



“My Home. My Springs.” Campaign Final Post-Survey Results

District Project Manager: Robin Grantham

This report represents data collected
between July 1 and 31, 2017

Submitted to the District on September 1, 2017 by

Dr. Tait Martin

Chief Research Officer + Managing Partner

Maggie Brandenburg

Behavior Change Strategist



Table of Contents

Executive Summary	3
Introduction & Background	3
Project Goals	3
Methods of Data Collection and Analysis	3
Survey Sample Description	4
Key Findings: Health of the Springs	4
Key Findings: Southwest Florida Water Management District	6
Key Findings: Springs Advertising	6
Recommendations	7
Health of the Springs	8
Springs Restorations	24
Behaviors to Learn About Springs in Their Area	26
Perceptions of the Southwest Florida Water Management District	32
Springs Advertising Recall & Evolution	61
2017 “My Home. My Springs.” Campaign Collateral Examples	62
Sample Radio Scripts	62
Sample Billboard	62
Sample Bill Insert	63
Sample Social Media Posts	63
Springs Advertising Recall	66
The Evolution of the “My Home. My Springs.” Campaign	82
Survey Sample Description	92
Online Media Use	93
Demographics	99
Appendix	103

Executive Summary

Introduction & Background

This study reviews the 2017 “My Home. My Springs.” campaign posttest conducted by The Taproot Agency with individuals residing in the northern part of the Southwest Florida Water Management District (District), specifically the residents from Citrus County, Hernando County and the District’s portion of Marion County.

The survey is intended to measure campaign recall and behavioral intention related to the springs in Citrus, Hernando and Marion counties, perceptions of the District and unaided recall of springs advertising messages.

Project Goals

The District conducted this research to identify the behaviors, knowledge, attitude and opinions of residents within the District, specifically in Citrus, Hernando and Marion counties, regarding springs.

The District intends to use the completed research to:

- 1) Design and refine messages and educational programs that are more likely to result in an educated public, specifically focusing on springs;
- 2) Design messages and educational programs that are likely to lead to the conservation and protection of regional water resources, specifically focusing on springs;
- 3) Assist in evaluating “My Home. My Springs.” campaign success; and
- 4) Track the public’s perception of the District.

Methods of Data Collection and Analysis

From July 1 to 31, 2017, Taproot conducted telephone interviews with 1,153 adult residents of the study area in Citrus County (n=384), Hernando County (n=384) and the District’s portion of Marion County (n=384). Each county’s sample resulted in a theoretical margin of error of +/-5% at the 95% confidence level. The overall margin of error for the entire sample is +/-3% at the 95% confidence level.

Throughout the report, Taproot focused on the previous year’s total numbers for comparison purposes and statistically analyzed the differences between the counties, allowing us to provide actionable recommendations that could potentially affect the next iteration of the “My Home. My Springs.” campaign.

The reader will notice that the phrase “Statistically Different” will accompany some of the tables in this report. Taproot used the Pearson’s Chi Square test to determine differences between counties. The Chi Square allows the researcher to determine if a distribution of categorical variables (Likert-type measures) is different from one another. We use the Chi Square test to understand if two or more groups (in this case, counties) are statistically

different from each other. When the phrase “Statistically Different” is noted under a graph, it means that the groups are statistically different from one another. If there is no statistic, one can assume the groups are statistically the same.

This report includes graphs of every question fielded in the pretest and total number comparisons from previous years, when applicable. Taproot provides a brief introduction to each section of the report with pertinent information gleaned from the results and will include other commentary, as needed, near the corresponding graph.

Survey Sample Description

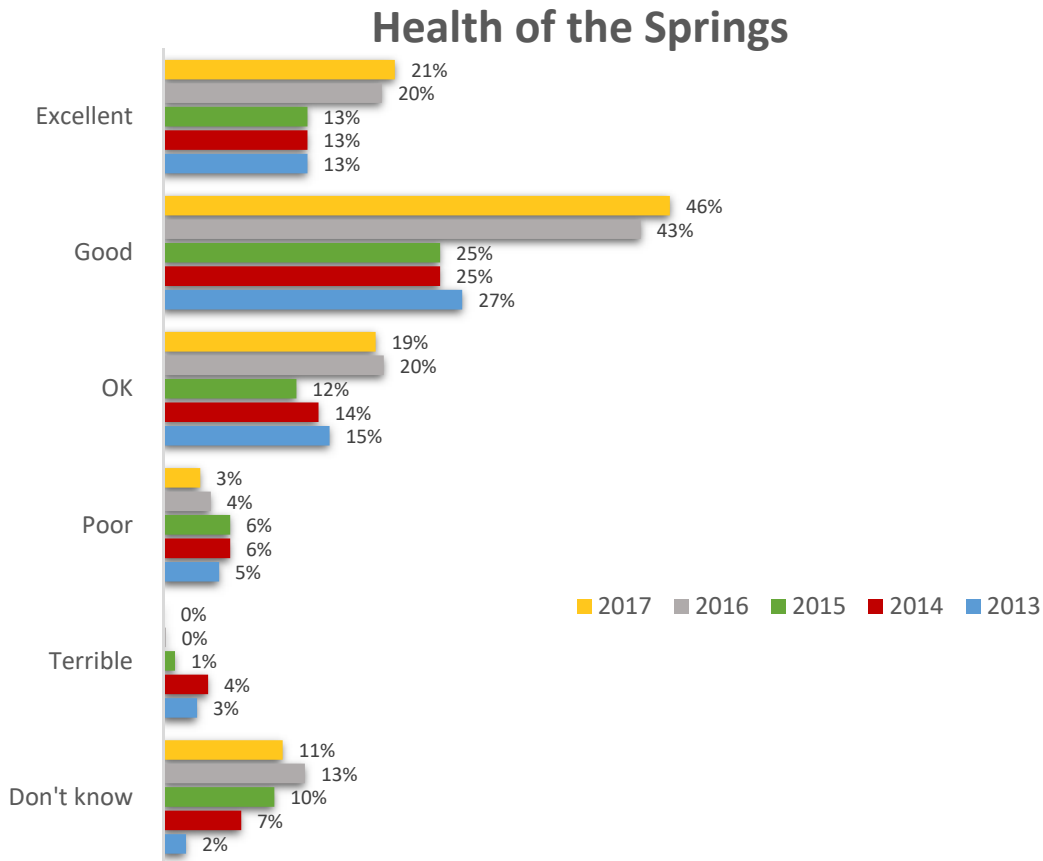
The typical person participating in this survey can be described as:

- More likely to be female, consistent with population data
- Making between \$25,000 and \$74,999 annually
- Living in Florida full-time
- Likely between “35 to 64 years old”
- Living more than five miles away from a water body
- Visiting websites often, especially Weather.com, YouTube.com and Facebook.com

These characteristics are similar to the most recent Florida census.

