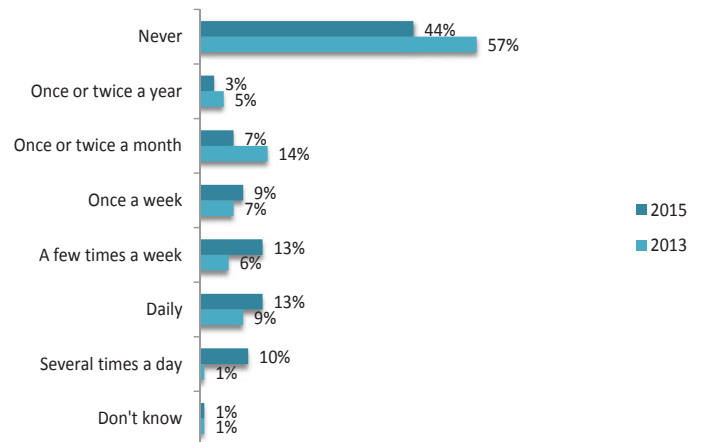
Heartland



Tampa Bay

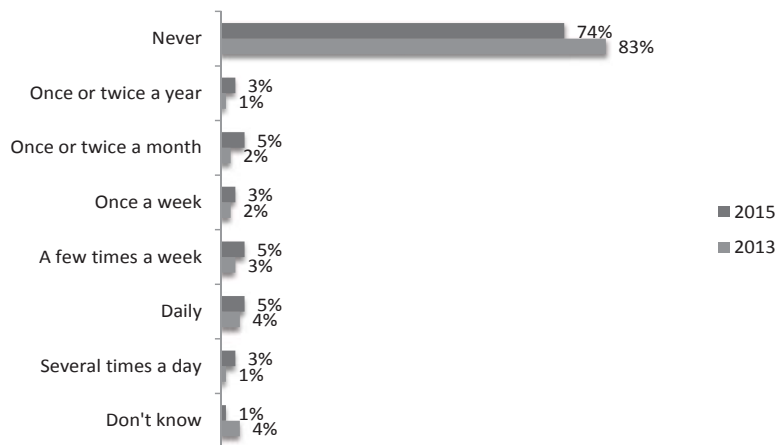


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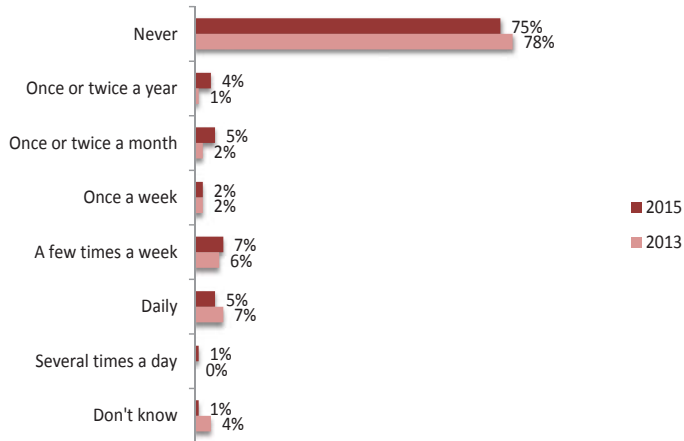


How often do you use Pinterest?

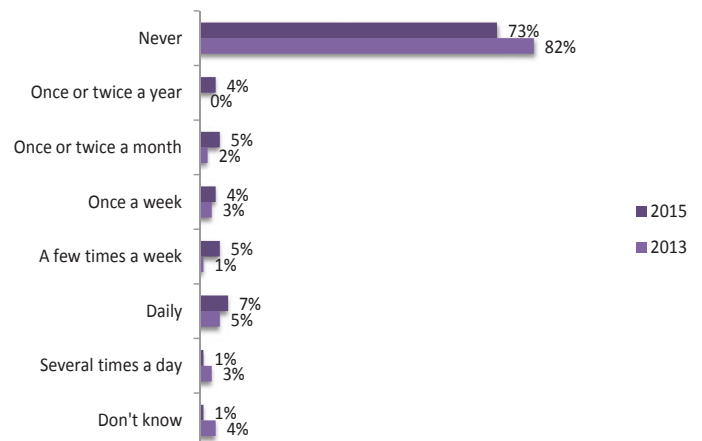
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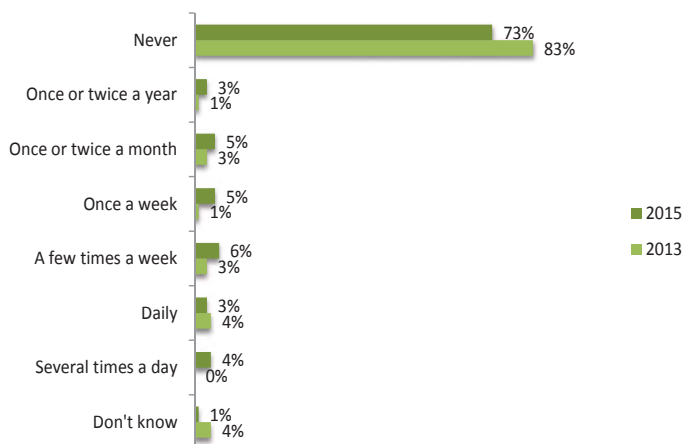
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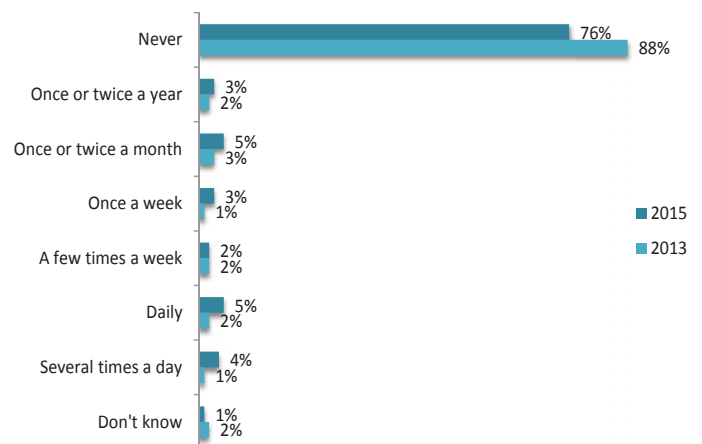
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Tampa Bay

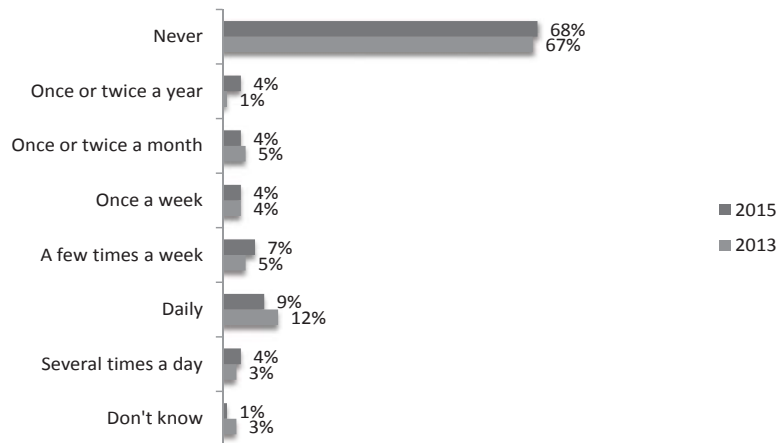


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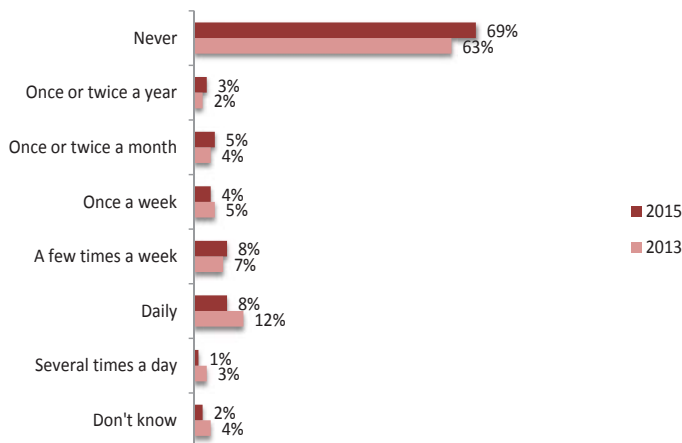


How often do you use Google+?

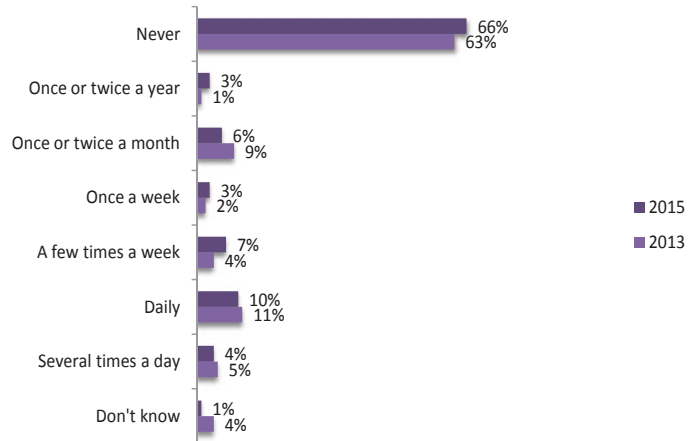
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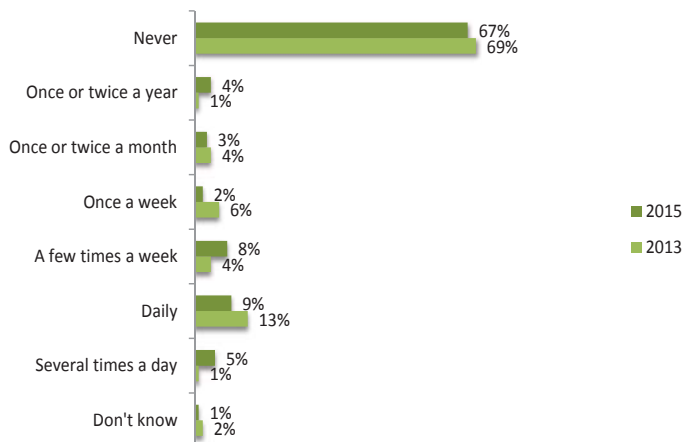
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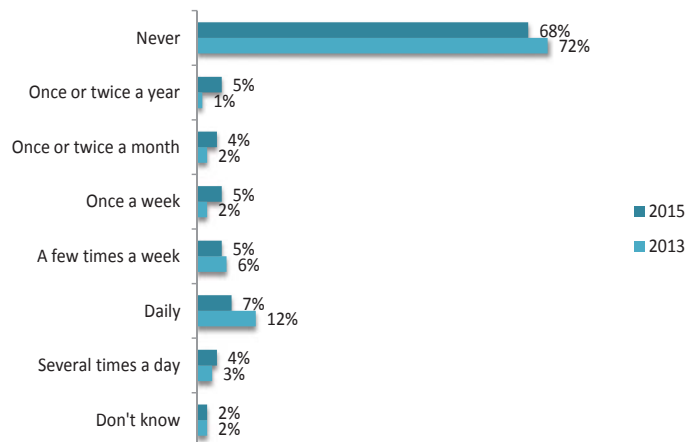
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Tampa Bay

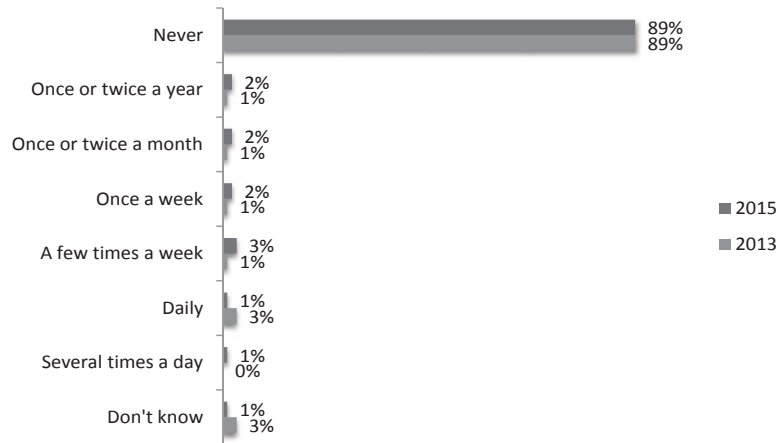


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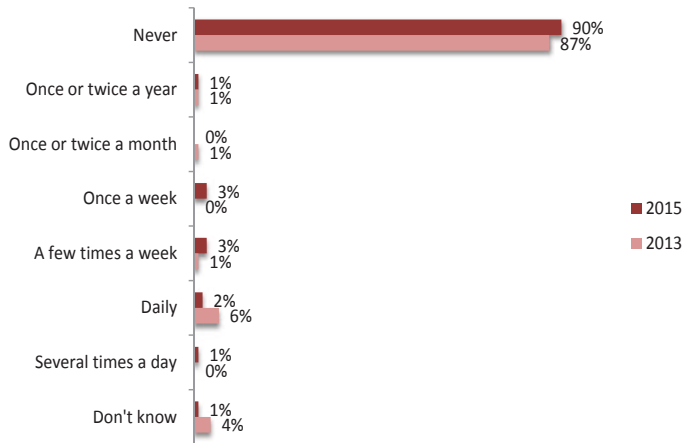


How often do you use Flickr?

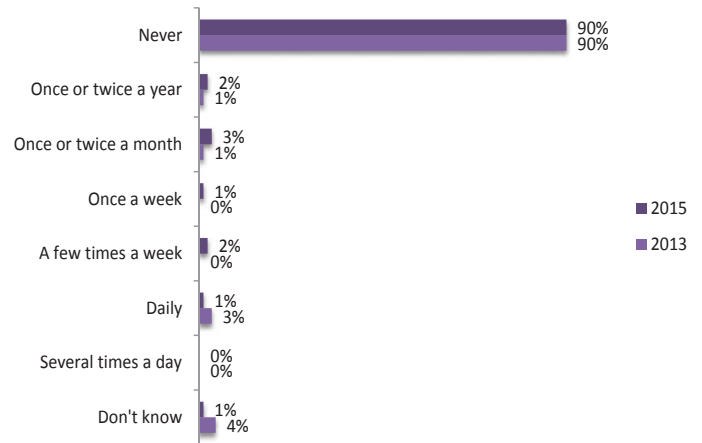
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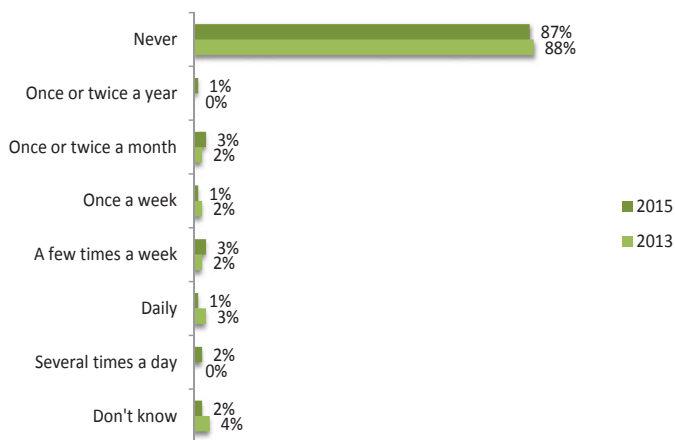
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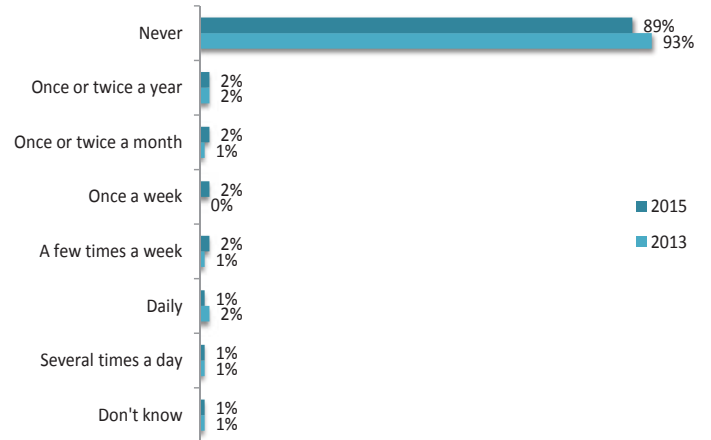
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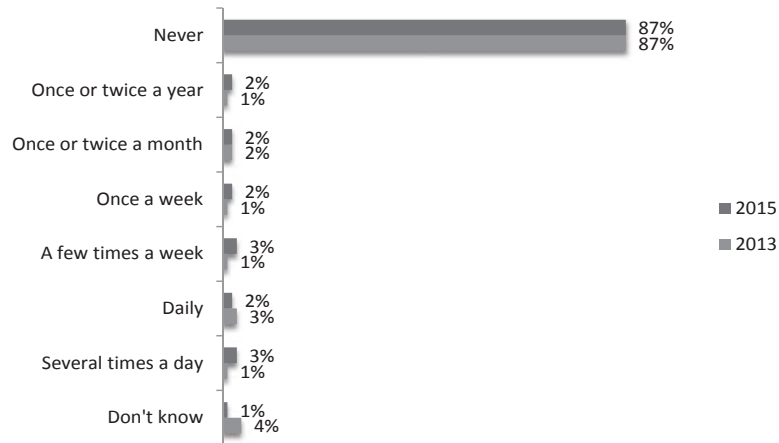


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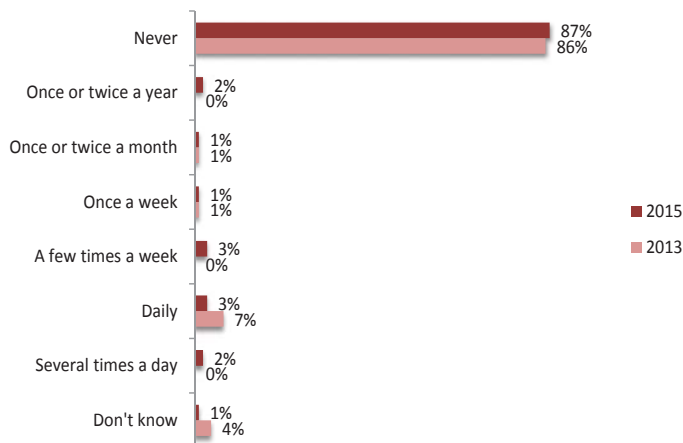


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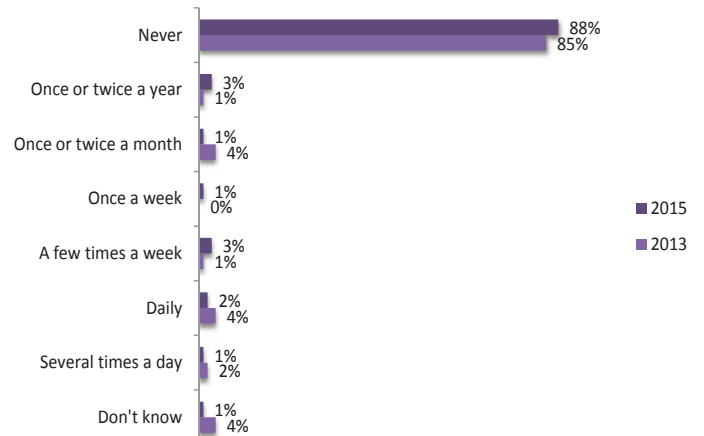
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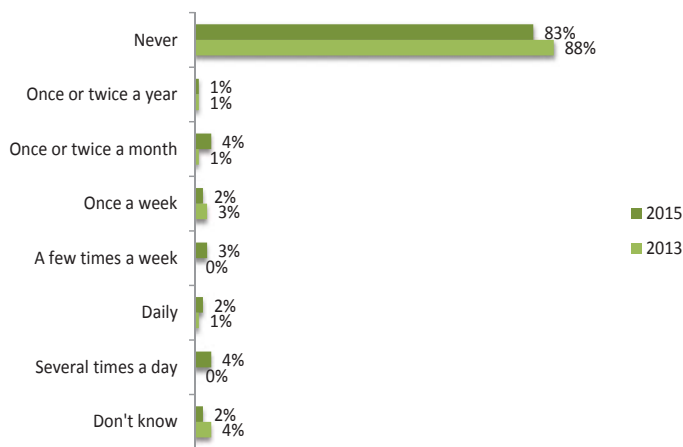
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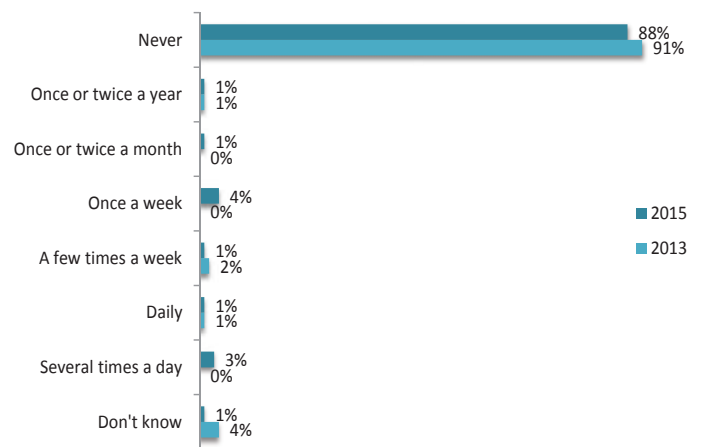
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Tampa Bay

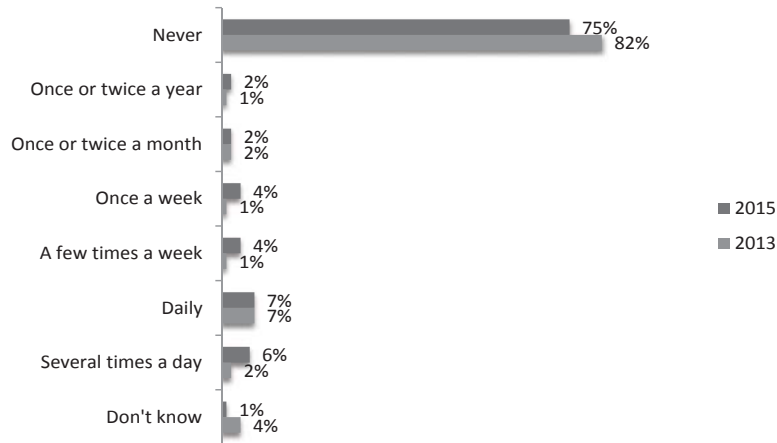


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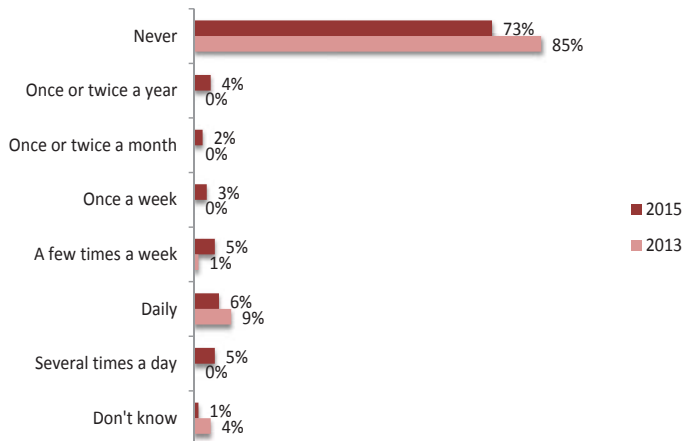


How often do you use Instagram?