Key Findings: Health of the Springs

Citizens in these counties continued to report having a connection to the springs in their area. The 2017 campaign posttest saw a four percent increase in the number of respondents rating the health of the springs as “excellent” or “good” (67% in 2017 compared to 63% in the 2016 post). This survey showed a slight decrease in the number of residents who reported not knowing the health of the springs (11% in 2017 compared to 13% in 2016). The graph below shows five years of springs health measures from the current and similar samples.



Nearly three quarters of residents in the sample (73%) reported having visited a spring in their area in the last five years. A majority of the sample (54.6%) reported visiting the springs within the past six months. Eighty-three percent of the sample reported the health of springs in their area is important to them. There was no correlation between positive ratings of the springs' health and visiting the springs.

		Health of the Springs Important to You Collapsed			
		Agree	Neither Agree nor Disagree	Disagree	Total
When was your last visit to a spring in your area?	Within the last month	18.2%	11.0%	11.8%	17.1%
	2 to 6 months ago	25.5%	11.7%	17.6%	23.5%
	7 to 12 months ago	16.5%	14.9%	23.5%	16.4%
	2 years ago	9.4%	13.6%	5.9%	9.9%
	3 years ago	2.0%	2.6%	0%	2.0%
	4 years ago	1.8%	1.3%	0%	1.7%
	5 years ago	1.0%	1.3%	0%	1.1%
	Don't specifically remember/Don't know	2.1%	1.3%	0%	2.0%

	Did not visit	23.5%	42.2%	41.2%	26.3%
--	---------------	-------	-------	-------	-------

Just as in previous surveys, the respondents seemed well-versed in the issues facing spring health – evidence they are learning about the springs from other sources than actually visiting the water bodies.

Similarly to 2016, respondents reported likely reading a brochure or website about springs, but were reluctant to participate in efforts that took the citizens away from their homes.

Key Findings: Southwest Florida Water Management District

A little over half of all respondents (54%) had heard of the District before taking the survey.

On the eight longitudinal measures (see the tables below), 2017 saw an increase in six of them compared to the 2016 post.

Southwest Florida Water Management District:	Strongly Agree + Agree 2013	Strongly Agree + Agree 2014	Strongly Agree + Agree 2015	Strongly Agree + Agree 2016	Strongly Agree + Agree 2017
Has the scientific knowledge necessary to improve the health of the springs in your area.	44%	48%	45%	42%	45%
Is the leader in taking the right actions to improve the health of the springs in your area.	28%	40%	41%	32%	31%
Is committed to improving the health of the springs in your area.	32%	48%	45%	39%	43%

These were asked to all respondents

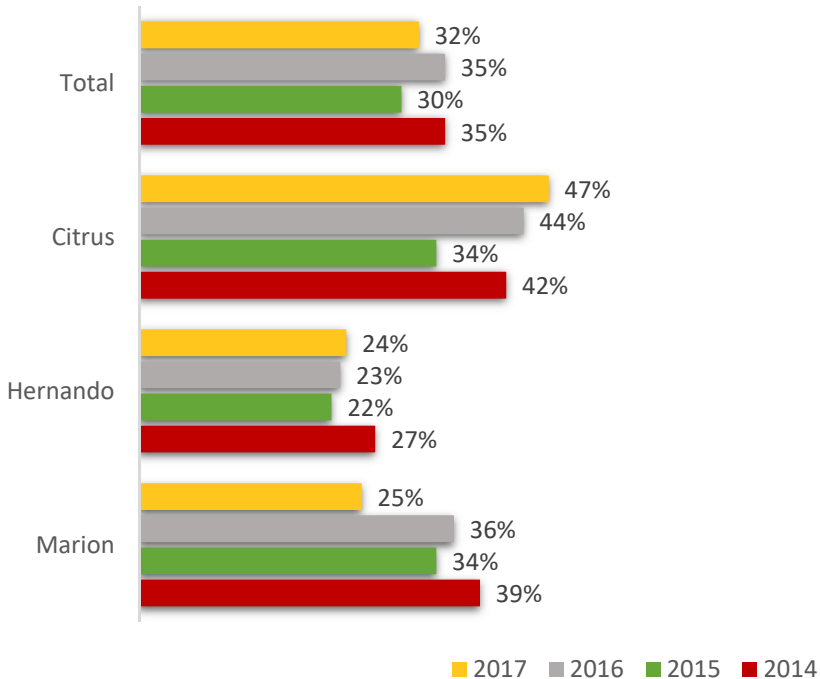
Southwest Florida Water Management District:	Excellent + Good 2013	Excellent + Good 2014	Excellent + Good 2015	Excellent + Good 2016	Excellent + Good 2017
Protecting springs in your area	25%	32%	29%	38%	44%
Educating people about the conditions of the springs	18%	29%	24%	31%	30%
Educating people about what they can do to help protect the springs	20%	31%	24%	31%	35%
Ensuring that not too much water is drawn out of the ground for various uses	16%	24%	23%	20%	28%
Listening to community input that may benefit springs in your area	17%	27%	23%	22%	28%

These were asked to respondents who had heard of the District

Key Findings: Springs Advertising

Approximately one third (32%) of the respondents reported having seen or heard an advertisement about springs restoration in the previous few months. The graph below shows the longitudinal trend since 2014.

**In the past few months, have you seen or heard any
advertisements about springs or springs restoration?
(Unaided Recall)**



Unaided recall of “My Home. My Springs” campaign came in at around ten percent with recall of other campaign elements scoring higher. There was continued recall of the “Restoring our Springs” campaign concept. We will explain in the report why we believe this is inflated due to questioning error and a long, previous campaign tenure. Consistent with previous surveys, we believe there is continued confusion with competing springs and environmental messages.

Recommendations

In conclusion, Taproot posits the following three areas to consider for the “My Home. My Springs.” campaign.

- Continue to focus on locals interacting with the springs. Residents will likely respond to the campaign when they “can see themselves” in the advertisements.
- There is still a great deal of confusion with other messages. How can the “My Home. My Springs.” outreach stand out?
- Social media is still the best channel to tell the “My Home. My Springs.” story. The key will be to differentiate the campaign from other District posts.

The remainder of the report will present comparative data from each county and from the previous years, when applicable.

Health of the Springs

Respondents' opinions of the springs in Citrus, Marion and Hernando counties were measured with the following questions:

- Have you visited any springs in your area in the last 5 years?
- How would you rate the health of the springs in your area?
- Based on what you know or might have heard, is there anything wrong with the springs in your area?
- The health of springs in your area is important to you.
- Too much water from the aquifer is being pumped out of the ground for various uses.
- It is important for your tax dollars to be used to improve the health of the springs in your area.
- Too much money is spent on restoring springs in your county.
- Are you aware of any springs restoration projects happening in your area?
- Where is the springs restoration project taking place?

- How likely are you to do the following to find out more about the springs in your area?
 - Visit a website to get information about local springs
 - Read a pamphlet/brochure about springs mailed to your house
 - Attend a community meeting
 - Call the government office in charge of protecting the springs
 - Volunteer at a springs cleanup, planting or *Lyngbya* removal
 - Attend a community or springs event
 - Sign up for a digital newsletter
 - Share a story about the springs on social media
 - Send a text to a friend about the springs

Respondents rated the health of the springs as “excellent” or “good” higher than the previous four years. Three quarters of the participants said they had been to the springs in the last five years. A majority of those who visited the springs reported visiting within the last six months. There was no correlation between visiting the springs and positively rating the springs’ health.

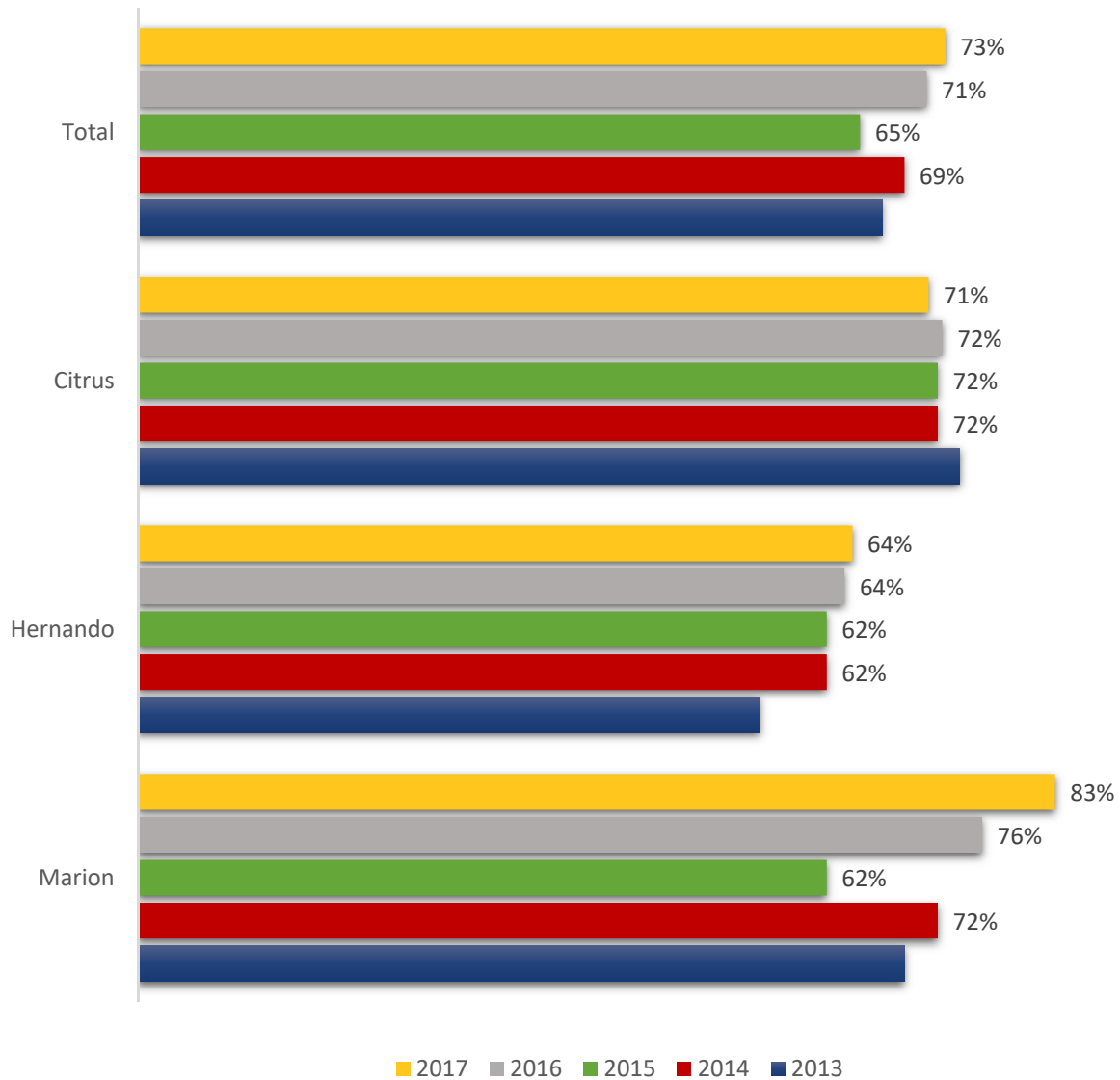
Consistent with previous years, a majority of the respondents:

- Agreed the health of the springs in their area was important.
- Agreed it was important to spend tax dollars on springs’ health.
- Disagreed that too much money was spent on springs restoration.