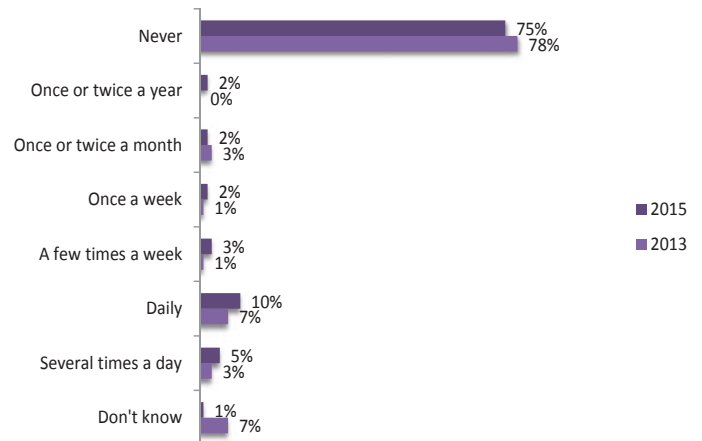
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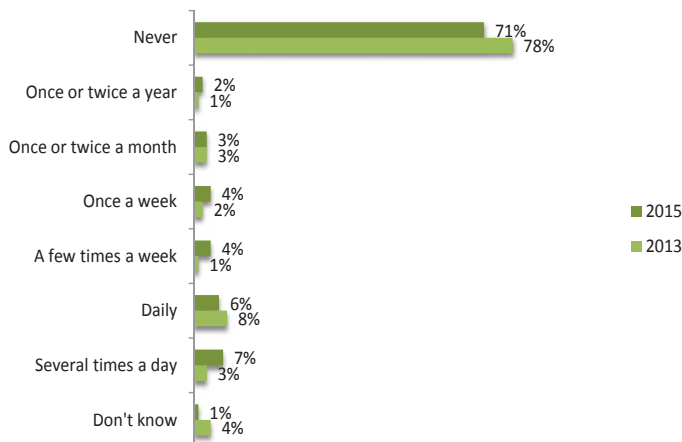
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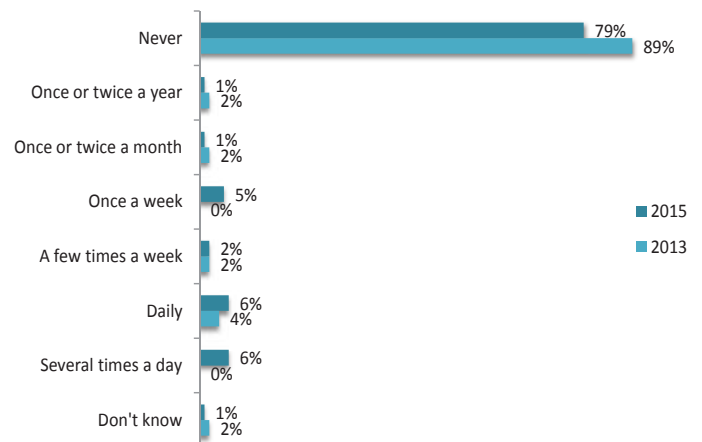
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Tampa Bay

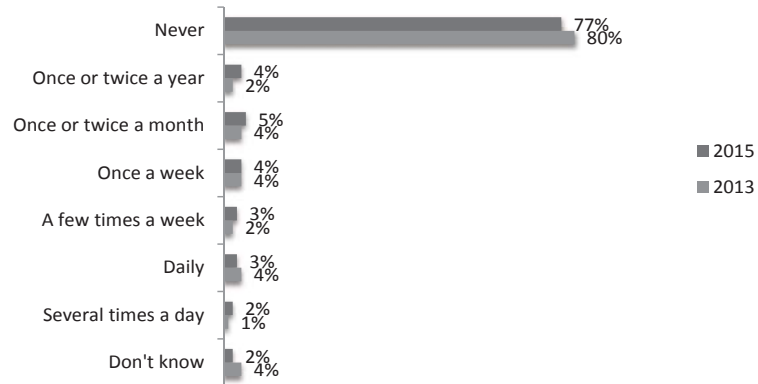


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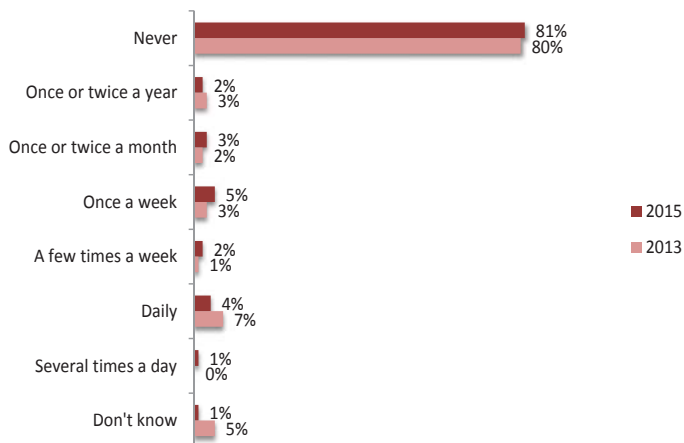


How often do you use LinkedIn?

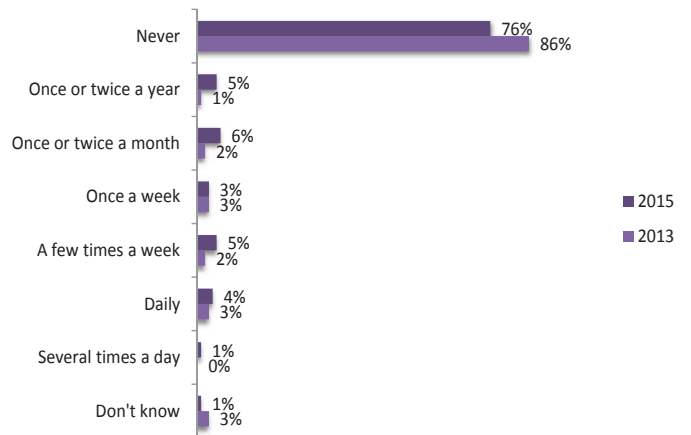
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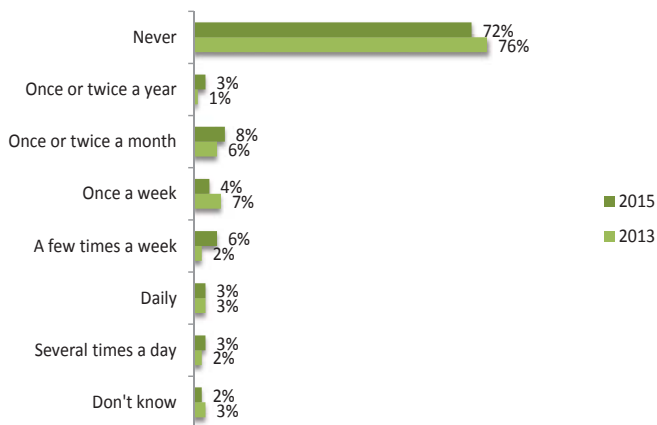
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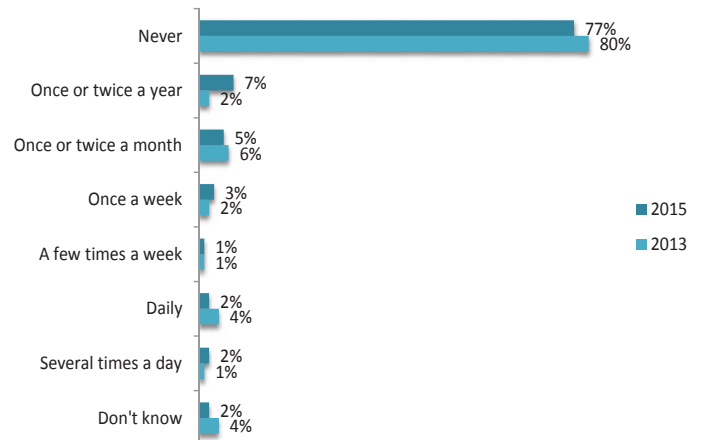
Heartland



Tampa Bay

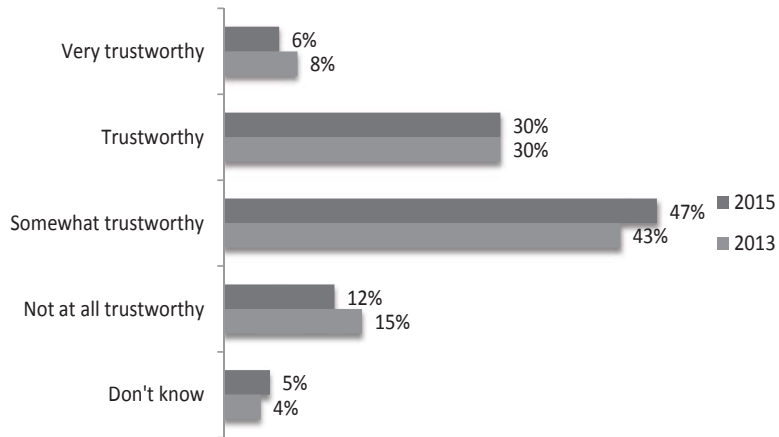


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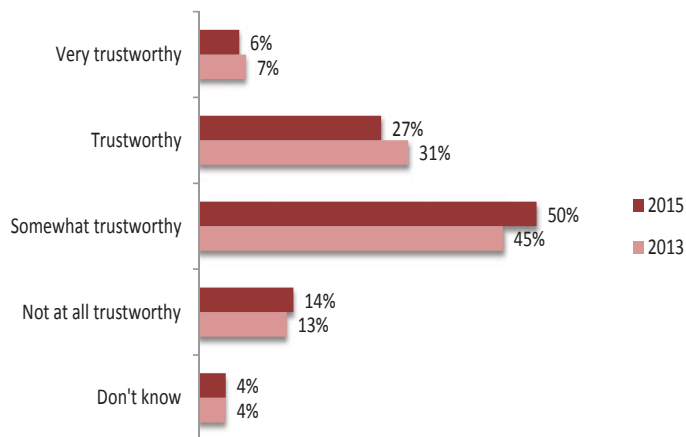


How trustworthy is traditional media?

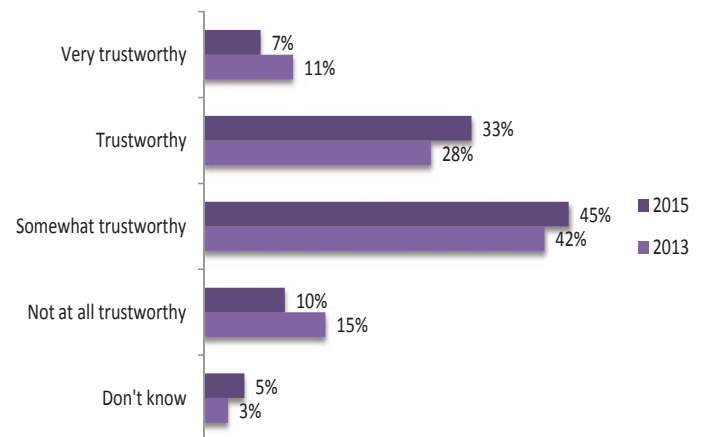
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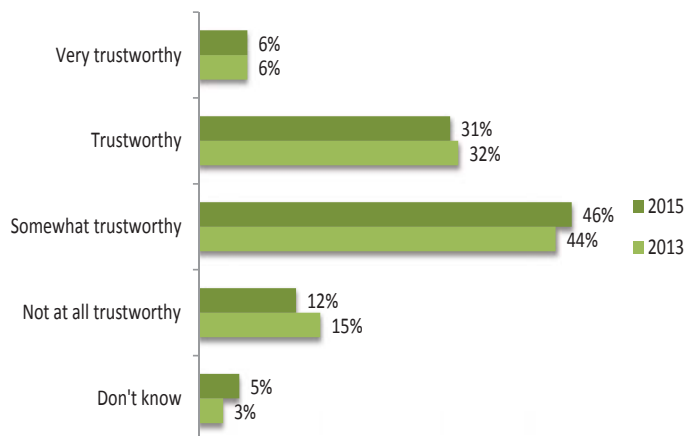
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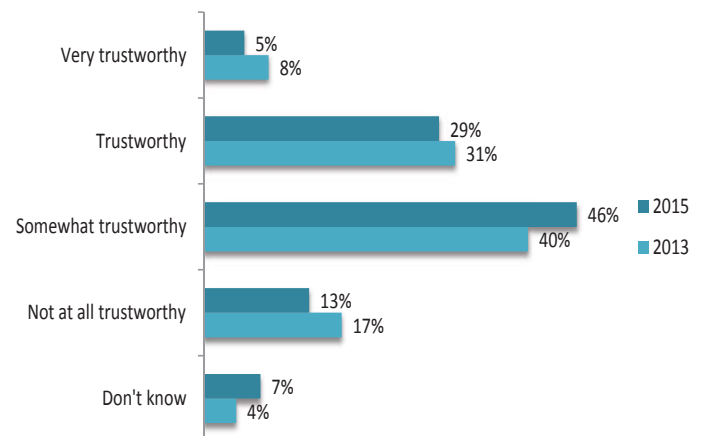
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Tampa Bay

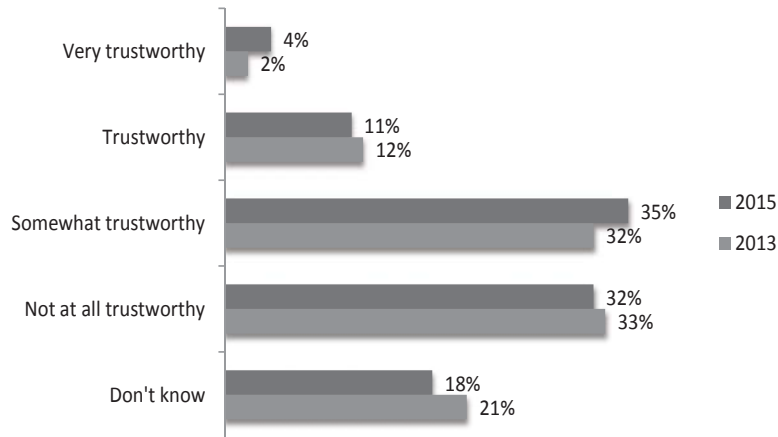


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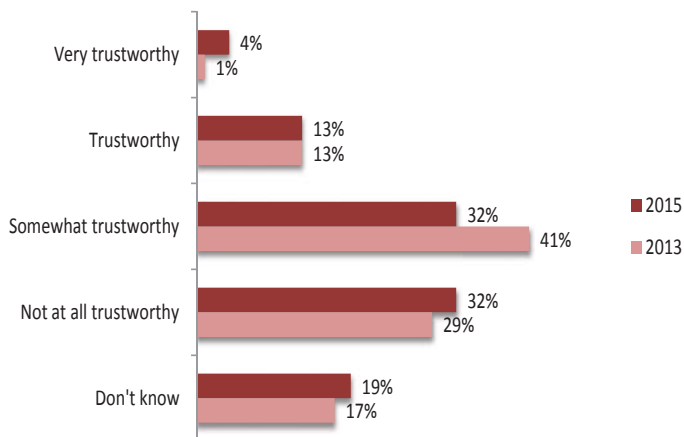


How trustworthy is social media?

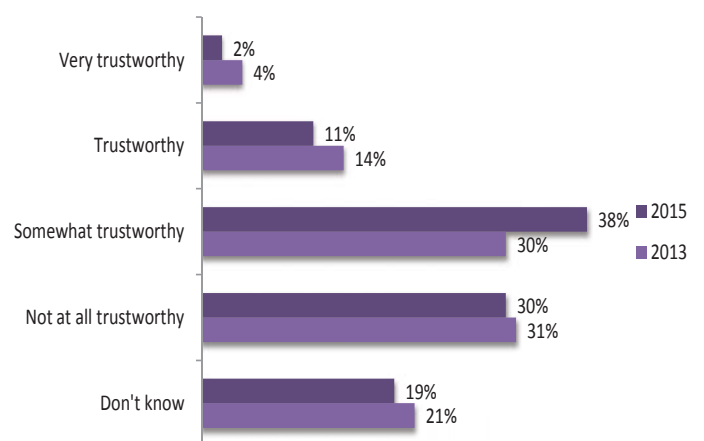
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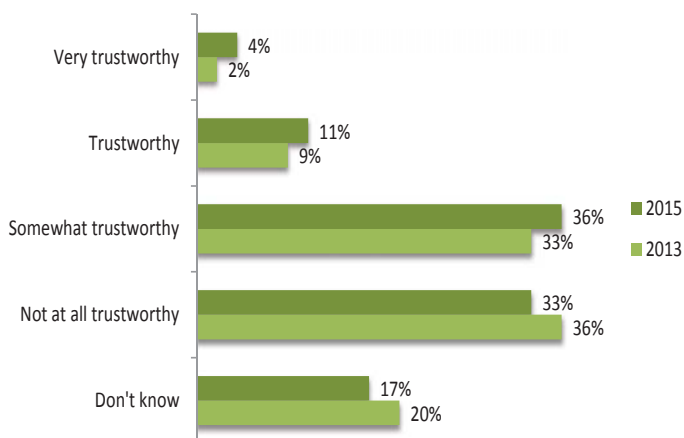
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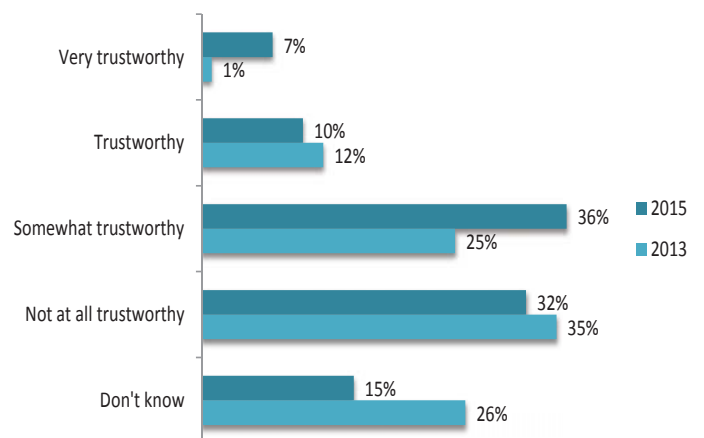
Heartland



Tampa Bay

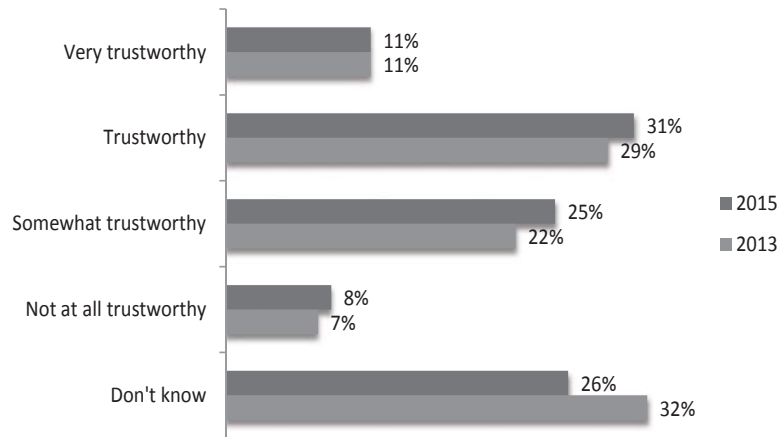


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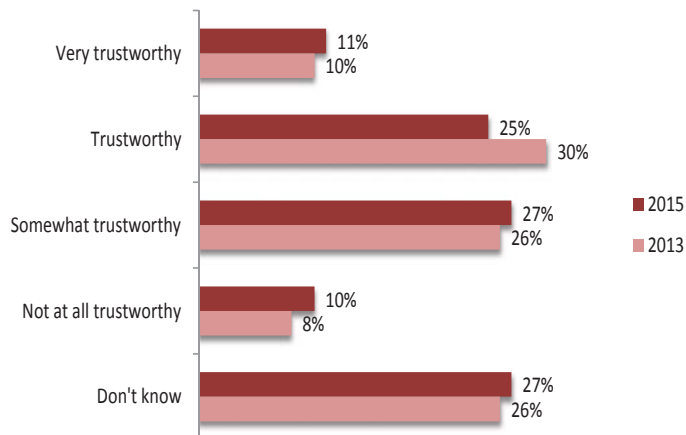


How trustworthy is the Southwest Florida Water Management District?

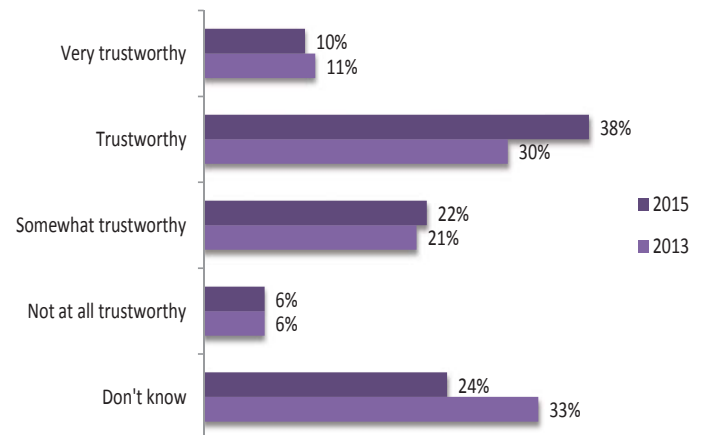
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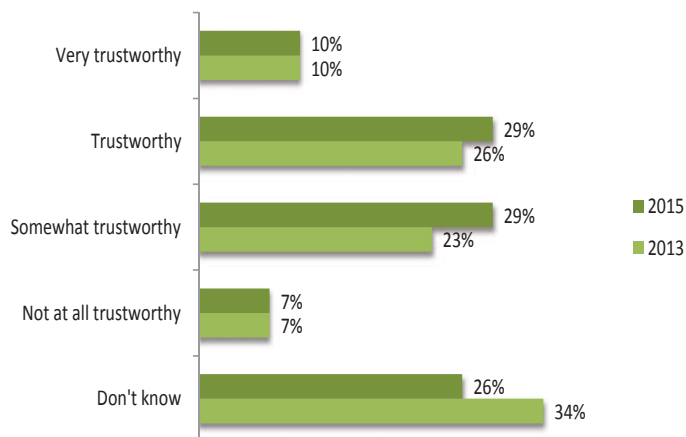
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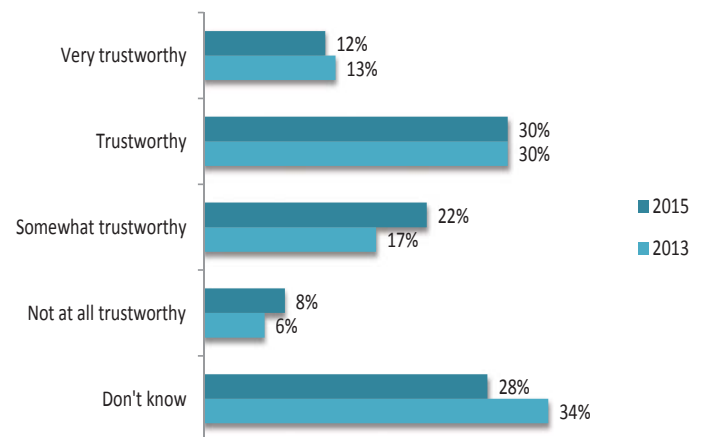
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Tampa Bay

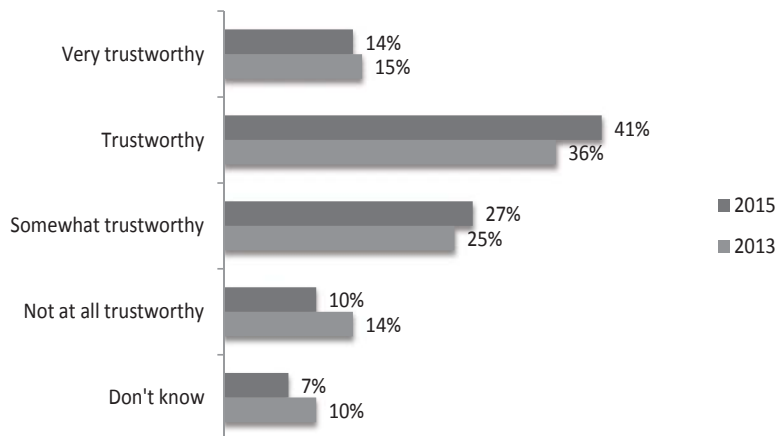


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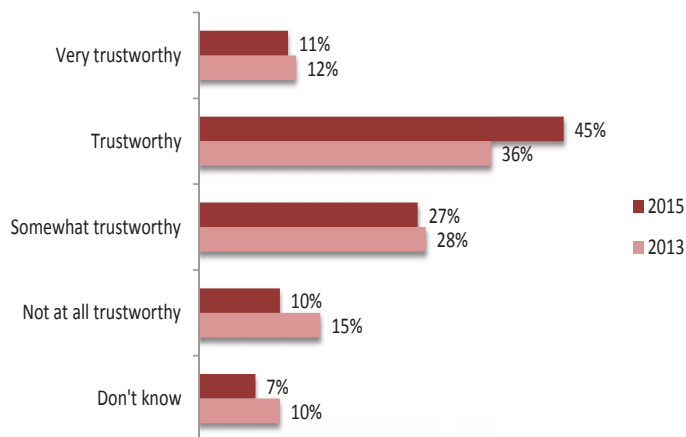


How trustworthy is the Department of Environmental Protection?

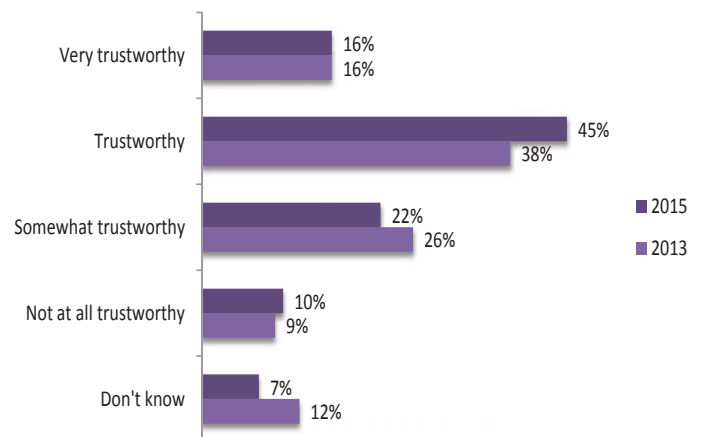
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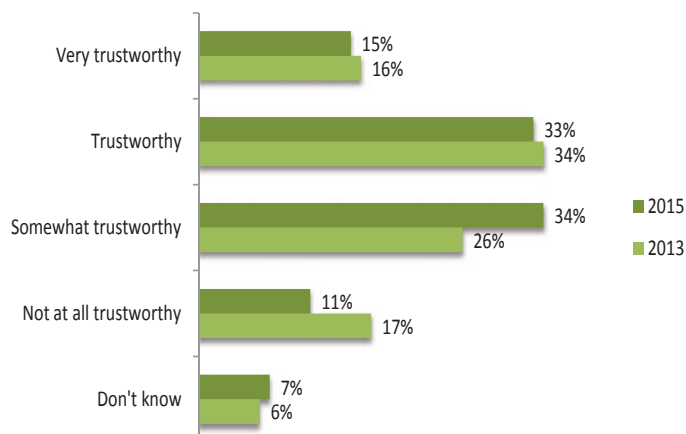
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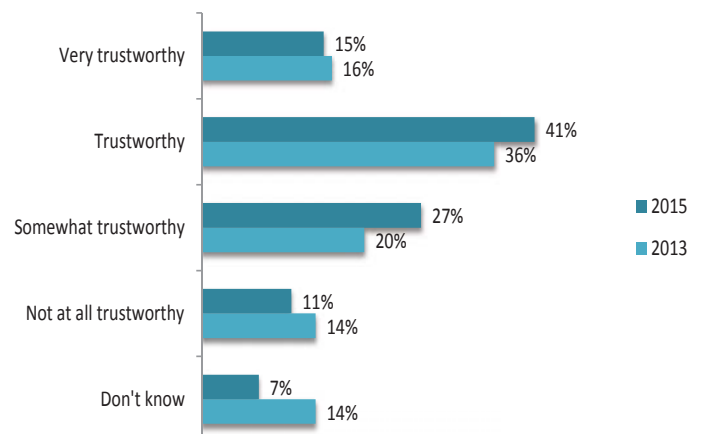
Heartland



Tampa Bay

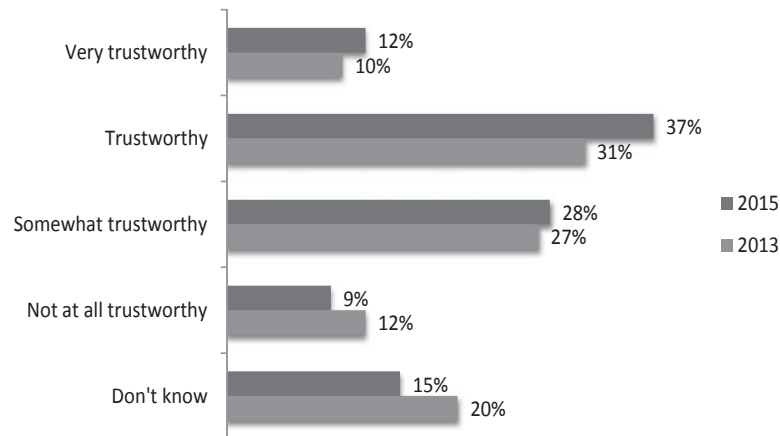


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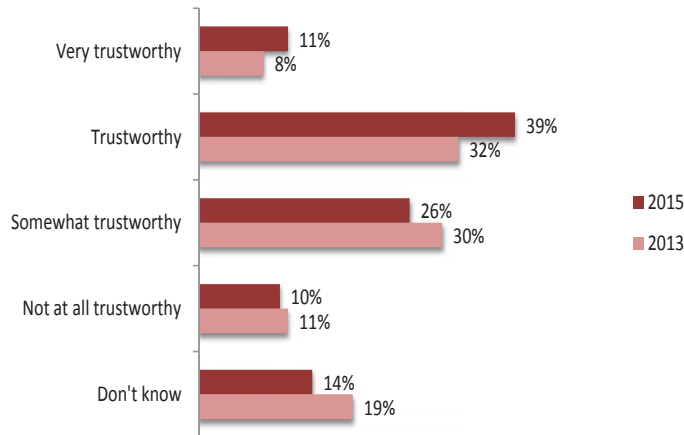


How trustworthy is the local environmental group?

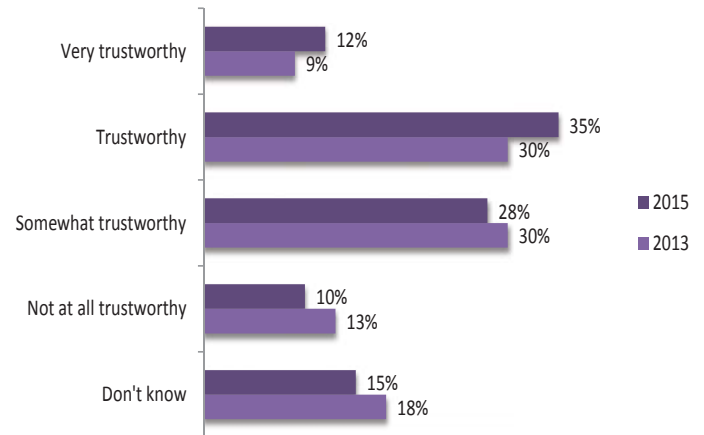
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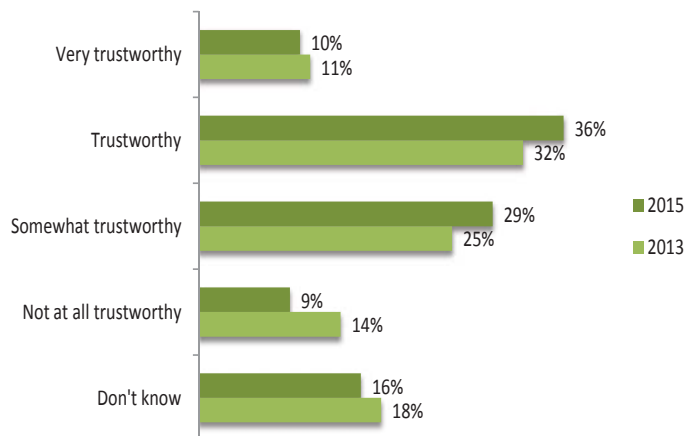
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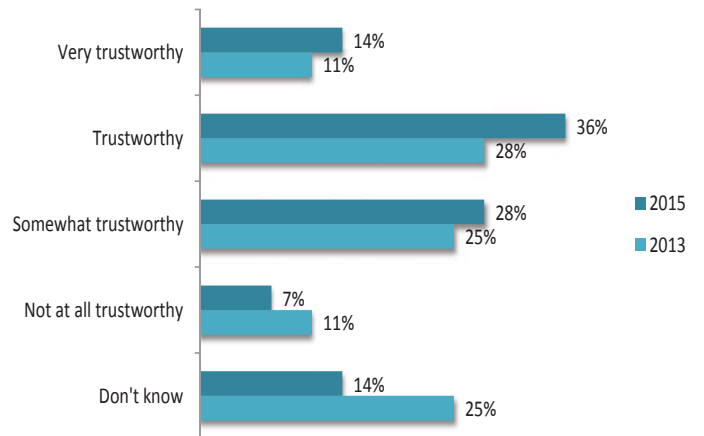
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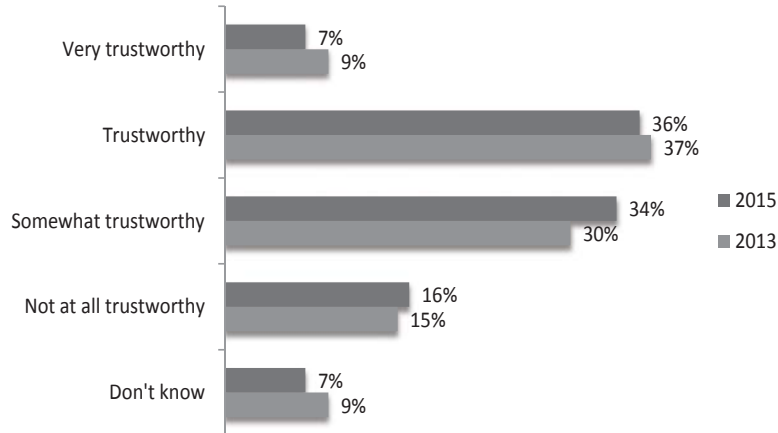
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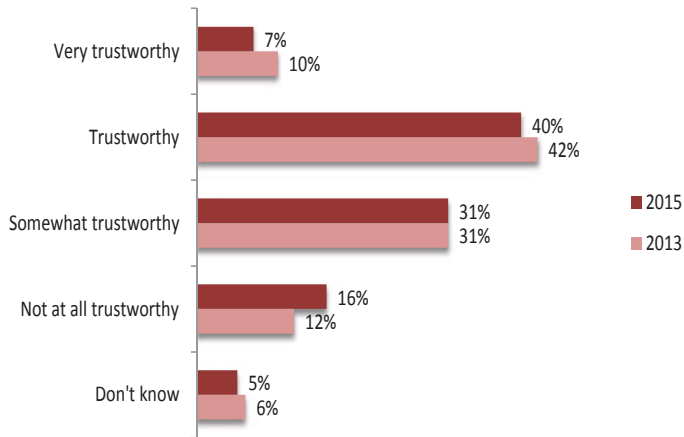
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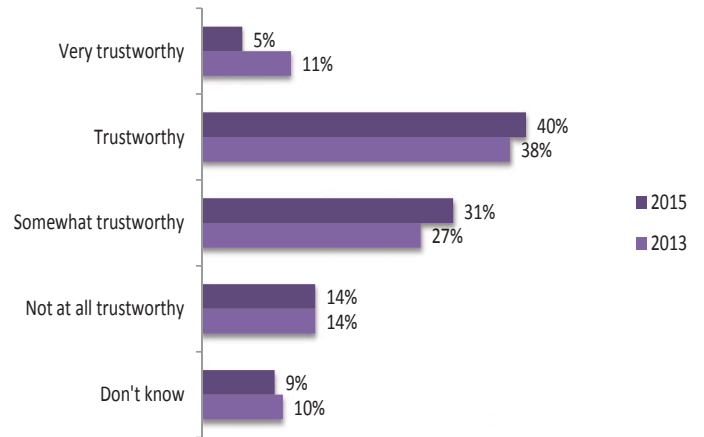
How trustworthy is the local utility company? Total



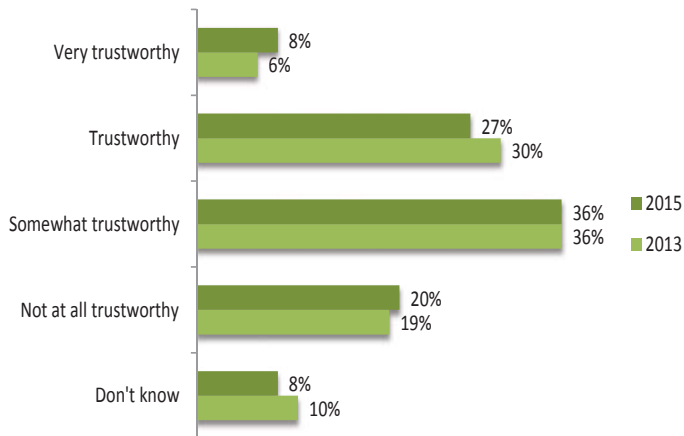
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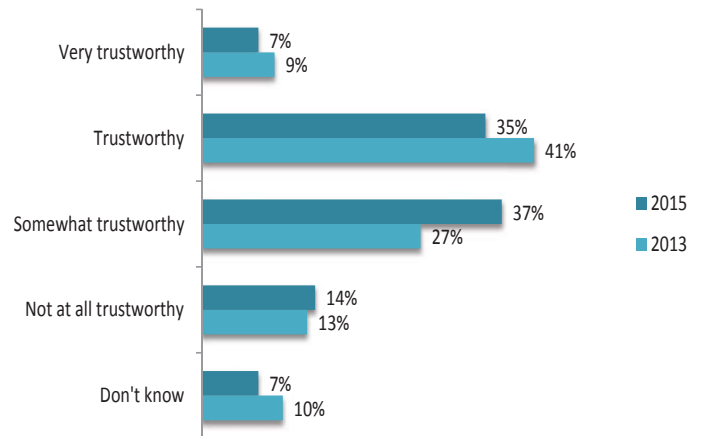
Heartland



Tampa Bay

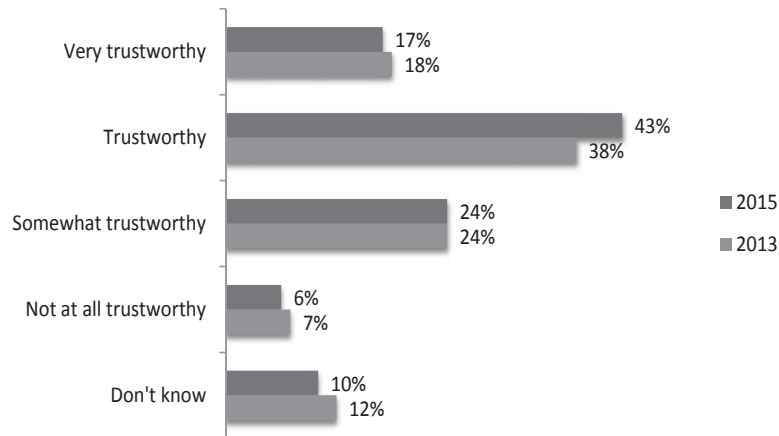


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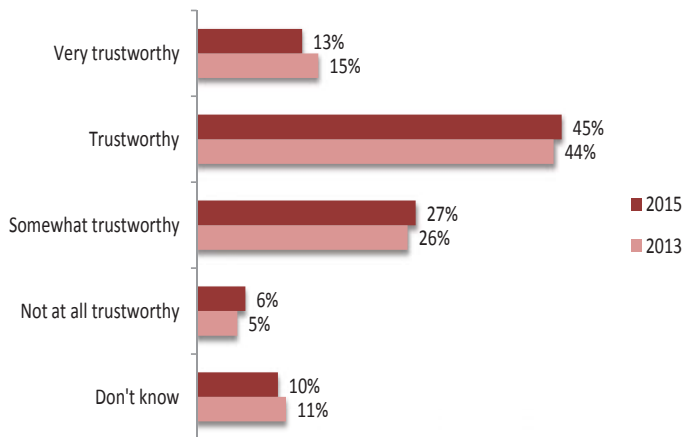


How trustworthy are universities?