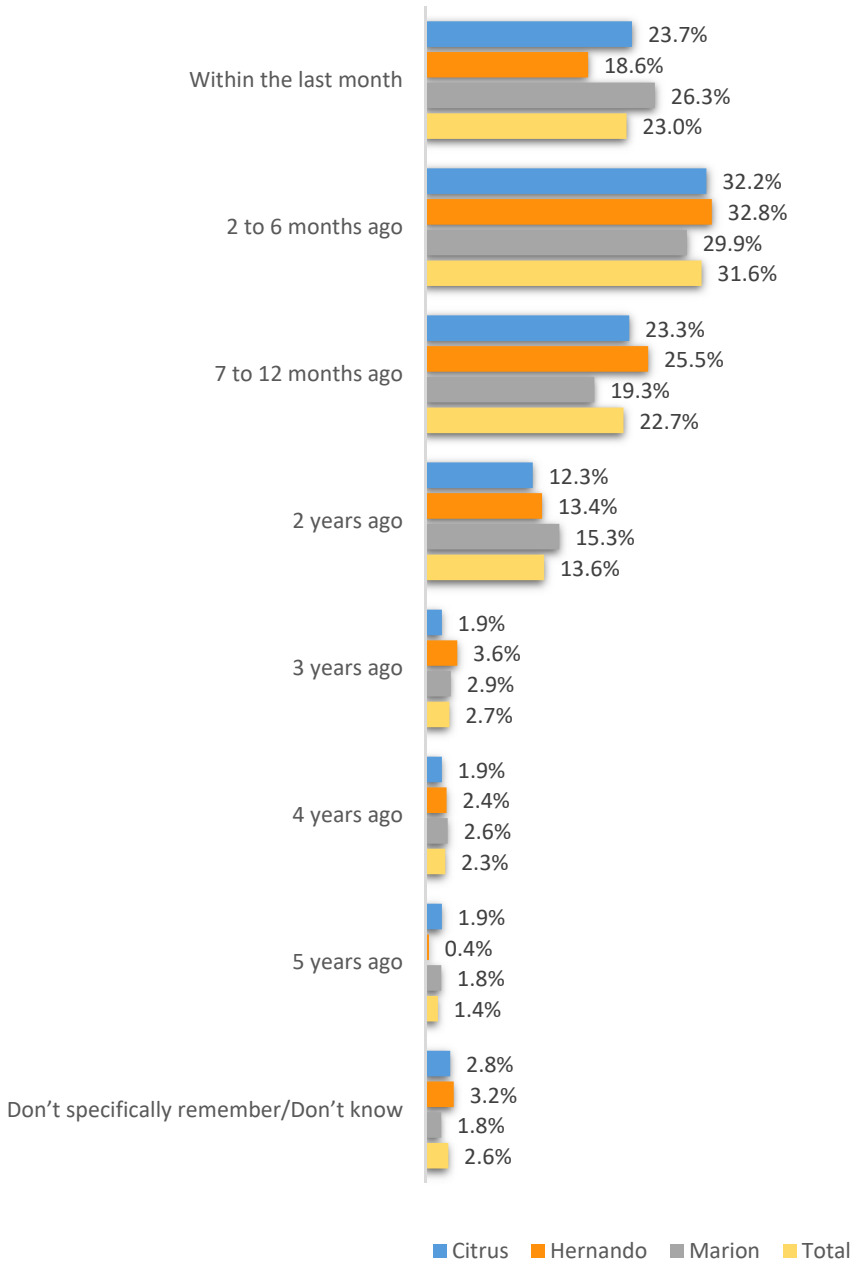
An equal percentage (22 percent) of respondents stated that “more algae (*Lyngbya*)” and “more boaters” were problems with local springs.

Just as in previous surveys, respondents reported a willingness to undertake behaviors that took the least effort – reading a brochure mailed to their home and visiting a website – to learn about local springs.