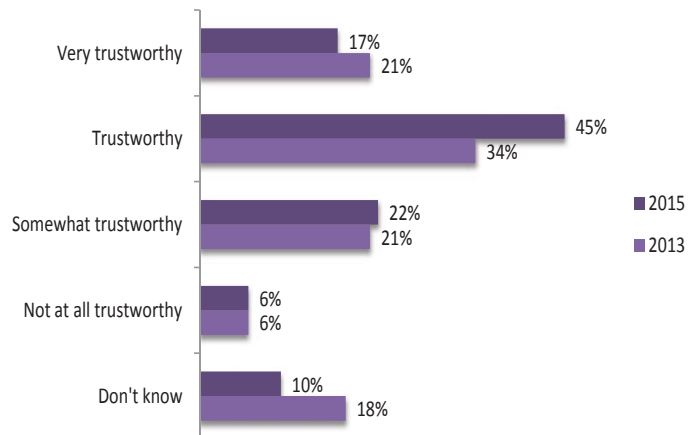
Total



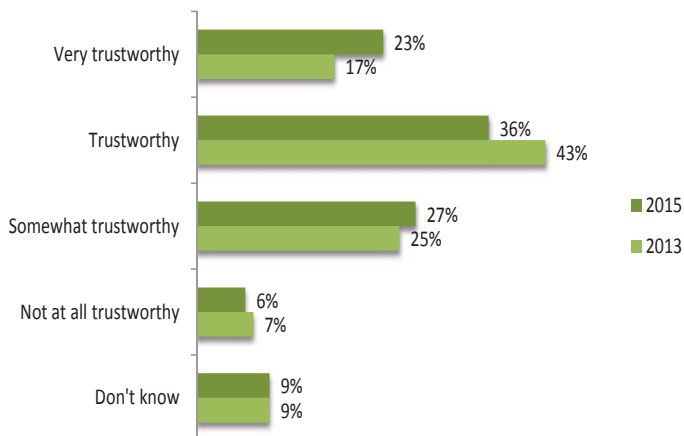
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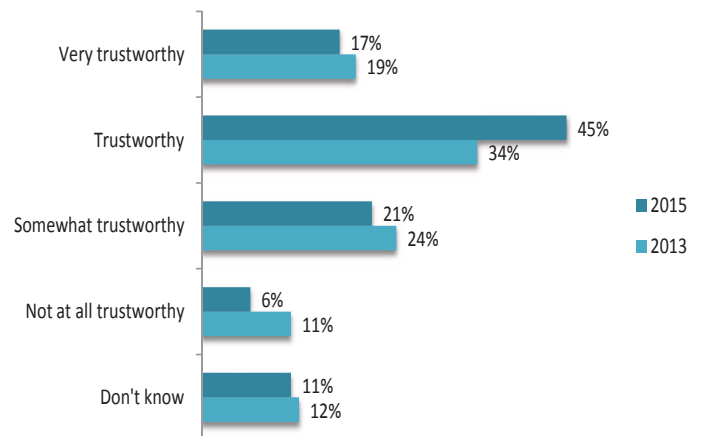
Heartland



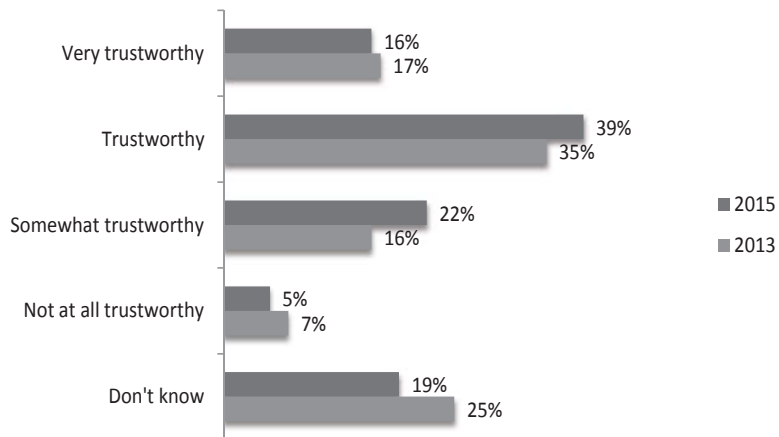
Tampa Bay



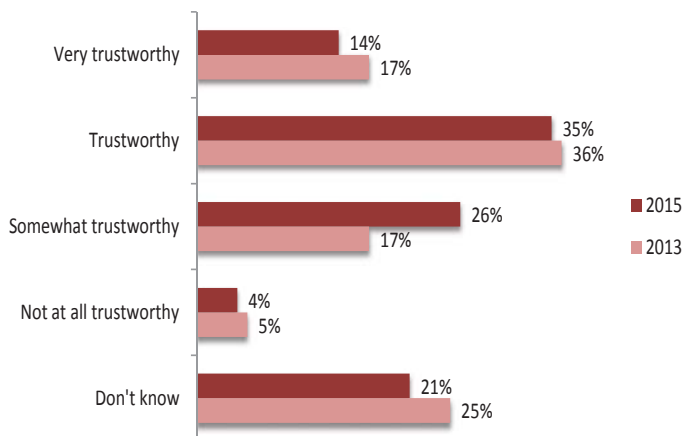
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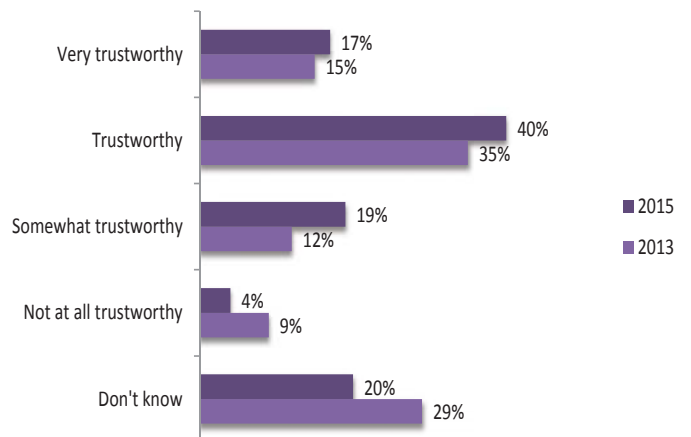
How trustworthy is the US Geological Survey? Total



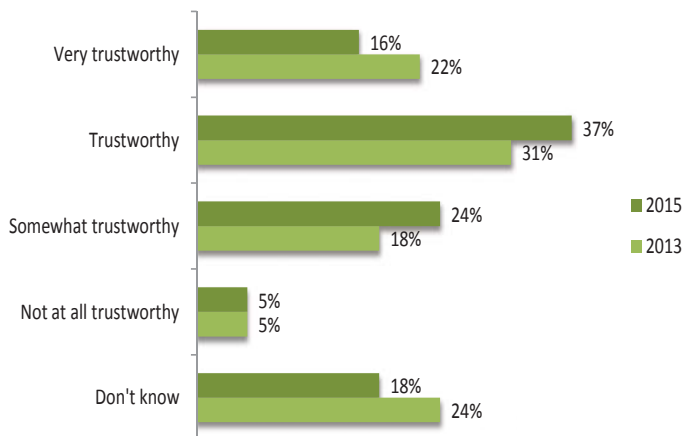
North



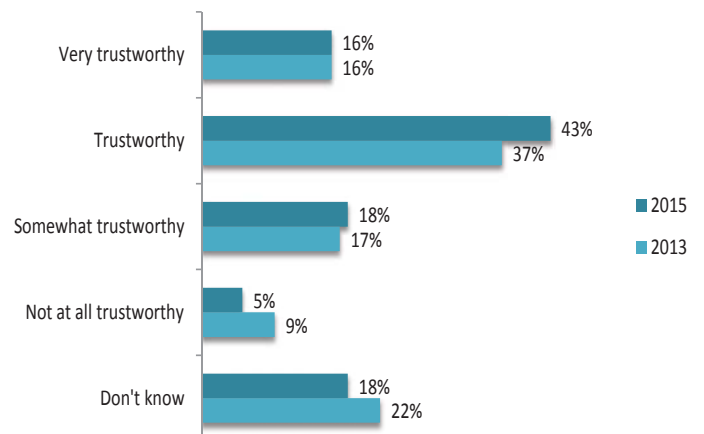
Heartland

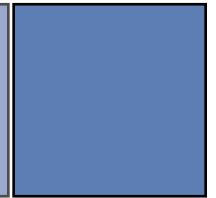
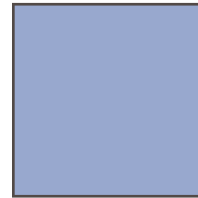
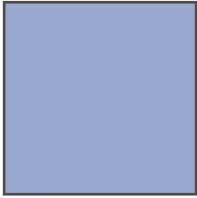
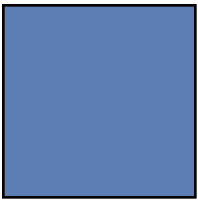


Tampa Bay

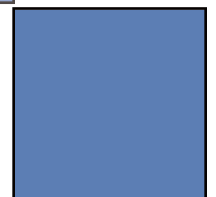
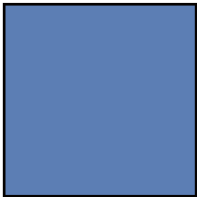
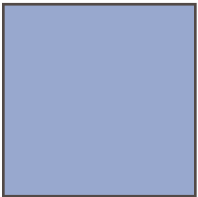


South





LAWN IRRIGATION



Lawn Irrigation

This section of the report presents residents' lawn watering behavior.

Over four in five residents (85%, -4% points from 2013) report having a lawn. Just over half of residents (51%, +6% points) report having an in-ground irrigation system for their landscape. The percentage of residents with in-ground irrigations systems for their landscape does not vary much by region, with the percentage being highest in the Tampa Bay region (53%, +3% points) and lowest in the North region (49%, +6% points).

Over one in three residents indicate that the water source for their outdoor irrigation is a water utility (36%) or a well (34%). Nearly half of Heartland residents (46%) indicate that the water source for their outdoor irrigation is a water utility, while residents from the North (40%) or South (41%) regions are more likely to indicate that their water source is a well.

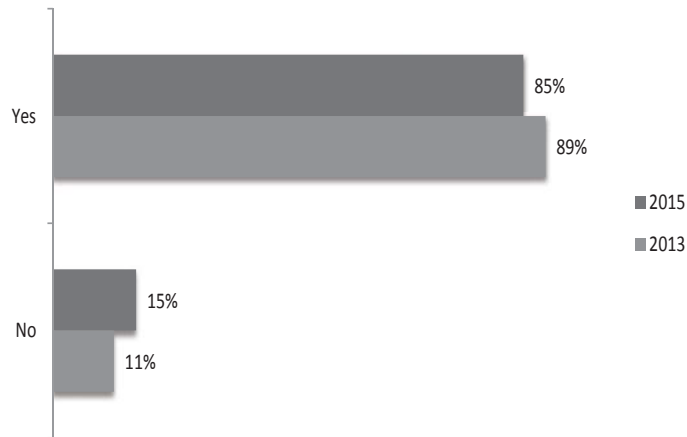
One in five residents with a lawn (21%) reports watering their lawns more than once a week in the winter. Residents in the South region with a lawn (33%) are more likely to exhibit this behavior. Only 6% of residents in the North region with a lawn report watering their lawns at least twice a week in the winter.

Half of residents with a lawn (50%, +10% points from 2013) report watering their lawns at least twice a week in the summer. Residents in the South region with a lawn (56%) are more likely to water their lawn twice or more a week in the summer, while only 40% of residents in the Tampa Bay region with a lawn do so.

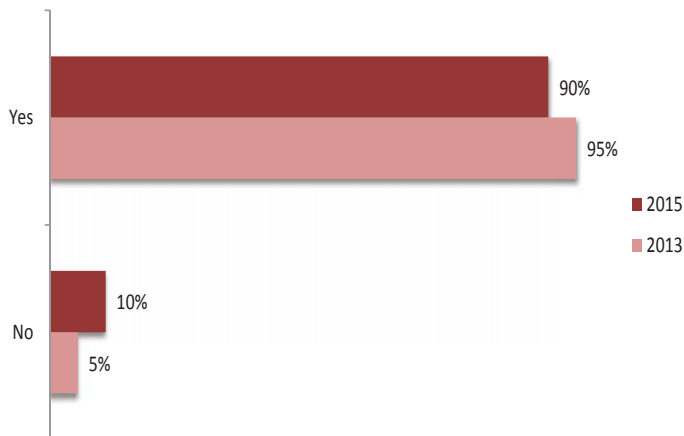
When asked if they have a rain sensor or soil moisture on their irrigation system, residents responses are split fairly evenly; 44% indicate having a rain sensor and 46% do not have one. Residents in the South region are more likely to have a rain sensor (50%), and residents in the Tampa Bay region are least likely to have a rain sensor (37%).

Four in five residents (79%) who have a rain sensor/soil moisture sensor indicate that it does stop their irrigation system from turning on during or immediately after it rains. One in five Heartland residents (21%) say that their rain sensor will not stop their irrigation system from turning on when it rains.

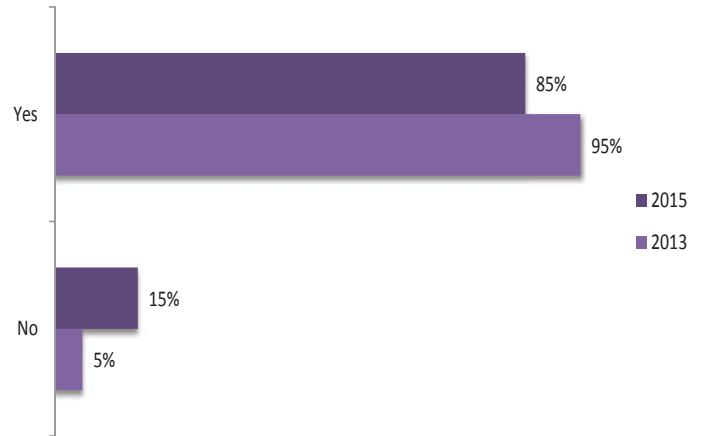
Do you have a lawn? Total



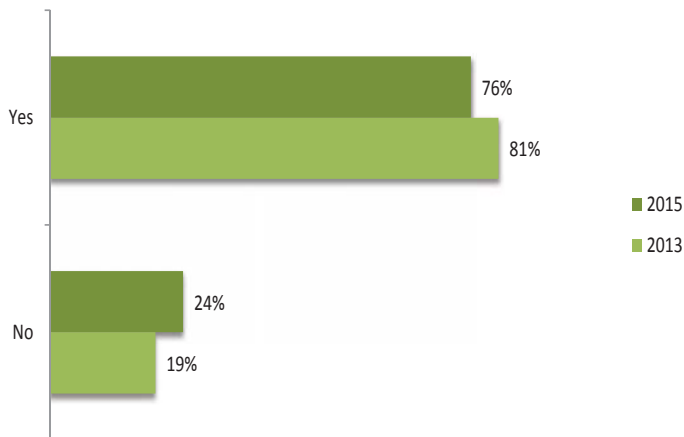
North



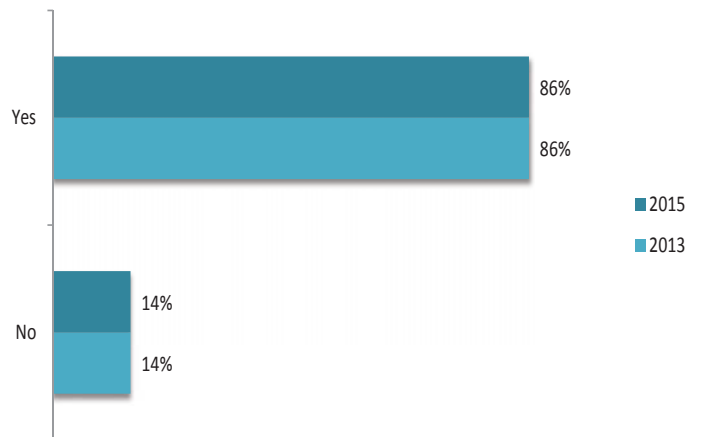
Heartland



Tampa Bay

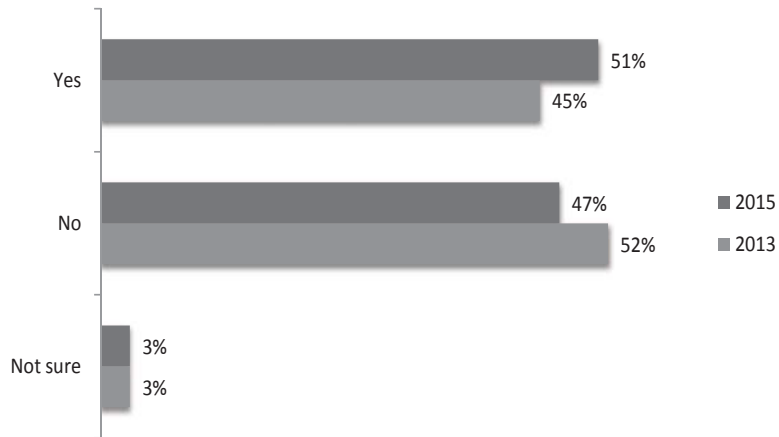


South

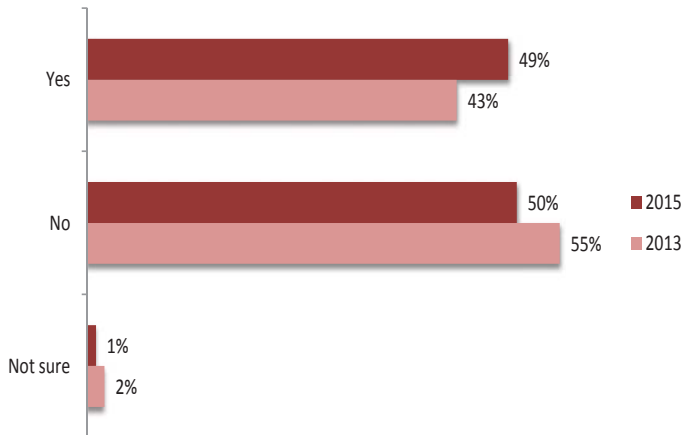


Do you have an in-ground irrigation system for your landscape?*

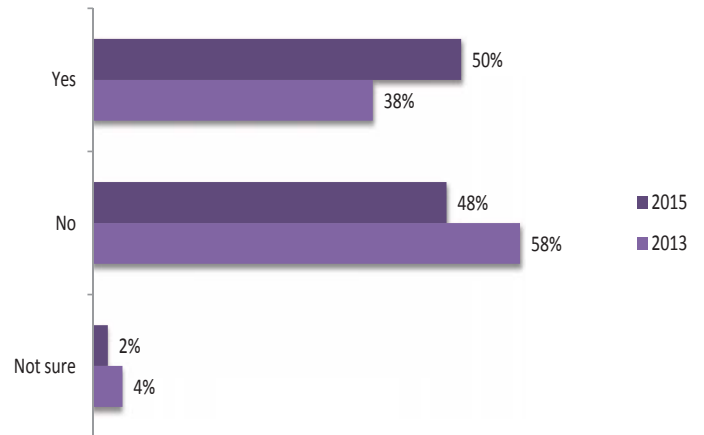
Total



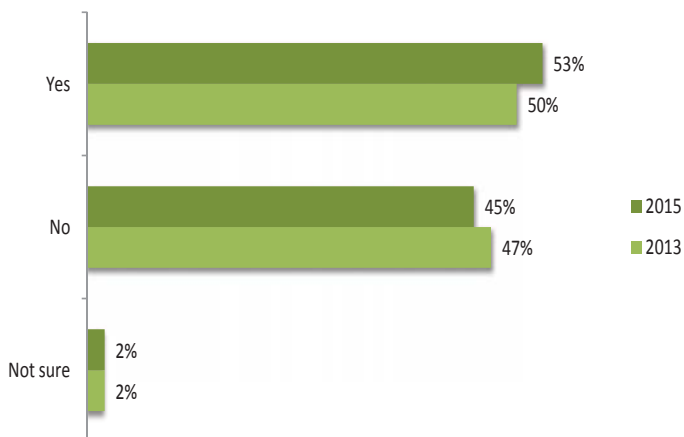
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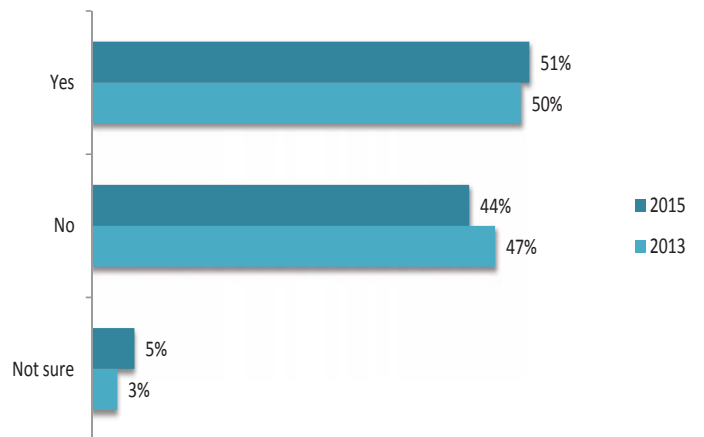
Heartland



Tampa Bay

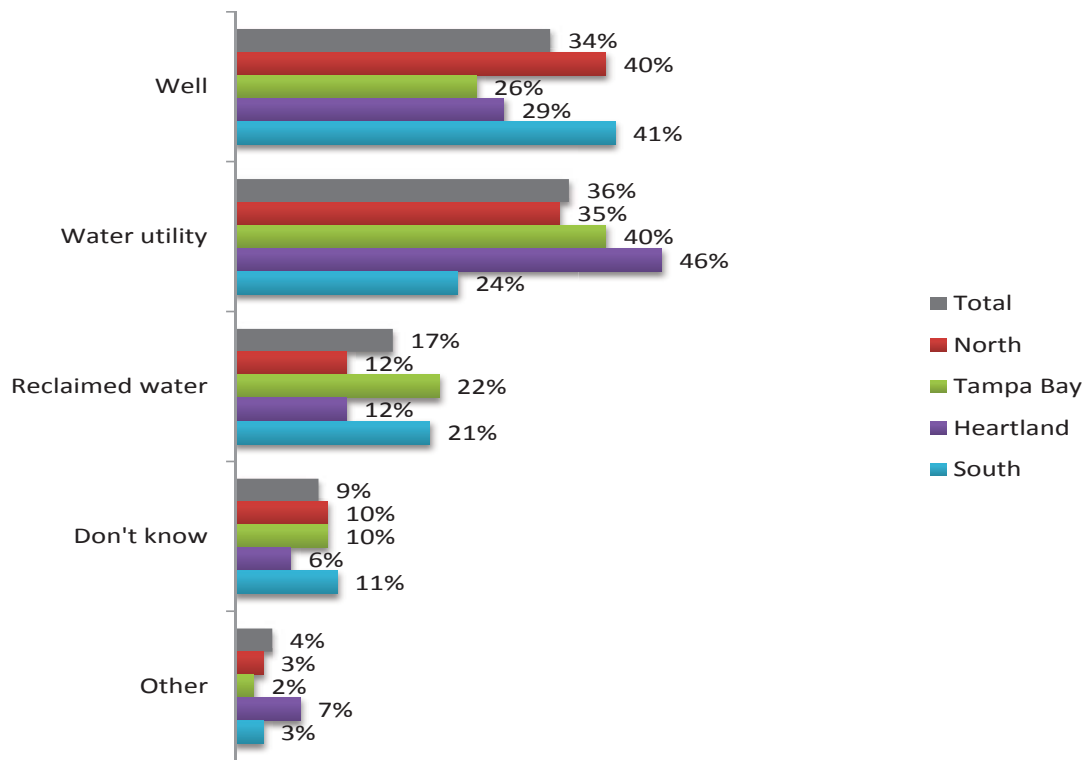


South



* Only asked to residents who have a lawn

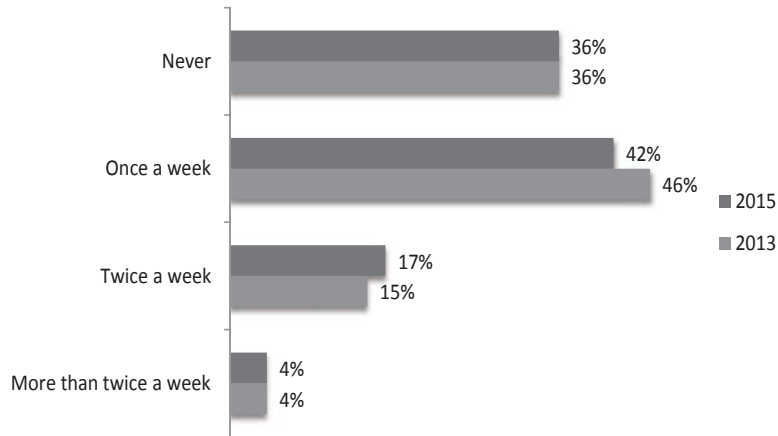
What is the water source for your outdoor irrigation?*



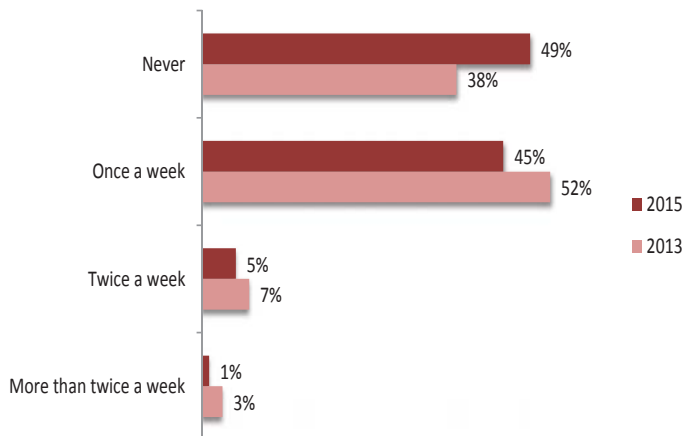
* Only asked to residents who have an in-ground irrigation system

How often do you water your lawn in the winter?*

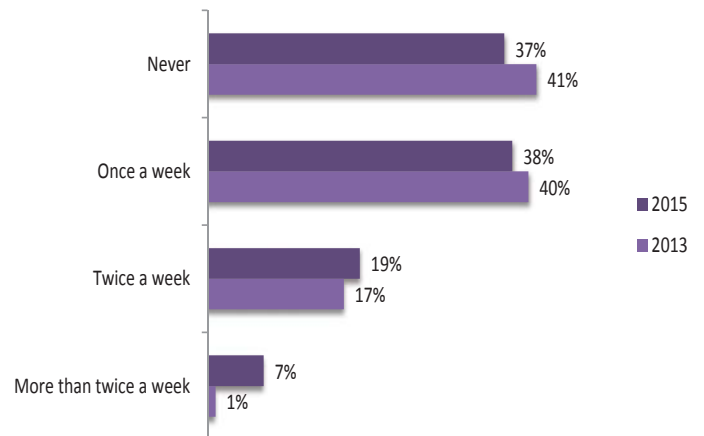
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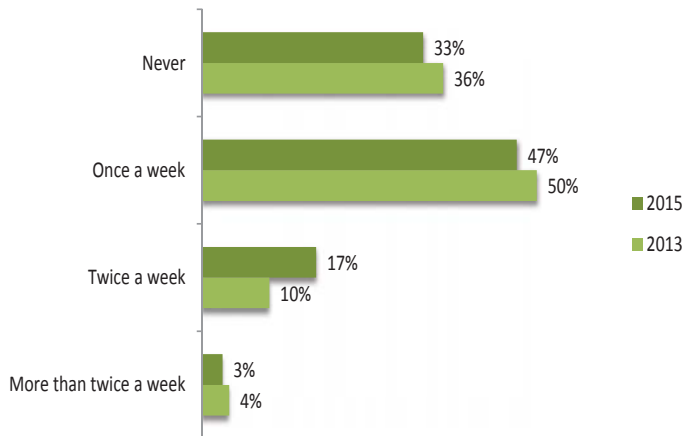
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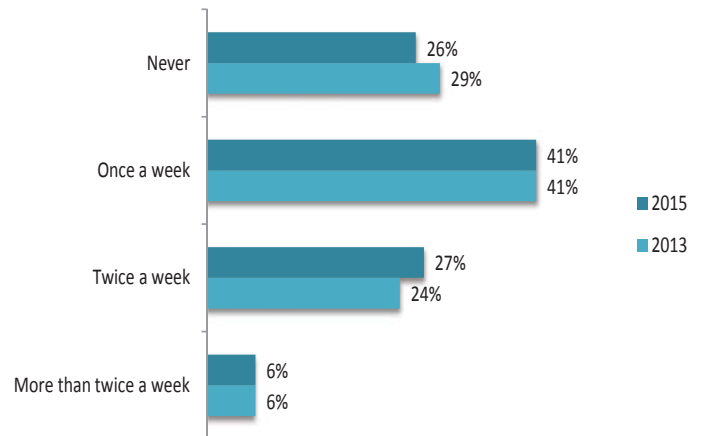
Heartland



Tampa Bay



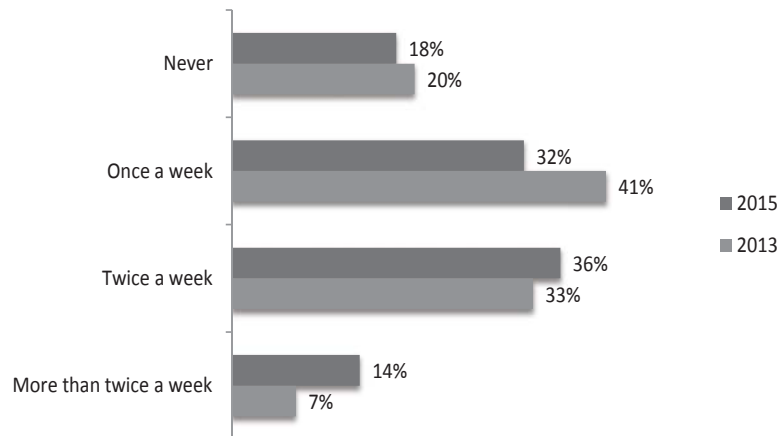
South



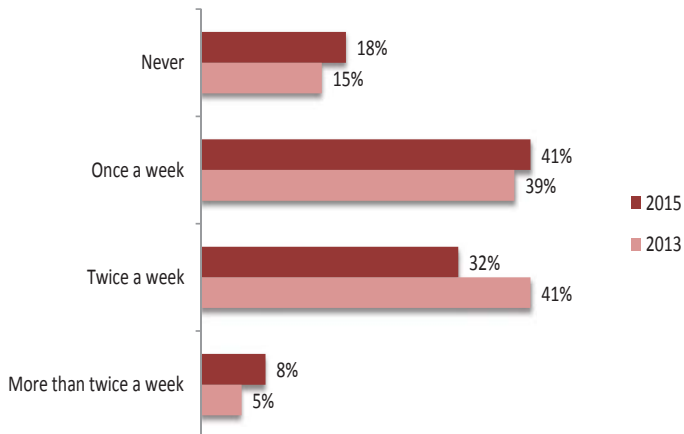
* Only asked to residents who have an in-ground irrigation system

How often do you water your lawn in the summer?*

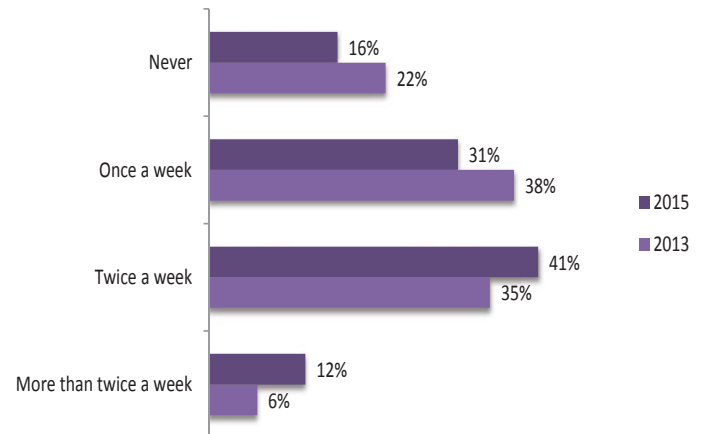
Total



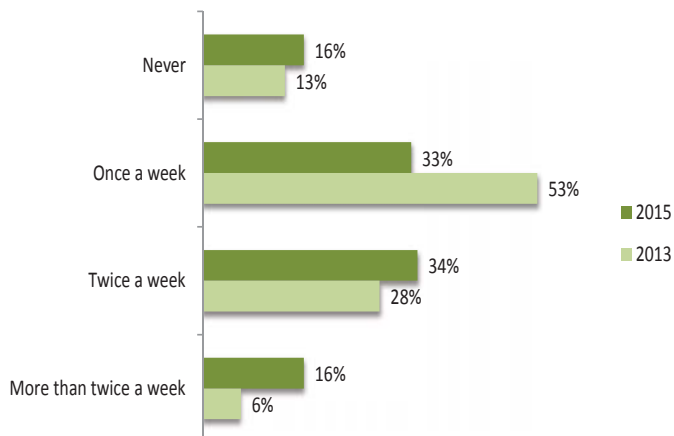
North



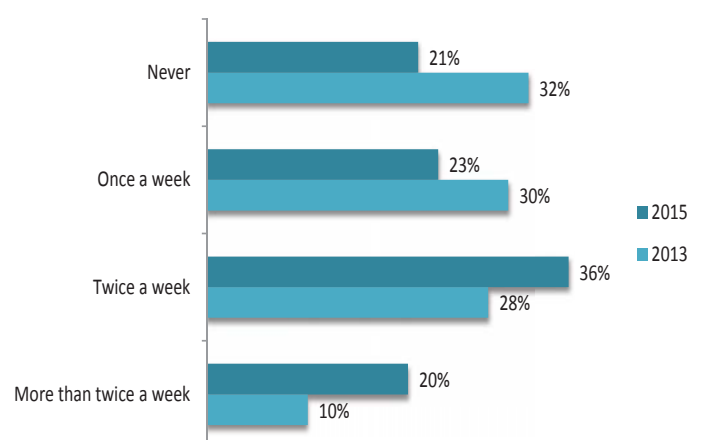
Heartland



Tampa Bay

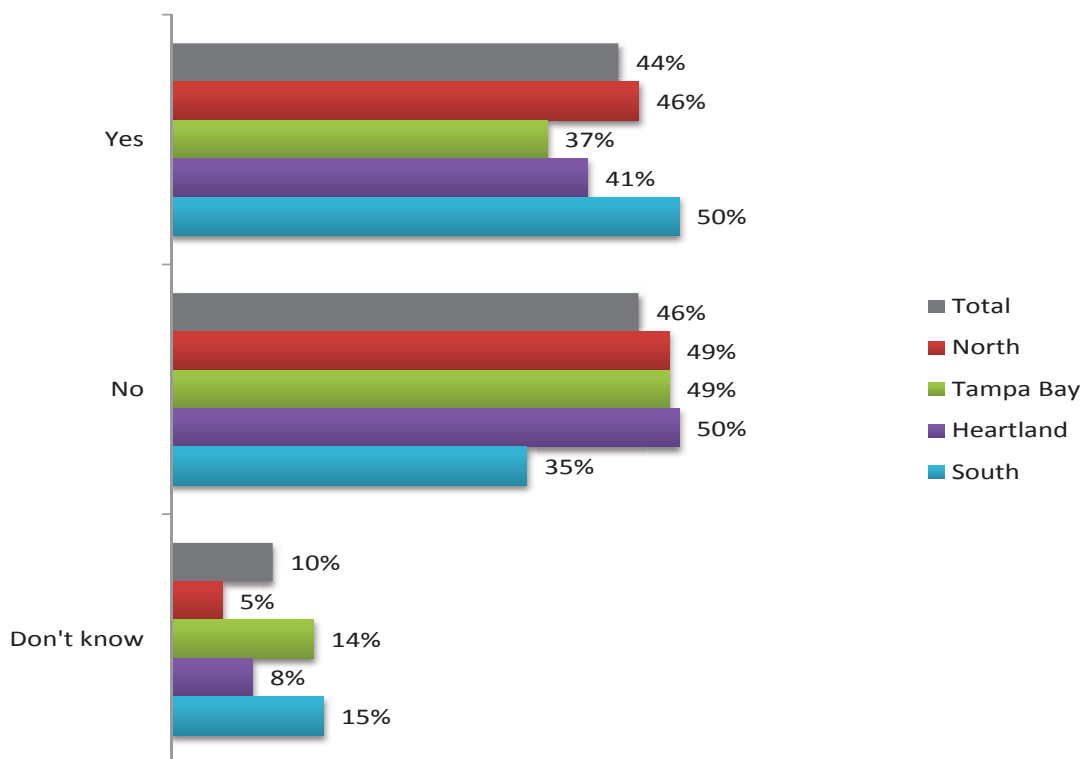


South

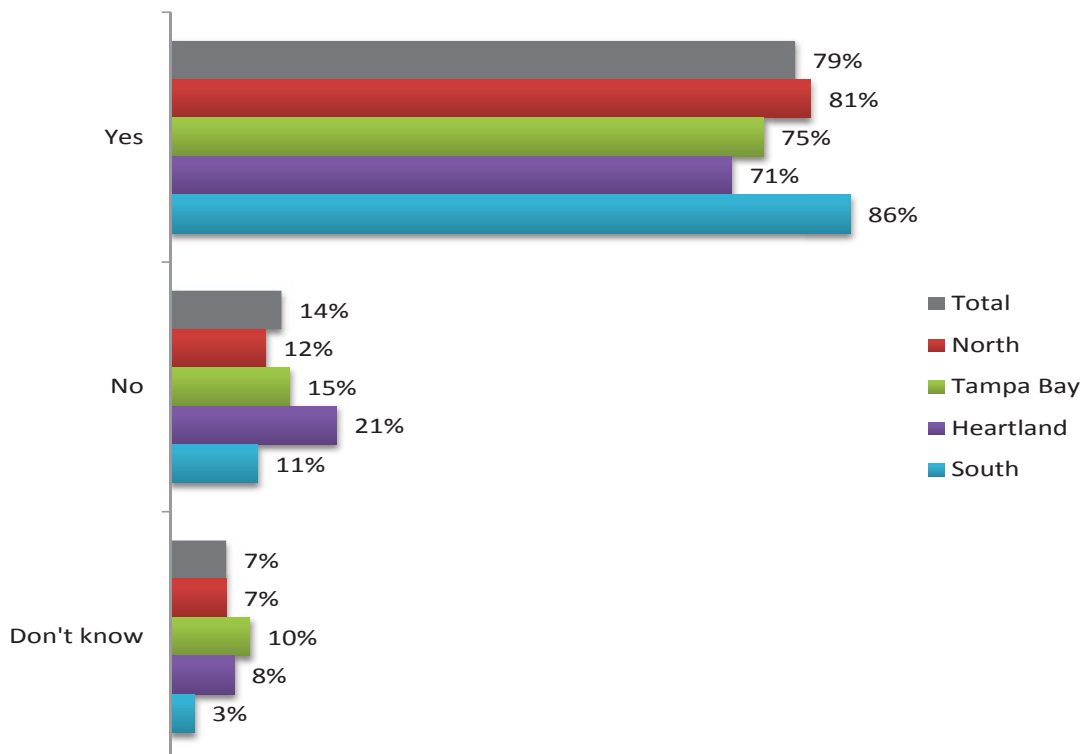


* Only asked to residents who have an in-ground irrigation system

Do you have a rain sensor or soil moisture on your irrigation system?*

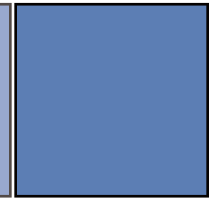
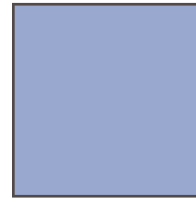
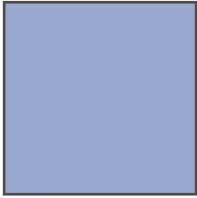
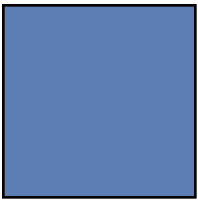


Does your rain sensor or soil moisture sensor stop your irrigation system from turning on during or immediately after it rains?**

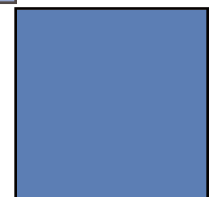
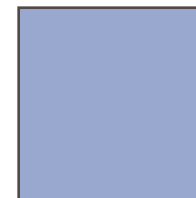
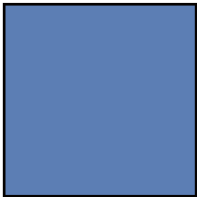
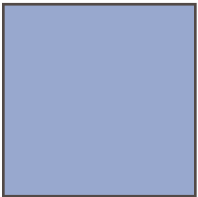


* Only asked to residents who have an in-ground irrigation system

** Only asked to residents who have a rain sensor or soil moisture sensor



LAND CONSERVATION



Land Conservation

Two in five residents (40%) are aware that the Southwest Florida Water Management District purchases and manages undeveloped lands for conservation purposes. Of those residents, 54% cannot name any of the lands the District manages.

Over one in four residents (26%) thinks the District purchases and manages lands for the conservation of land and natural resources. One in seven residents (15%) thinks the District purchases and manages these lands to preserve the natural water supply. Over one in four residents (27%) does not know why the District purchases and manages undeveloped lands.