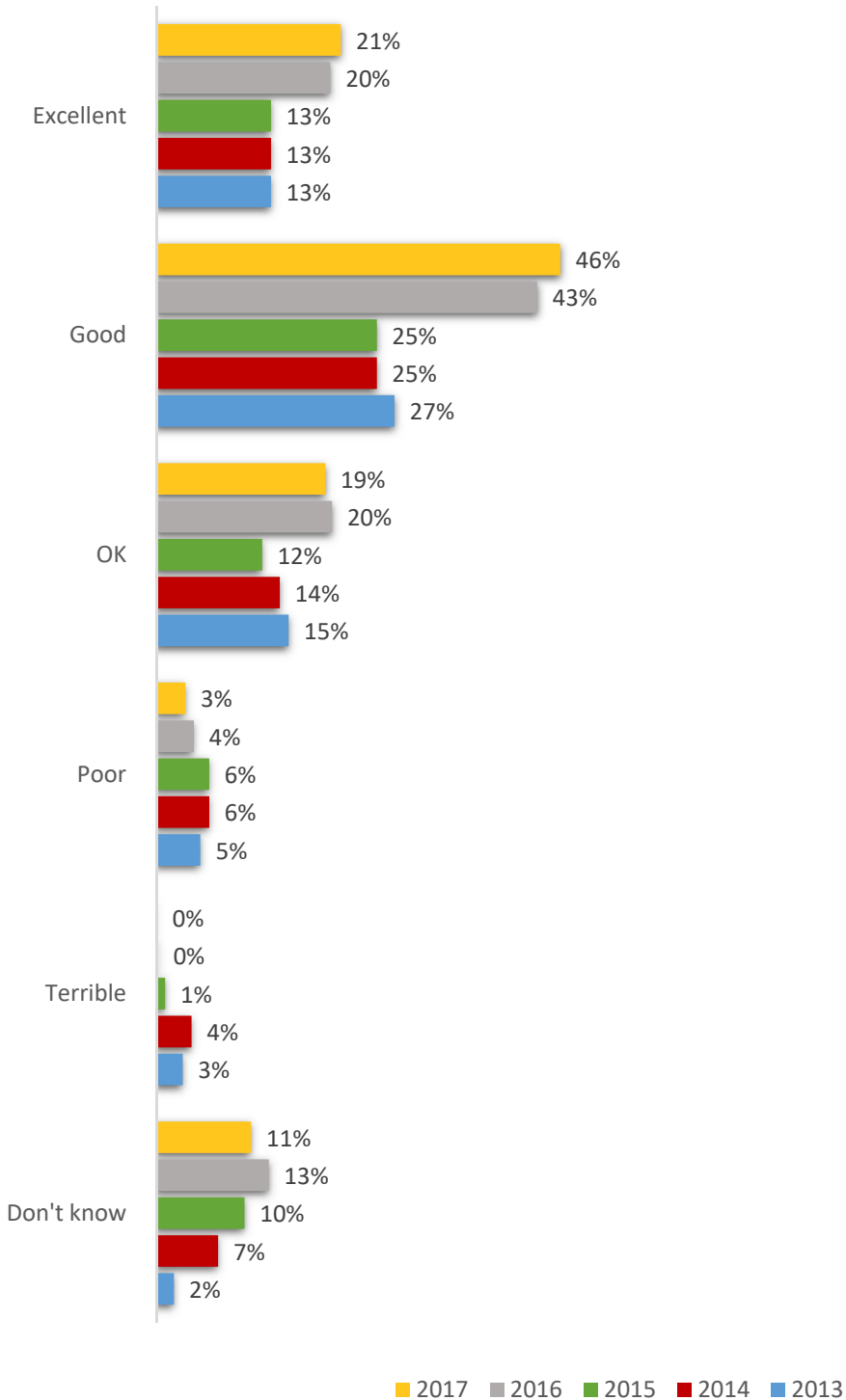
Have you visited any of the springs in your area in the last 5 years?
"Yes" Responses



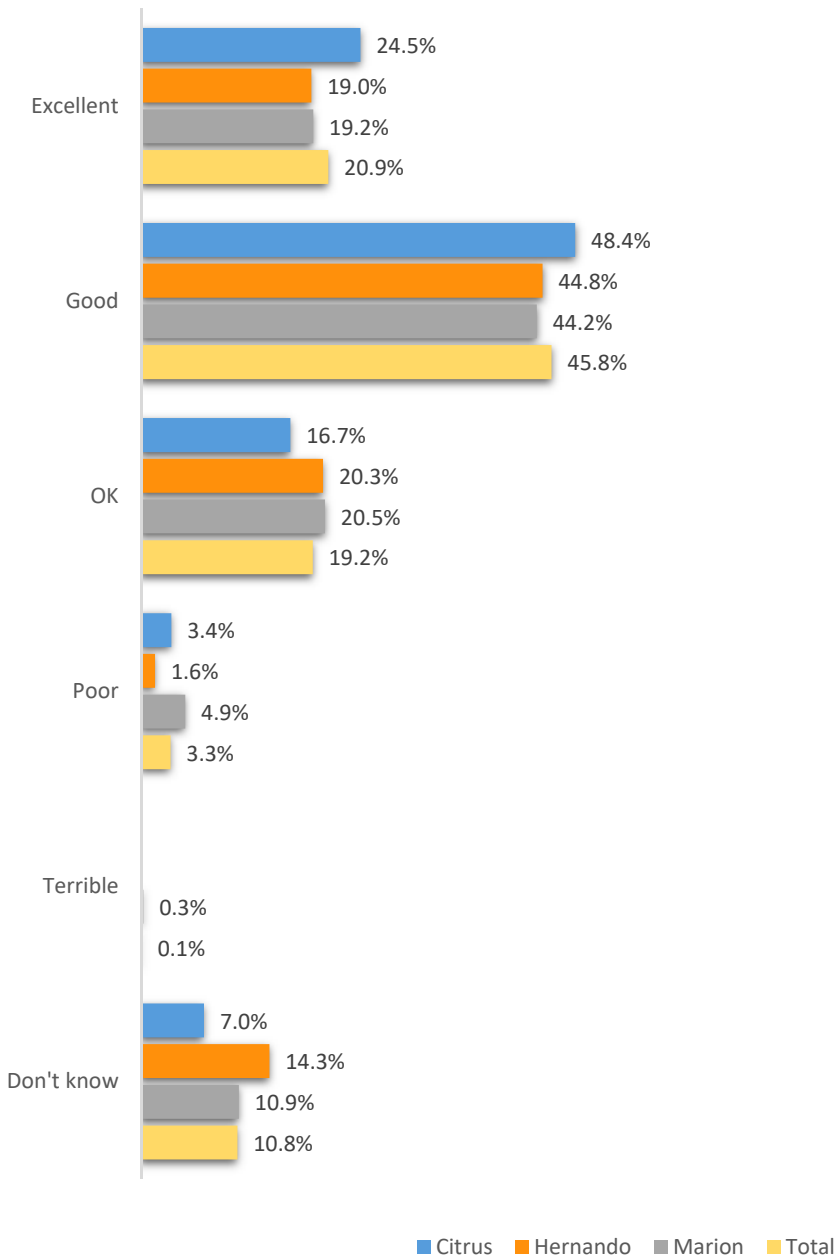
When was your last visit to a spring in your area?



How would you rate the health of the springs in your area - would you say they are:



How would you rate the health of the springs in your area - would you say they are:



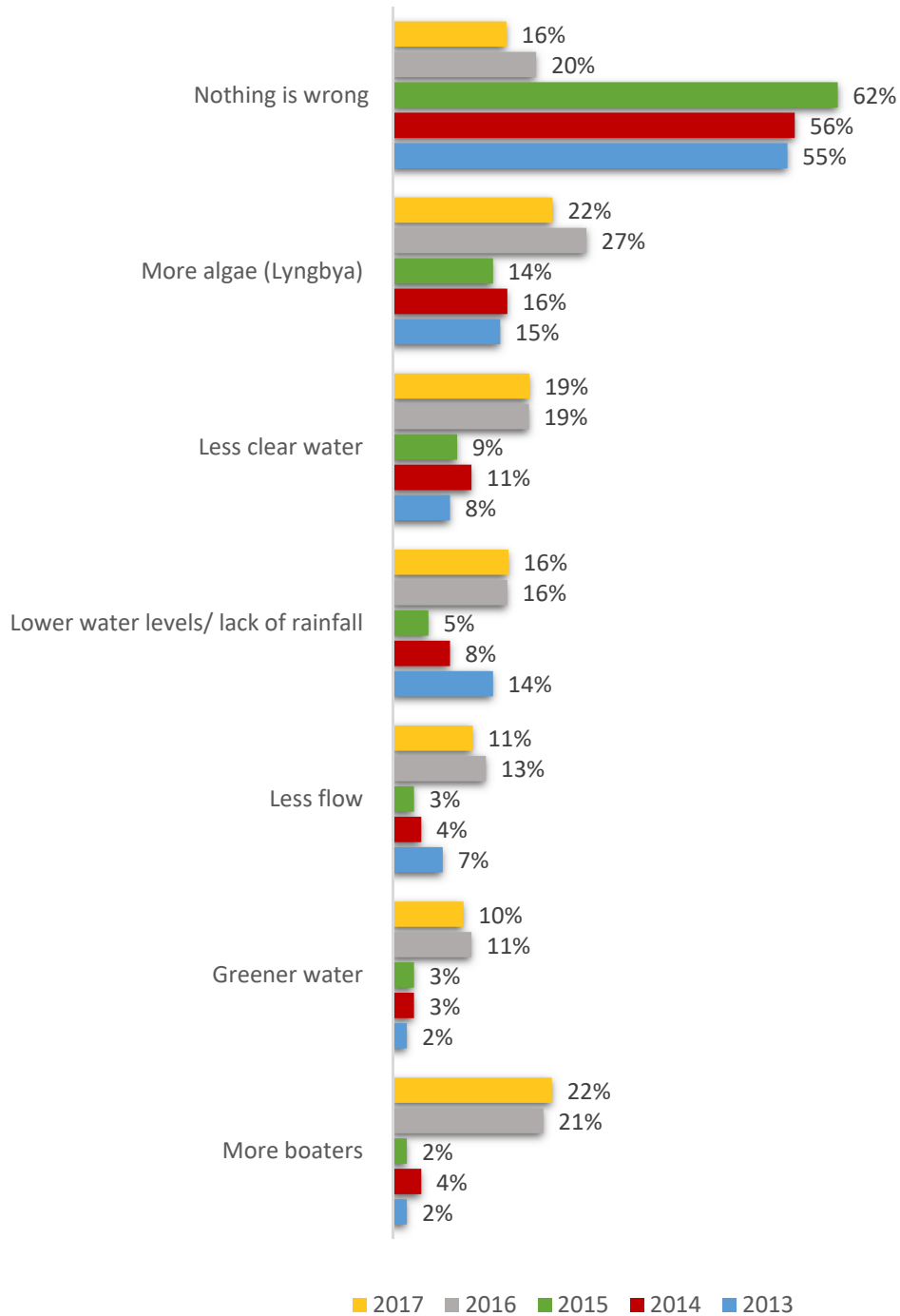
Statistical Differences Between the Counties – Citrus County rated the springs as “excellent” or “good” higher than the other two counties.

“How would you rate the health of the springs in your area?” crossed with “When was your last visit to a spring in your area?”

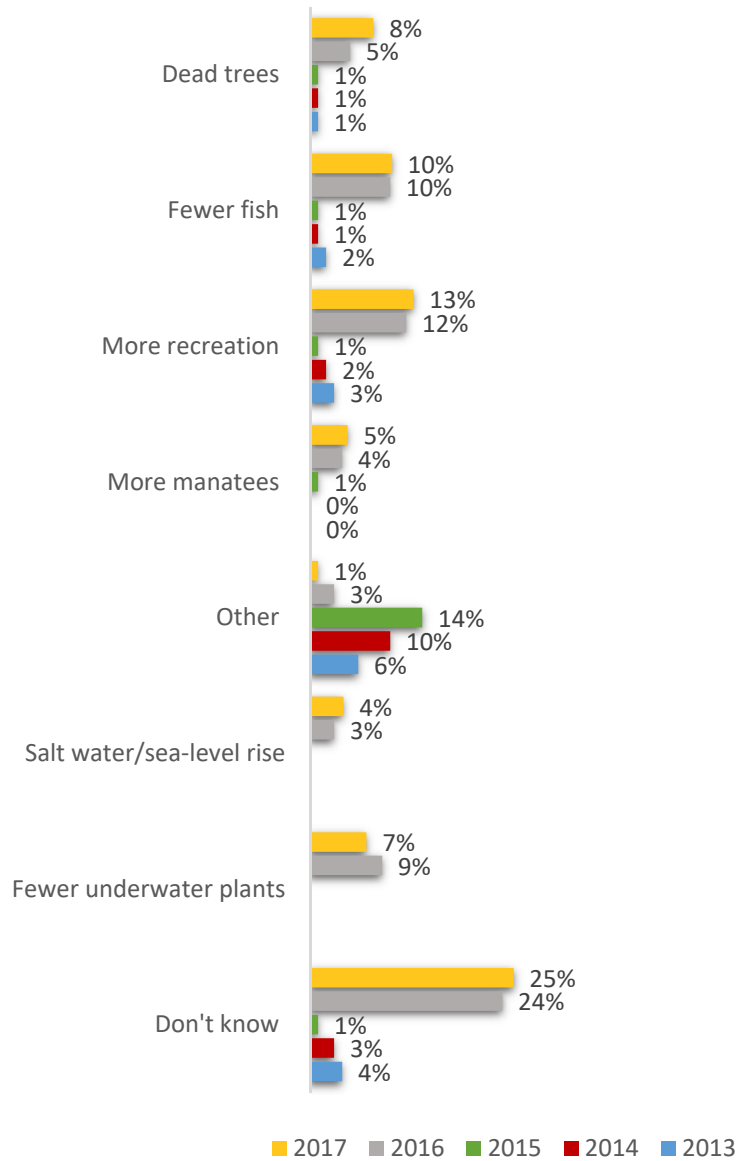
		How would you rate the health of the springs in your area - would you say they are:						
		Excellent	Good	OK	Poor	Terrible	Don't know	Total
When was your last visit to a spring in your area?	Within the last month	25.3%	18.0%	12.7%	23.7%	0%	0%	16.7%
	2 to 6 months ago	29.0%	27.5%	18.6%	21.1%	0%	0.8%	23.0%
	7 to 12 months ago	22.0%	18.9%	14.0%	10.5%	0%	1.6%	16.5%
	2 years ago	11.2%	10.4%	12.7%	7.9%	0%	0.8%	9.9%
	3 years ago	1.2%	1.5%	3.2%	5.3%	0%	2.4%	2.0%
	4 years ago	2.5%	1.3%	1.4%	2.6%	0%	1.6%	1.6%
	5 years ago	0.4%	1.3%	1.4%	2.6%	0%	0%	1.0%
	Don't specifically remember/Don't know	1.2%	2.5%	1.4%	2.6%	0%	1.6%	1.9%
	Did not visit	7.1%	18.6%	34.8%	23.7%	100.0%	91.1%	27.3%