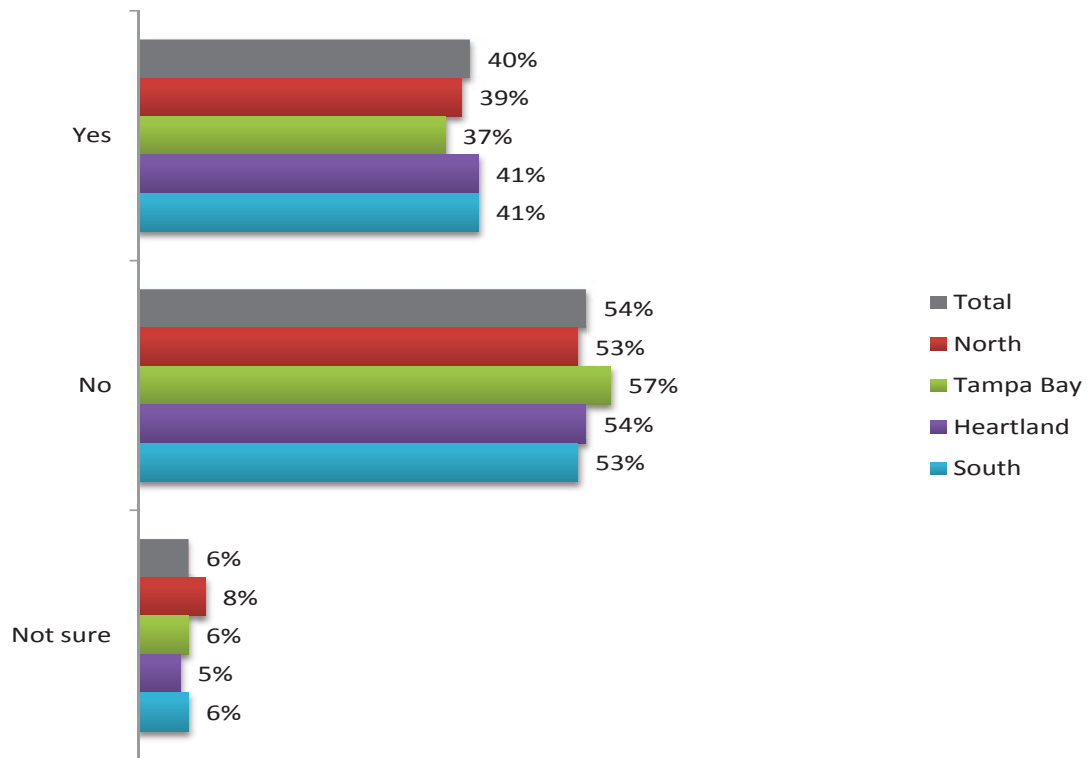
Three in four residents (75%) support the District buying and managing undeveloped lands for conservation purposes. There is very little variation across regions.

One in four residents (26%) has used District lands for outdoor recreation purposes in the past year. Residents in the North region are most likely to have used District lands (32%), while residents in the Heartland region are least likely to have used the lands (22%).

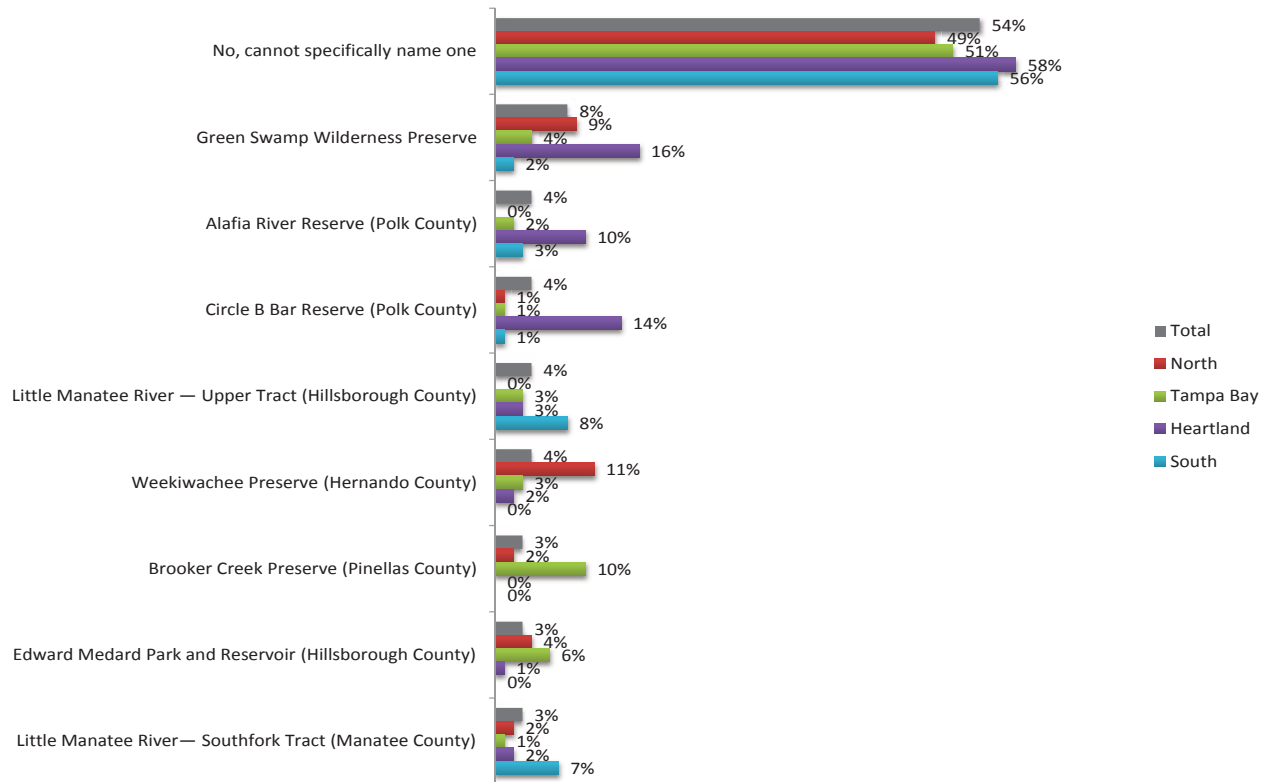
Nearly half of residents who used District lands (46%) were hiking/taking a walk. Over one in three were fishing (35%), and one in four were boating (26%). Residents from the South region are more likely to have used District lands for hiking (60%) and bicycling (26%) than residents of other regions.

Three in four residents (74%) who used District lands for recreational purposes rate their satisfaction with the lands as an 8, 9, or 10 on a scale of 1 to 10. Only 5% of residents rate their satisfaction with the District lands as less than a 5.

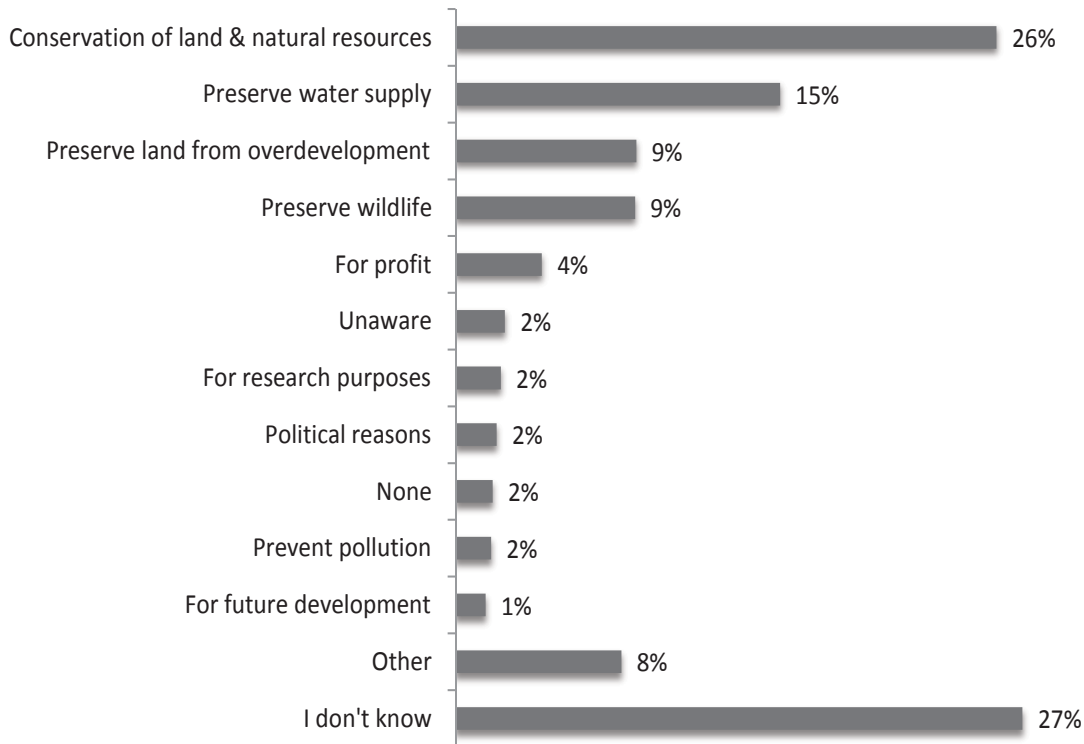
Are you aware that the Southwest Florida Water Management District purchases and manages undeveloped lands for conservation purposes?



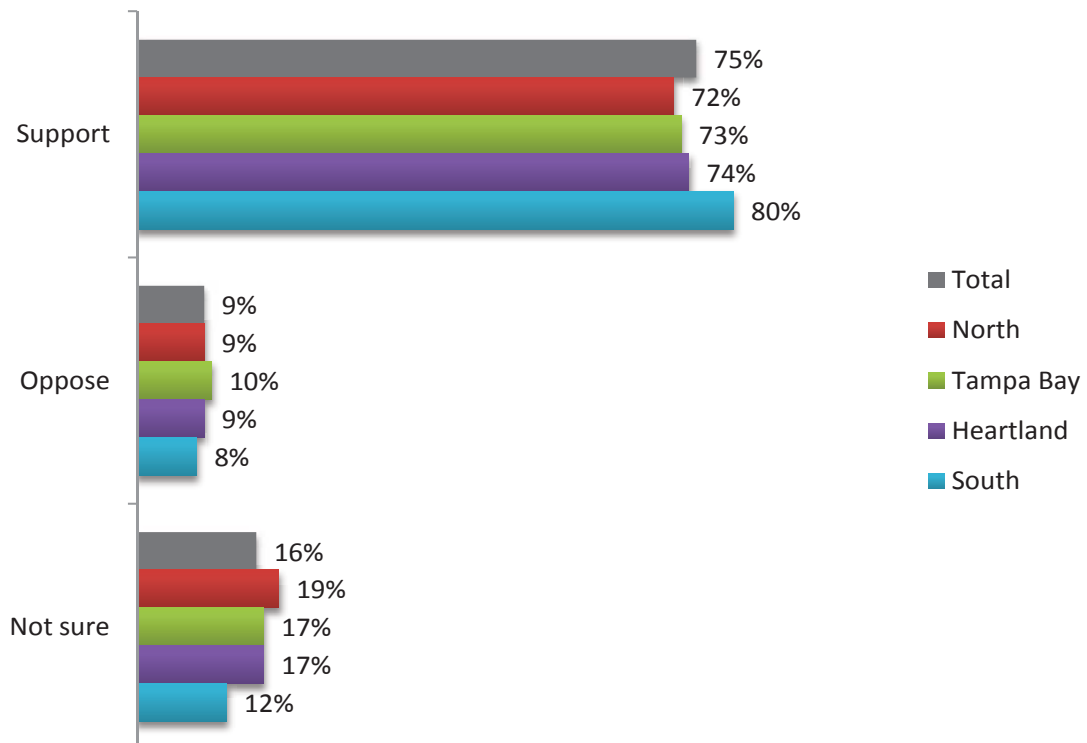
Can you name any of these lands?



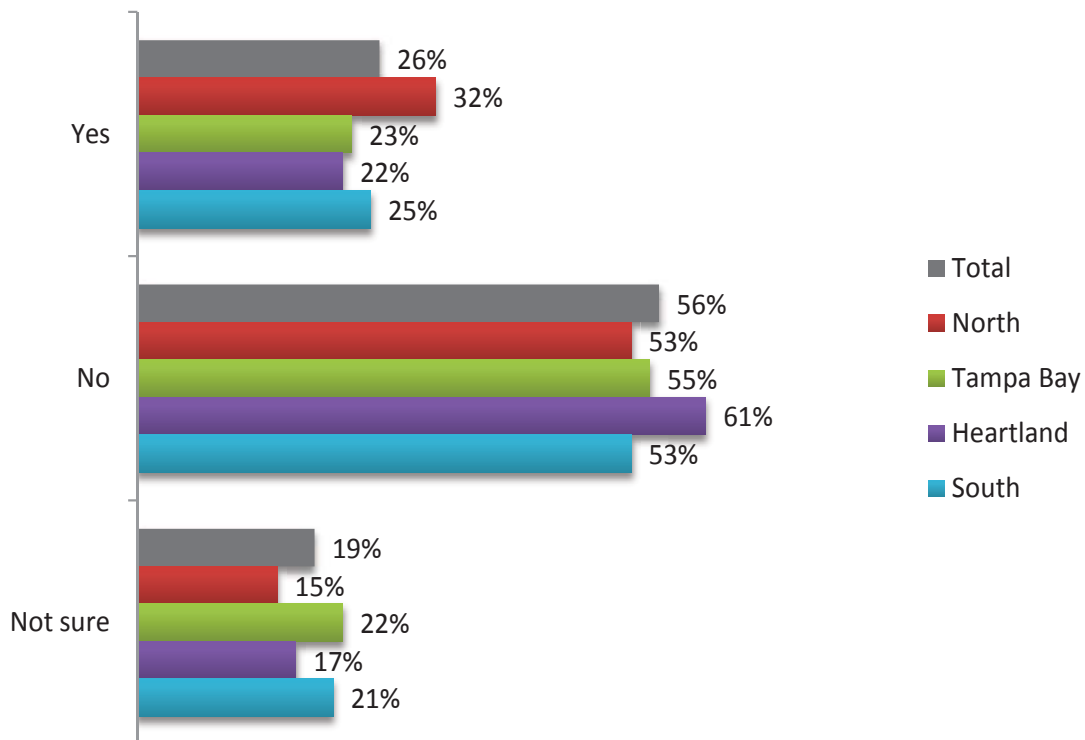
What do you think are the reasons why the District purchases and manages undeveloped lands for conservation purposes?



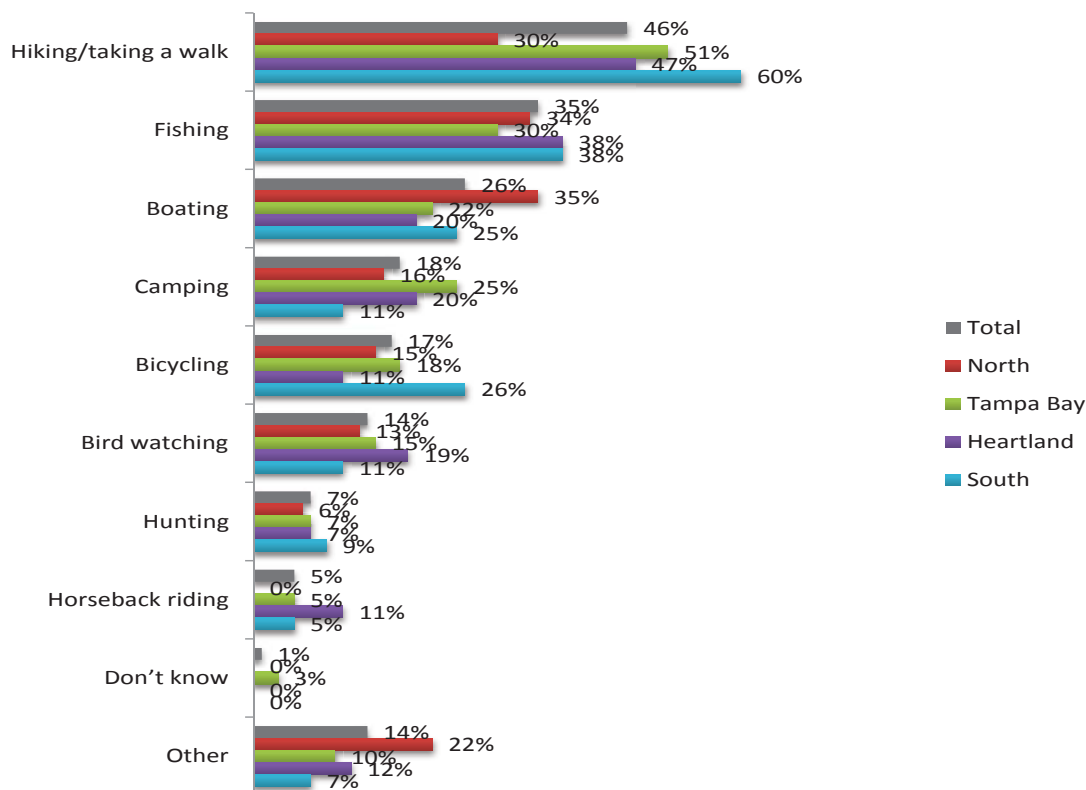
Do you support or oppose the District buying and managing undeveloped lands for these purposes?



In the past year, have you used any of the Southwest Florida Water Management District lands for outdoor recreation purposes?

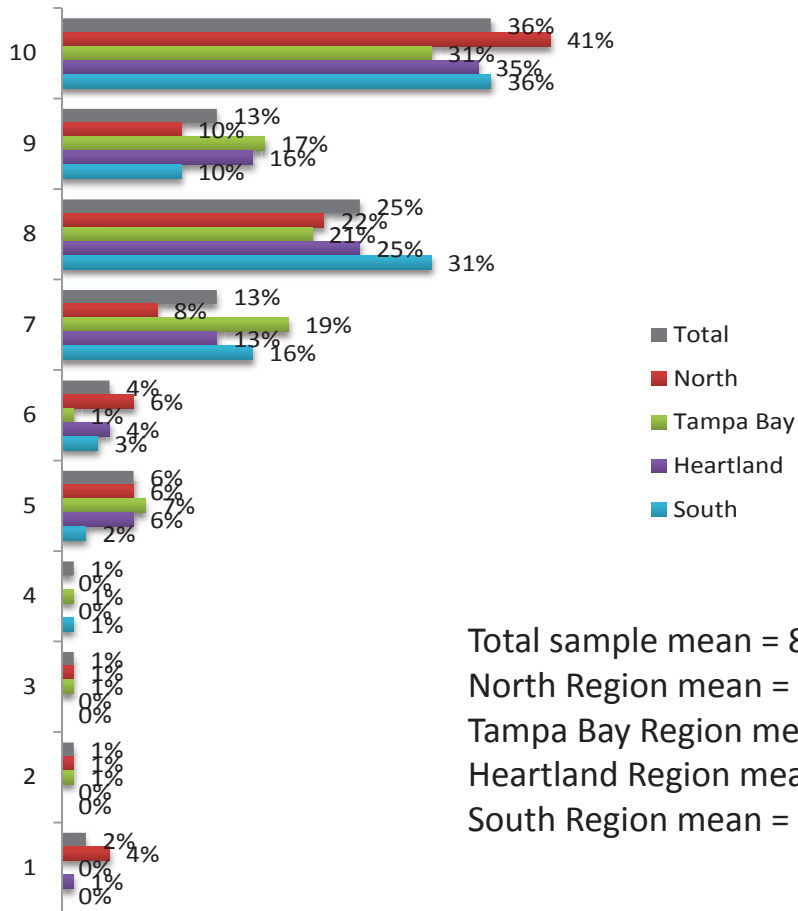


What activities did you do on the District's lands?*



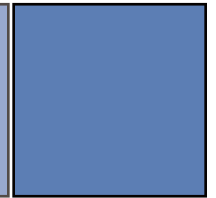
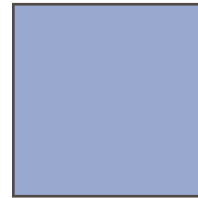
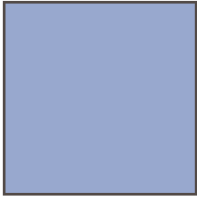
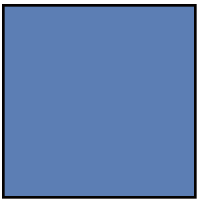
* Only asked to residents who have used District lands in the past year for recreation purposes

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?*

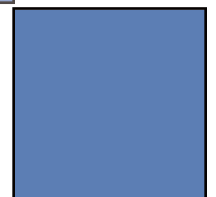
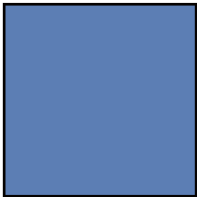
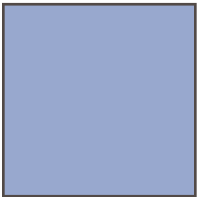


Total sample mean = 8.3
 North Region mean = 8.1
 Tampa Bay Region mean = 8.2
 Heartland Region mean = 8.4
 South Region mean = 8.5

* Only asked to residents who have used District lands in the past year for recreation purposes



DEMOGRAPHICS

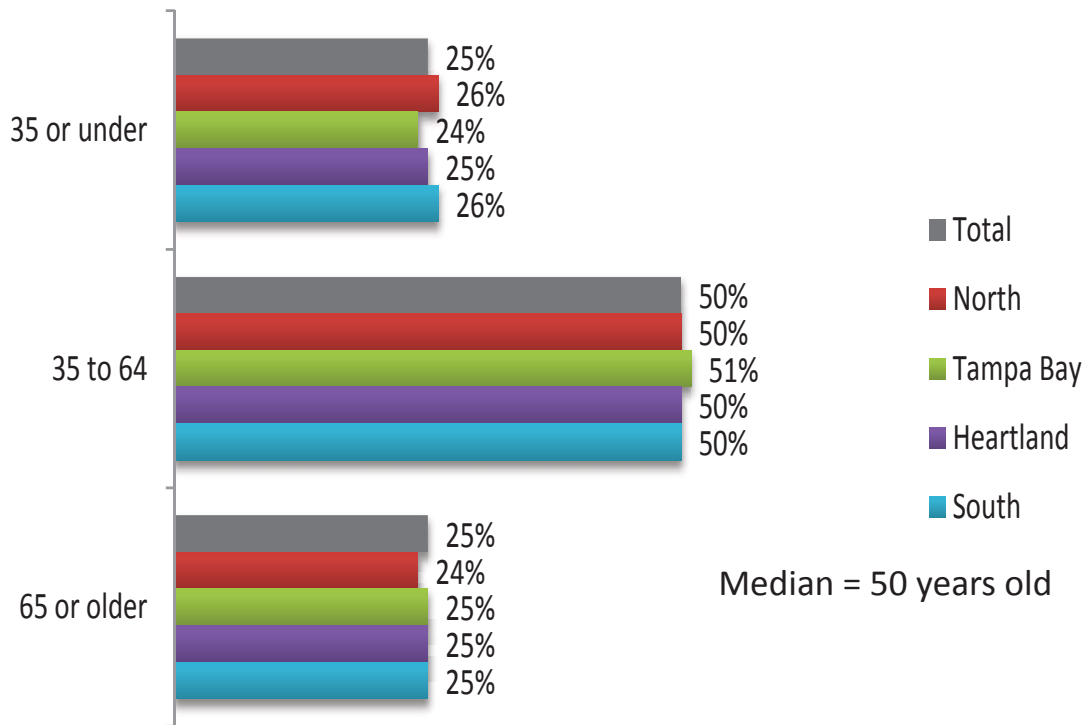


Demographics

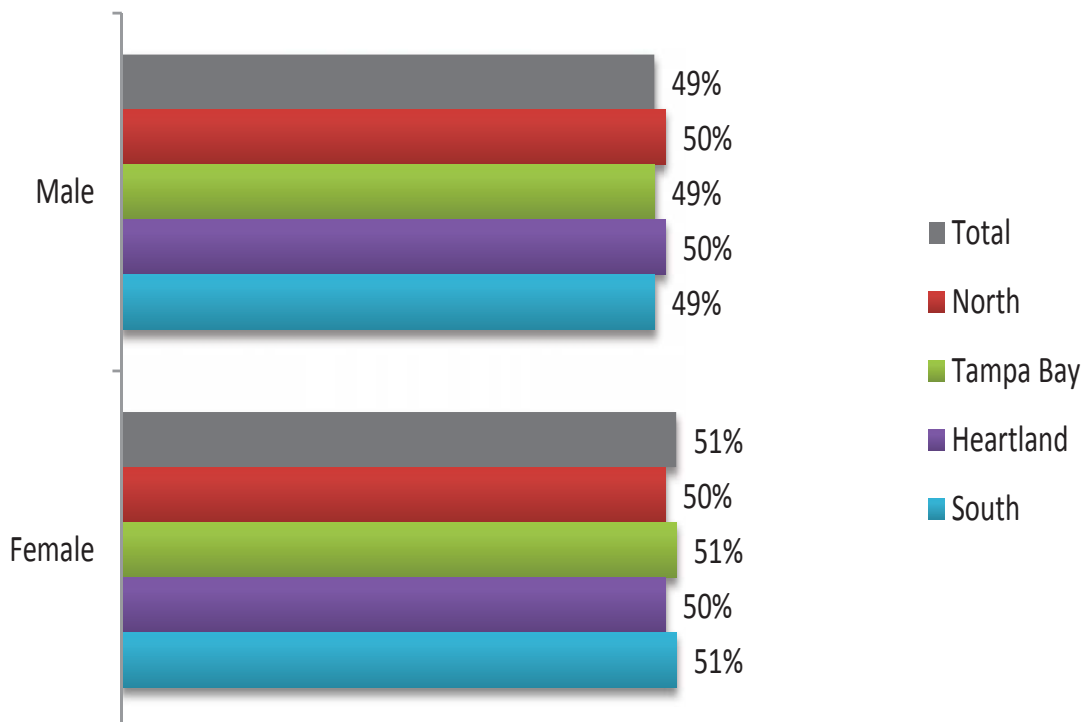
The typical resident in this study is 50 years of age, while nearly equal percentages of males (49%) and females (51%) are represented in the study. The typical resident in this study has lived in their county for 13 years, and lived in Florida for 21 years. Nearly all residents (95%) in the study live in Florida full-time. Two in five residents (42%) who own their homes have a homeowners association (this translates to 36% of all residents).

Two in five residents (41%) report graduating from college. The typical resident has an annual household income of \$54,000 and is white (73%).

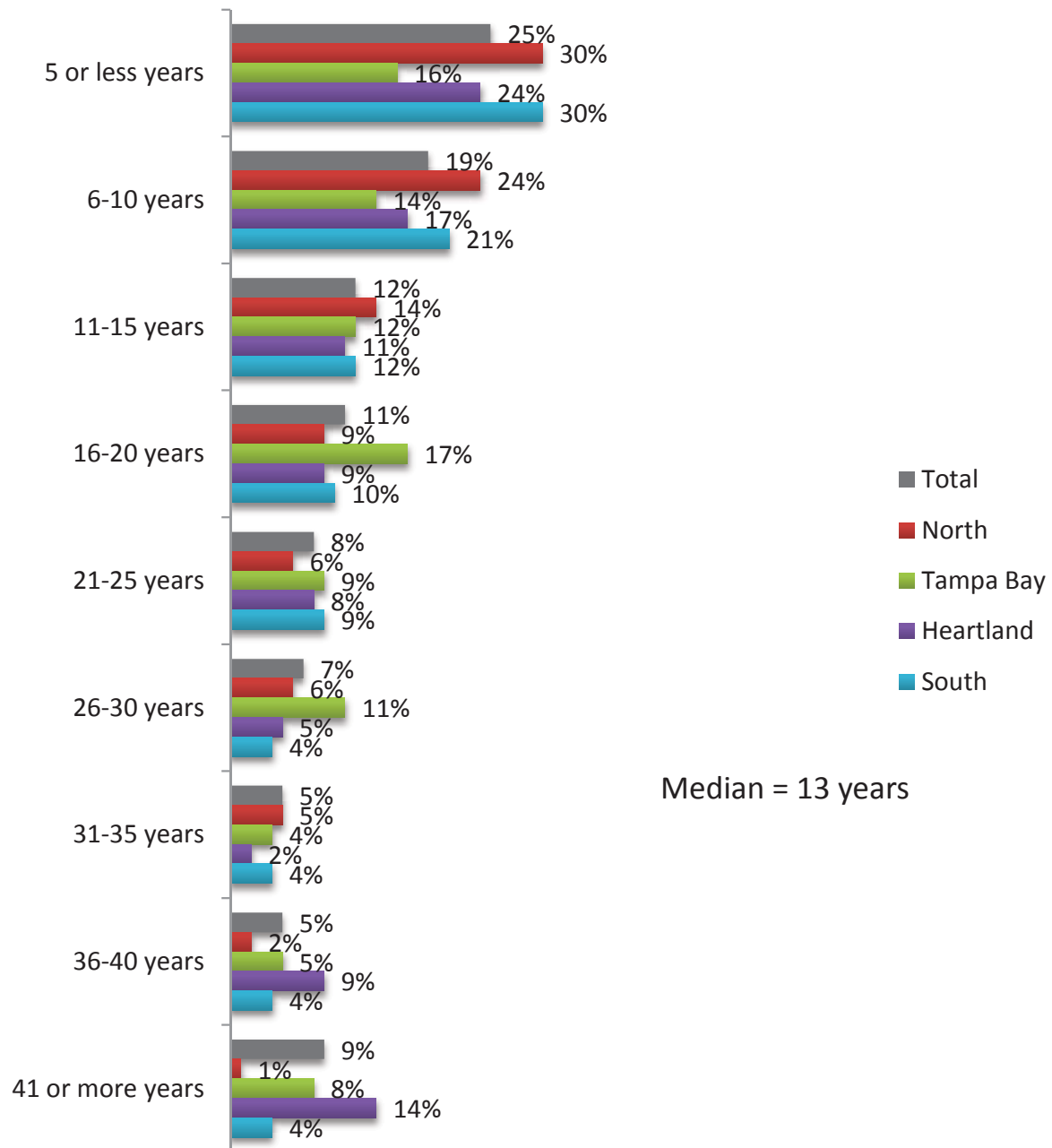
Age



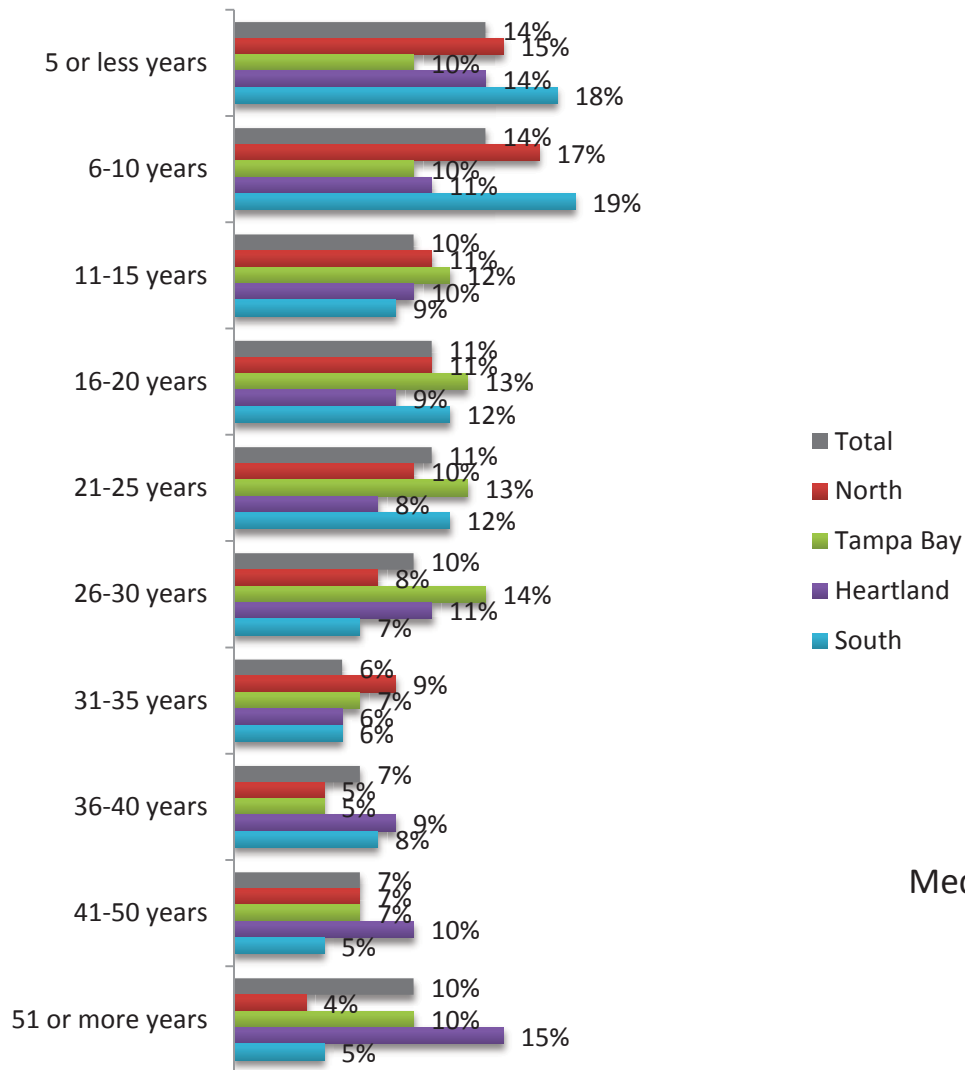
Gender



How long have you lived in your county?

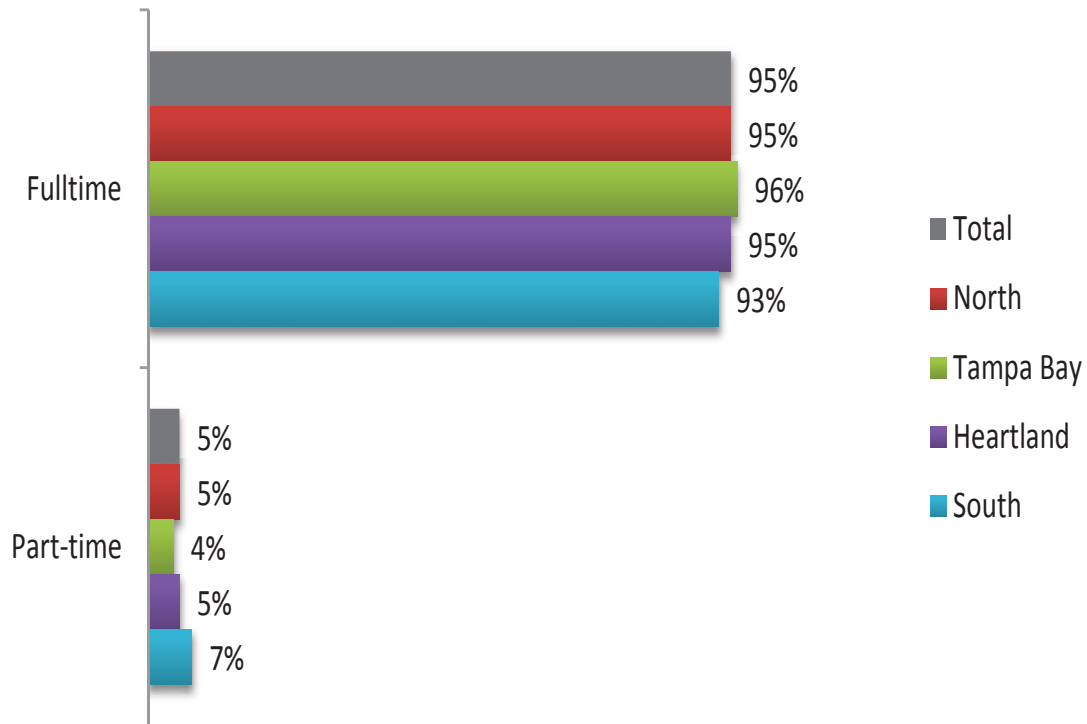


How long have you lived in Florida?

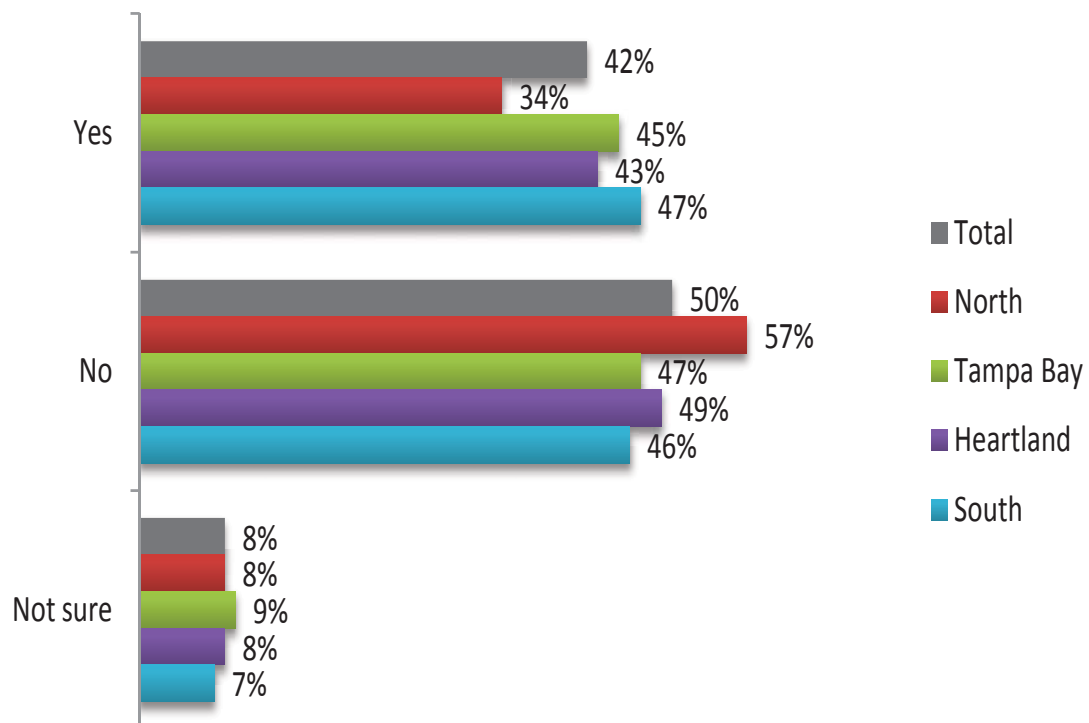


Median = 21 years

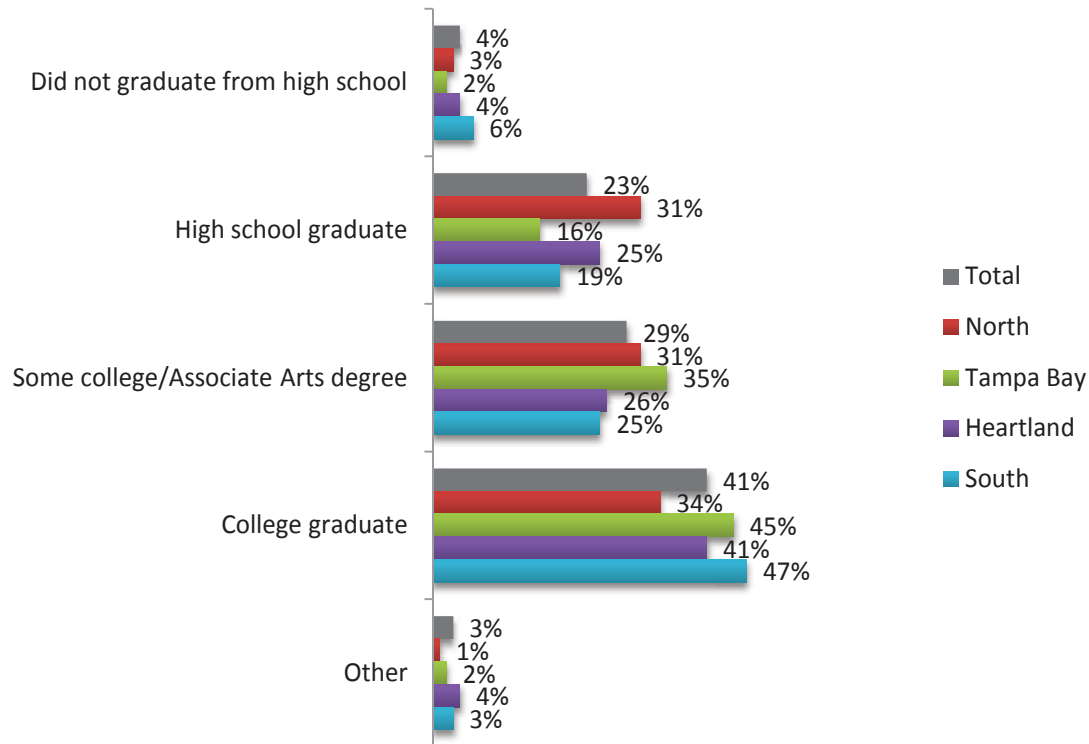
Do you live full-time or part-time in Florida?



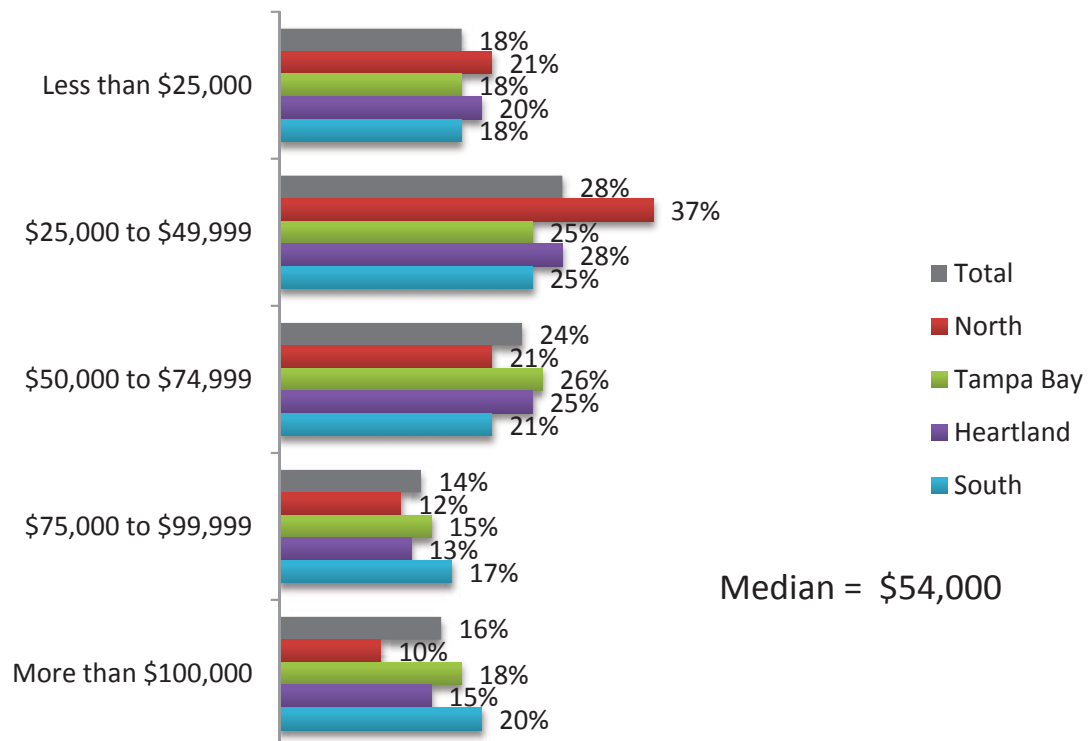
Does your neighborhood have a homeowners association?