There was no statistical relationship between the positive ratings of the springs in the respondents' areas and visits to the springs. This is evidence that citizens are learning about or shaping their opinions about the springs from other sources. It is interesting to note that the only rating of “terrible” came from respondents who did not visit the springs in the past five years.

Based on what you know or have heard, what is wrong with the springs in your area?*



Based on what you know or have heard, what is wrong with the springs in your area?* cont.

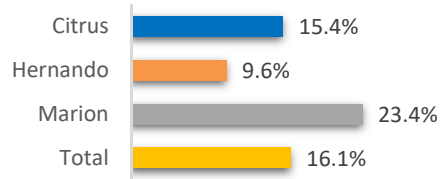


*Multiple responses permitted

Nothing is wrong

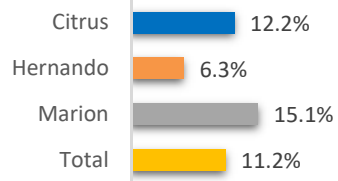


Lower water levels/lack of rainfall



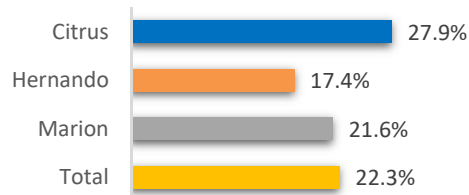
Statistical Differences Between the Counties

Less flow



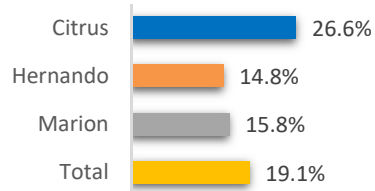
Statistical Differences Between the Counties

More algae (Lyngbya)



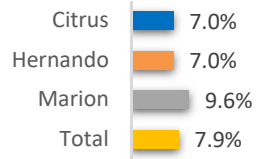
Statistical Differences Between the Counties