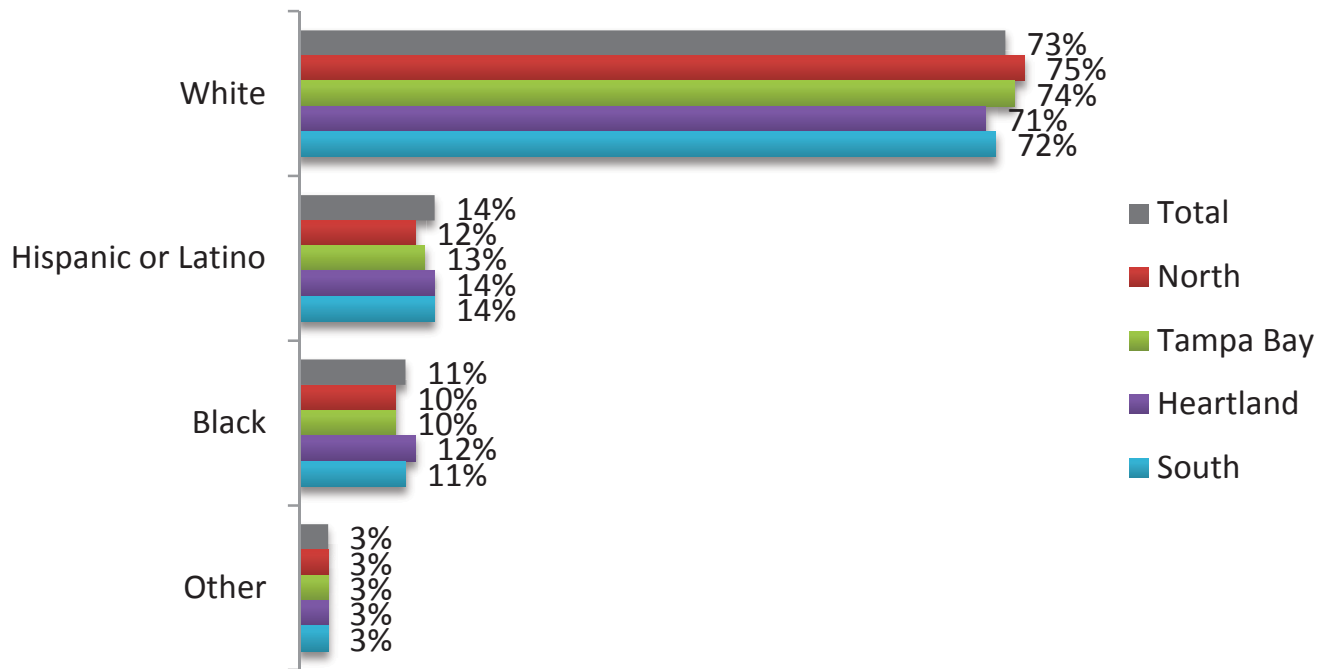
Formal education

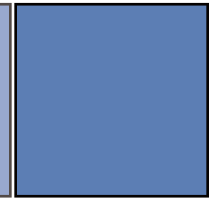
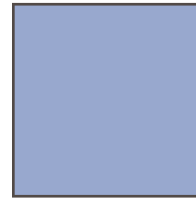
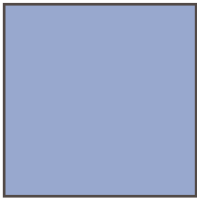
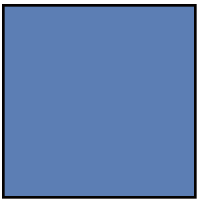


Income

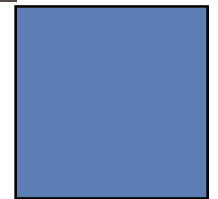
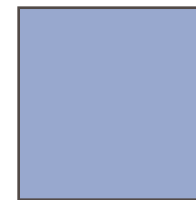
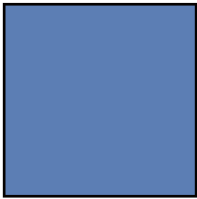
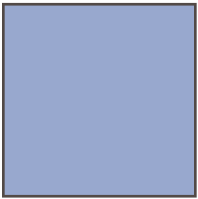


Race/Ethnicity





QUESTIONNAIRE



SWFWMD District Perception Survey

Q.1 The term “natural water resources” refers to rivers, lakes, springs, wetlands, groundwater, bays and estuaries. To the best of your knowledge, which agency is most responsible for managing and protecting natural water resources in your region? **DO NOT READ. PROBE** – Any others? **ACCEPT UP TO 3 ANSWERS.**

- ☐ ₁ Southwest Florida Water Management District or Swiftmud
- ☐ ₂ Florida Department of Environment Protection (DEP)
- ☐ ₃ Environmental Protection Agency (EPA)
- ☐ ₄ Tampa Bay Water
- ☐ ₅ Local utility (may name city or county)
- ☐ ₆ Florida Department of Health
- ☐ ₇ Don't know
- ☐ ₈ Other

Q.2

Q.3 How would you rate the health of natural water resources in your region? Use a scale of: **READ**

- ☐ ₁ Excellent
- ☐ ₂ Good
- ☐ ₃ OK
- ☐ ₄ Poor
- ☐ ₅ Terrible
- ☐ ₆ Don't know - DO NOT READ

Q.4 Using the same scale, how would you rate the health of the following in your region?

- 1 = Excellent**
- 2 = Good**
- 3 = OK**
- 4 = Poor**
- 5 = Terrible**
- 9 = Don't know**

[READ ANSWERS IN RANDOM ORDER]

		Good	OK	Poor	Terrible	Don't know
Rivers	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 9
Lakes	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 9
Springs	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 9
Wetlands or swamps	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 9
Groundwater or water from the Aquifer	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 9
Bays and estuaries	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 9

[ASK QUESTIONS 5 TO 6 IN RANDOM ORDER]

Q.5 Wastewater can receive different levels of treatment that make it safe for different uses. One level of treatment, let's call it reclaimed water, is wastewater that has been treated and certified safe by the National Academy of Sciences for certain **non-drinking** purposes. Please tell me if you are willing, unwilling or not certain about using reclaimed water for the following purposes: **READ**

- 1 = Willing
2 = Unwilling
9 = Don't know

[READ ANSWERS IN RANDOM ORDER]

	Willing		Don't know
To water your lawn	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 9
To wash your car	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 9
In agricultural irrigation	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 9
To raise lake levels	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 9
To increase river flows	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 9
To raise groundwater levels	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 9

Q.6 A second level of wastewater treatment, let's call it purified water, is wastewater that has been treated and certified safe by the National Academy of Sciences to **exceed drinking water standards**. Please tell me if you are willing, unwilling or not certain about using purified water for the following purposes: **READ**

- 1 = Willing
2 = Unwilling
9 = Don't know

[READ ANSWERS IN RANDOM ORDER]

	Willing		Don't know
To water vegetables in your garden	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 9

	Willing		Don't know
To take a shower or bath	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 9
To drink	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 9
To swim in	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 9
To add to existing water supplies	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 9

Q.7 Have you ever heard of the Southwest Florida Water Management District, sometimes called Swiftmud?

- ☐ 1 Yes
- ☐ 2 No
- ☐ 3 Not sure

[IF THE ANSWER IS 2-3, THEN SKIP TO QUESTION 10]

Q.8 Based on what you may know or have heard, how would you rate Swiftmud or the Southwest Florida Water Management District? **READ**

- ☐ 1 Excellent
- ☐ 2 Good
- ☐ 3 OK
- ☐ 4 Poor
- ☐ 5 Terrible
- ☐ 6 Don't know - DO NOT READ

Q.9 Is the Southwest Florida Water Management District (Swiftmud) doing too much, enough or too little to protect: **READ**

- 1 = Too much**
- 2 = Enough**
- 3 = Too little**
- 9 = Don't know**

[READ ANSWERS IN RANDOM ORDER]

	Too much	Enough	Too little	Don't know
Rivers	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 9
Lakes	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 9
Springs	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 9
Wetlands or swamps	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 9
Groundwater or water from the Aquifer	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 9
Bays and estuaries	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 9

Q.10 Where do you get your news? **DO NOT READ. PROBE FOR UP TO 3.**

- ☐ 01 TV news
- ☐ 02 Newspaper – print
- ☐ 03 Newspaper - online
- ☐ 04 Radio
- ☐ 05 Internet search engines (Google, Bing, etc.)
- ☐ 06 City/county/state government websites
- ☐ 07 Other websites, blogs, etc.
- ☐ 08 Social media (Facebook, Twitter, Pinterest, etc.)
- ☐ 09 Magazines
- ☐ 10 Friends/Family/Word of Mouth
- ☐ 11 Meetings (clubs, neighborhood, fraternal, religious, etc.)
- ☐ 12 Other

Q.11

Q.12 How often do you use the following social media? **READ
READ RESPONSES IF NECESSARY. MAKE SURE RESPONSES FIT CATEGORY; IF NOT, READ
CATEGORIES**

1 = Never

2 = Once or twice a year

3 = Once or twice a month

4 = Once a week

5 = A few times a week

6 = Daily

7 = Several times a day

9 = Don't know

[READ ANSWERS IN RANDOM ORDER]

	Never	Once or twice a year	Once or twice a month	Once a week	A few times a week	Daily	Several times a day	Don't know
Facebook	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 9
Twitter	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 9
YouTube	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 9
Pinterest	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 9
Google+ (not Google)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 9
Flicker	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 9
Tumblr	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 9
Instagram	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 9
LinkedIn	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 9

Q.13 How trustworthy are the following sources of information about water resources? Please use a scale of Very trustworthy, Trustworthy, Somewhat Trustworthy, and Not at all Trustworthy.

1 = Very trustworthy

2 = Trustworthy

3 = Somewhat trustworthy

4 = Not at all trustworthy

9 = Don't know

[READ ANSWERS IN RANDOM ORDER]

	Very			Not at all	Don't know
Traditional media such as radio, TV, newspapers	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 9
Social media such as the Internet, Facebook, Twitter	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 9
Southwest Florida Water Management District	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 9

Department of Environmental Protection	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 9
Local environmental group	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 9
Local utility company	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 9
Universities	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 9
US Geological Survey	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 9

Q.14 Do you have a lawn?

☐ 1 Yes

☐ 2 No

[IF THE ANSWER IS 2, THEN SKIP TO QUESTION 22]

Q.15 Do you have an in-ground irrigation system for your landscape?

☐ 1 Yes

☐ 2 No

☐ 3 Not sure

[IF THE ANSWER IS 2-3, THEN SKIP TO QUESTION 22]

Q.16 What is the water source for your outdoor irrigation?

☐ 1 Well

☐ 2 Water utility

☐ 3 Reclaimed water

☐ 4 Don't know

☐ 5 Other

Q.17

Q.18 How often do you water your lawn in the **winter**?

- ☐ ₁ Never
- ☐ ₂ Once a week
- ☐ ₃ Twice a week
- ☐ ₄ More than twice a week

Q.19 How often do you water your lawn in the **summer**?

- ☐ ₁ Never
- ☐ ₂ Once a week
- ☐ ₃ Twice a week
- ☐ ₄ More than twice a week

Q.20 Do you have a rain sensor or soil moisture sensor on your irrigation system?

- ☐ ₁ Yes
- ☐ ₂ No
- ☐ ₃ Don't know

[IF THE ANSWER IS 2-3, THEN SKIP TO QUESTION 22]

Q.21 Does your rain sensor or soil moisture sensor stop your irrigation system from turning on during or immediately after it rains?

- ☐ ₁ Yes
- ☐ ₂ No
- ☐ ₃ Don't know

Q.22 Are you aware that the Southwest Florida Water Management District purchases and manages undeveloped lands for conservation purposes?

- ☐ ₁ Yes, aware
- ☐ ₂ No, not aware
- ☐ ₃ Not sure

[IF THE ANSWER IS 2-3, THEN SKIP TO QUESTION 25]

Q.23 Can you name any of these lands? **DO NOT READ. PROBE FOR 3.**

- ☐ ₀₁ No, cannot specifically name one
- ☐ ₀₂ Alafia River Corridor (Hillsborough County)
- ☐ ₀₃ Alafia River Reserve (Polk County)
- ☐ ₀₄ Annutteliga Hammock (Hernando County)
- ☐ ₀₅ Brooker Creek Headwaters Nature Preserve (Hillsborough County)
- ☐ ₀₆ Brooker Creek Preserve (Pinellas County)
- ☐ ₀₇ Charlotte Harbor Preserve State Park (Charlotte County)
- ☐ ₀₈ Chassahowitzka River and Coastal Swamp (Citrus County)
- ☐ ₀₉ Chito Branch Reserve (Hillsborough County)
- ☐ ₁₀ Circle B Bar Reserve (Polk County)
- ☐ ₁₁ Cliff Stephens Park (Pinellas County)
- ☐ ₁₂ Conner Preserve (Pasco County)
- ☐ ₁₃ Cypress Creek (Pasco County)
- ☐ ₁₄ Deep Creek (DeSoto County)
- ☐ ₁₅ Edward Chance Reserve — Coker Prairie Tract (Manatee County)
- ☐ ₁₆ Edward Chance Reserve — Gilley Creek Tract (Manatee County)
- ☐ ₁₇ Edward Medard Park and Reservoir (Hillsborough County)
- ☐ ₁₈ Flying Eagle (Citrus County)
- ☐ ₁₉ Green Swamp Wilderness Preserve (Lake, Polk, Sumter Counties)
- ☐ ₂₀ East Tract (Lake County)
- ☐ ₂₁ Little Withlacoochee Tract (Lake County)
- ☐ ₂₂ West Tract (Pasco County)
- ☐ ₂₃ Gum Slough (Sumter County)
- ☐ ₂₄ Hálpata Tastanaki Preserve (Marion County)
- ☐ ₂₅ Jack Creek (Highlands County)
- ☐ ₂₆ Lake Marion Creek — Horseshoe Scrub Tract (Polk County)
- ☐ ₂₇ Lake Panasoffkee (Sumter County)
- ☐ ₂₈ Lake Tarpon Outfall Canal (Pinellas County)

- ☐ ₂₉ Little Manatee River — Lower Tract (Hillsborough County)
- ☐ ₃₀ Little Manatee River— Southfork Tract (Manatee County)
- ☐ ₃₁ Little Manatee River — Upper Tract (Hillsborough County)
- ☐ ₃₂ Lower Hillsborough Wilderness Park (Hillsborough County)
- ☐ ₃₃ Dead River Park (Hillsborough County)
- ☐ ₃₄ Flatwoods Park (Hillsborough County)
- ☐ ₃₅ John B. Sargeant Park (Hillsborough County)
- ☐ ₃₆ Morris Bridge Park Hillsborough (Hillsborough County)
- ☐ ₃₇ Trout Creek Park (Hillsborough County)
- ☐ ₃₈ Jefferson Equestrian Area (Hillsborough County)
- ☐ ₃₉ Oak Ridge Equestrian Area (Hillsborough County)
- ☐ ₄₀ Off-Road Loop Trail (Hillsborough County)
- ☐ ₄₁ Myakka River — Deer Prairie Creek (Sarasota County)
- ☐ ₄₂ Myakka River — Flatford Swamp (Manatee County)
- ☐ ₄₃ Myakka River State Park — Myakka Prairie Tract (Sarasota County)
- ☐ ₄₄ Myakka State Forest (Sarasota County)
- ☐ ₄₅ Panasoffkee Outlet (Sumter County)
- ☐ ₄₆ Potts Preserve (Citrus County)
- ☐ ₄₇ RV Griffin Reserve (DeSoto County)
- ☐ ₄₈ Sawgrass Lake Park (Pinellas County)
- ☐ ₄₉ Starkey Wilderness Preserve (Pasco County)
- ☐ ₅₀ J.B. Starkey Wilderness Park (Pasco County)
- ☐ ₅₁ Serenova Tract (Pasco County)
- ☐ ₅₂ Tampa Bypass Canal (Hillsborough County)
- ☐ ₅₃ Terra Ceia Preserve State Park (Manatee County)
- ☐ ₅₄ Two Mile Prairie (Citrus County)
- ☐ ₅₅ Upper Hillsborough (Pasco, Polk County)
- ☐ ₅₆ Weekiwachee Preserve (Hernando County)
- ☐ ₅₇ Withlacoochee River Park (Pasco County)
- ☐ ₅₈ Wysong Park(Sumter County)
- ☐ ₅₉ Other
- ☐ ₆₀ Don't know/refused

Q.24

Q.25 What do you think are the reasons why the District purchases and manages undeveloped lands for conservation purposes? **RECORD VERBATIM. PROBE FOR 2.**

Q.26 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 or oppose the District buying and managing undeveloped lands for these purposes?

☐ ₁ Support

☐ ₂ Oppose

☐ ₃ Not sure

Q.27 In the past year, have you used any of the Southwest Florida Water Management District lands for outdoor recreation purposes?

☐ ₁ Yes

☐ ₂ No

☐ ₃ Not sure

[IF THE ANSWER IS 2-3, THEN SKIP TO QUESTION 31]

Q.28 What activities did you do on the District's lands? **DO NOT READ. PROBE FOR 3.**

☐ ₁ Camping

☐ ₂ Horseback riding

☐ ₃ Boating

☐ ₄ Bicycling

☐ ₅ Hiking/taking a walk

☐ ₆ Fishing

☐ ₇ Bird watching

- ☐ ₈ Hunting
- ☐ ₉ Don't know
- ☐ ₀ Other

Q.29

Q.30 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? **(99=DK)**

Rating ____

Q.31 Which category best fits your age? **READ**

- ☐ ₁ 35 or under
- ☐ ₂ 35 to 64
- ☐ ₃ 65 or older
- ☐ ₄ Refused - DO NOT READ

Q.32 In which county do you live?

- ☐ ₀₁ Charlotte - S
- ☐ ₀₂ Citrus - N
- ☐ ₀₃ DeSoto - S
- ☐ ₀₄ Hardee - Heartland
- ☐ ₀₅ Hernando - N
- ☐ ₀₆ Highlands - Heartland
- ☐ ₀₇ Hillsborough – TB
- ☐ ₀₈ Lake - N
- ☐ ₀₉ Levy – N
- ☐ ₁₀ Manatee - S
- ☐ ₁₁ Marion - N

- ☐ ₁₂ Pasco – Tampa Bay
- ☐ ₁₃ Pinellas - TB
- ☐ ₁₄ Polk - Heartland
- ☐ ₁₅ Sarasota - S
- ☐ ₁₆ Sumter – N
- ☐ ₁₇ Refused
- ☐ ₁₈ Other

Q.33

Q.34 And how long have you lived in [ANSWER TO Q. 32] county? **ROUND UP**

Years _____

Q.35 How many years have you lived in Florida? **ROUND UP**

Years _____

Q.36 Do you live fulltime or part-time in Florida?

- ☐ ₁ Fulltime
- ☐ ₂ Part-time

Q.37 Does your neighborhood have a homeowners association?

- ☐ ₁ Yes
- ☐ ₂ No
- ☐ ₃ Not sure

Q.38 Which of the following best represents your formal education? **READ**

- ☐ ₁ Did not graduate from high school

- ☐ ₂ High school graduate
- ☐ ₃ Some college/Associate Arts degree
- ☐ ₄ College graduate
- ☐ ₅ Refused - DO NOT READ
- ☐ ₆ Other

Q.39

Q.40 Which of the following best represents your total household income in 2014 from all sources? **READ**

- ☐ ₁ Less than \$25,000
- ☐ ₂ \$25,000 to \$49,999
- ☐ ₃ \$50,000 to \$74,999
- ☐ ₄ \$75,000 to \$99,999
- ☐ ₅ More than \$100,000
- ☐ ₆ Refused - DO NOT READ

Q.41 Which ethnic or race category best fits you? **READ**

- ☐ ₁ African American or black
- ☐ ₂ Asian
- ☐ ₃ Caucasian or white
- ☐ ₄ Hispanic or Latino
- ☐ ₅ Refused - DO NOT READ
- ☐ ₆ Other

Q.42

Q.43 Thank you very much. In case my supervisor needs to review my work on this survey, may I have your first name?

Q.44 That concludes our survey. Thank you very much for your time and opinions!

(INTERVIEWER: After you hang up, there is still more info to be recorded for this interview to be considered complete!!)

Was the respondent male or female?

☐ ₁ Male

☐ ₂ Female