Less clear water

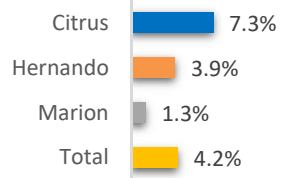


Statistical Differences Between the Counties

Dead trees

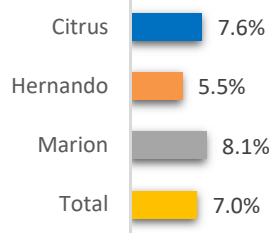


Saltier water/sea-level rise

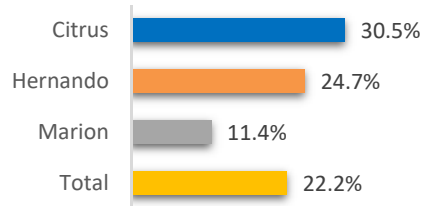


Statistical Differences Between the Counties

Fewer underwater plants

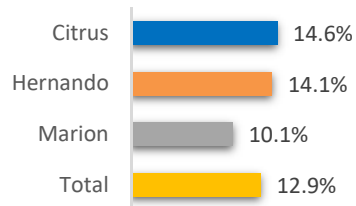


More boaters

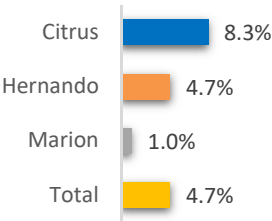


Statistical Differences Between the Counties

More recreation

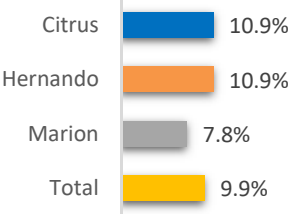


More manatees

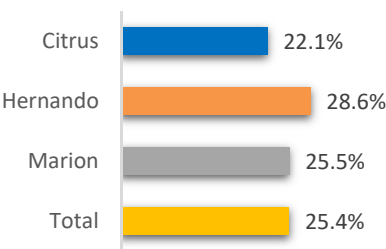


Statistical Differences Between Counties

Greener water

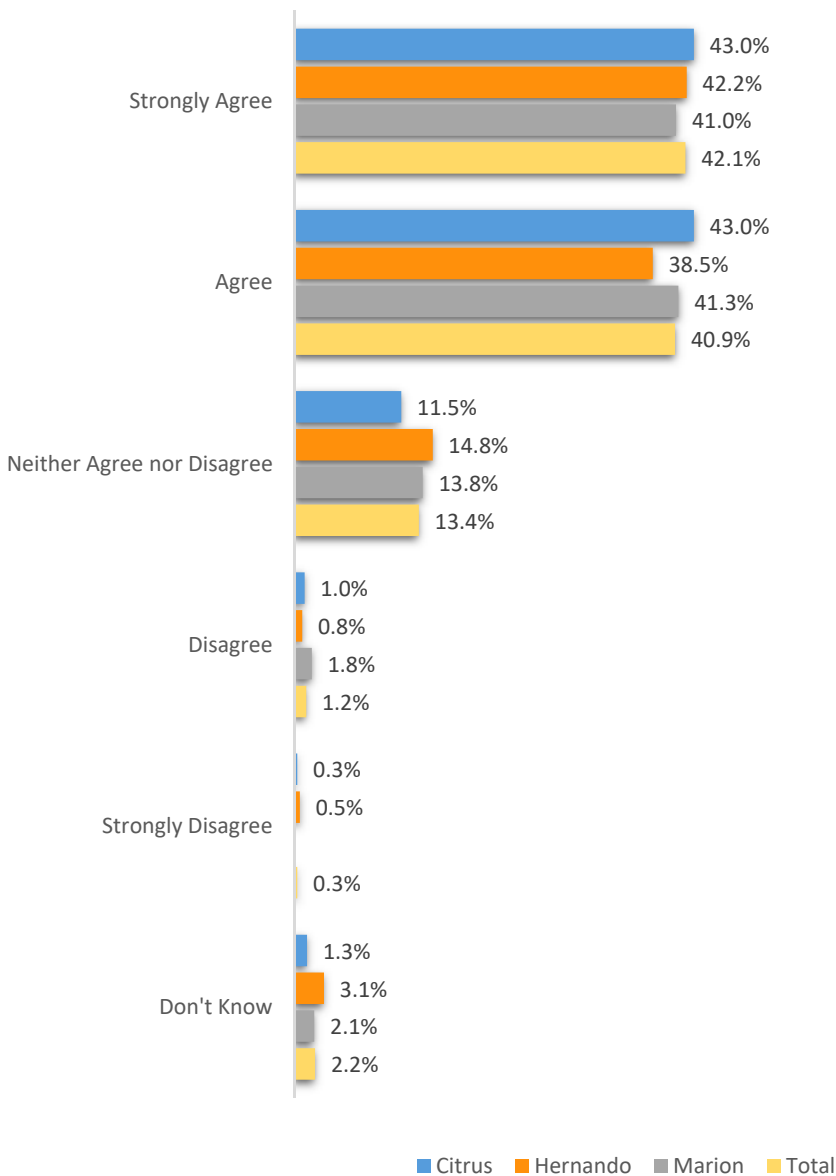


Don't know

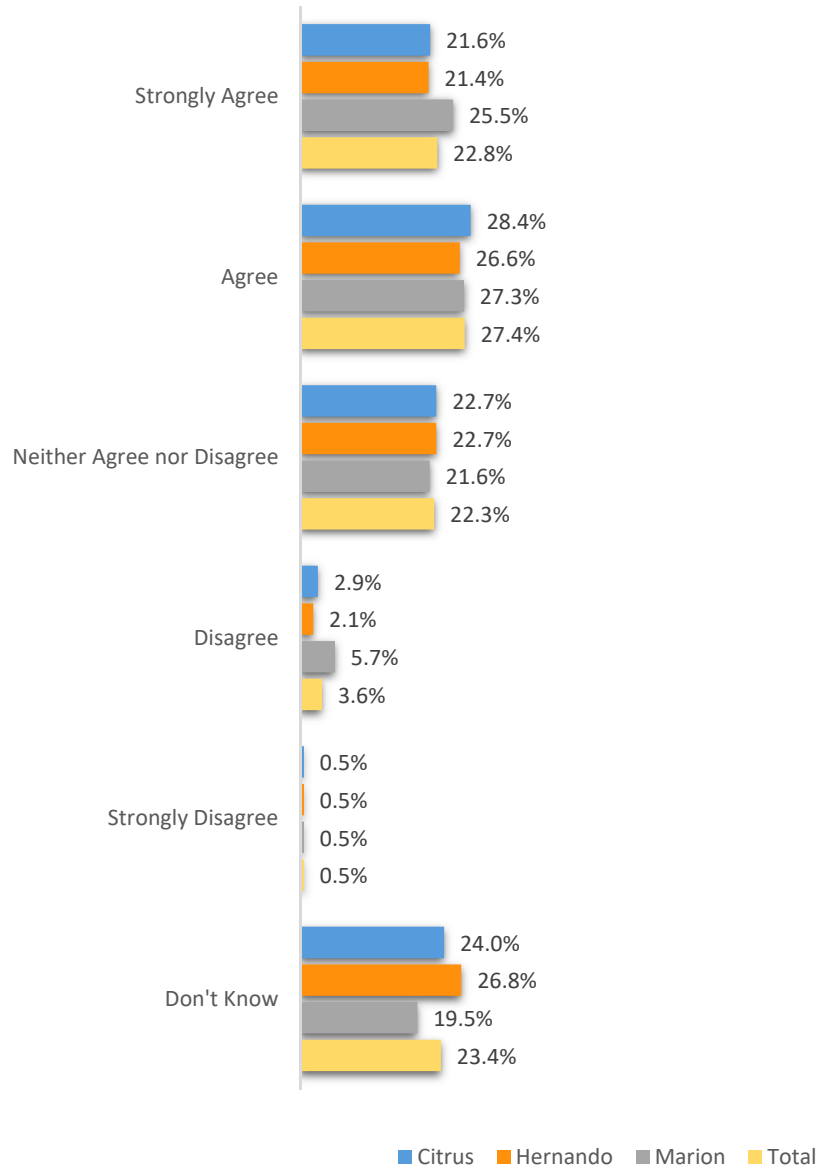


Next, I'm going to read a list of statements. I want you to tell me how much you agree or disagree with each statement. Use the scale Strongly Agree, Agree, Neither Agree nor Disagree, Disagree, or Strongly Disagree after I finish each statement. If you don't know, simply say so.

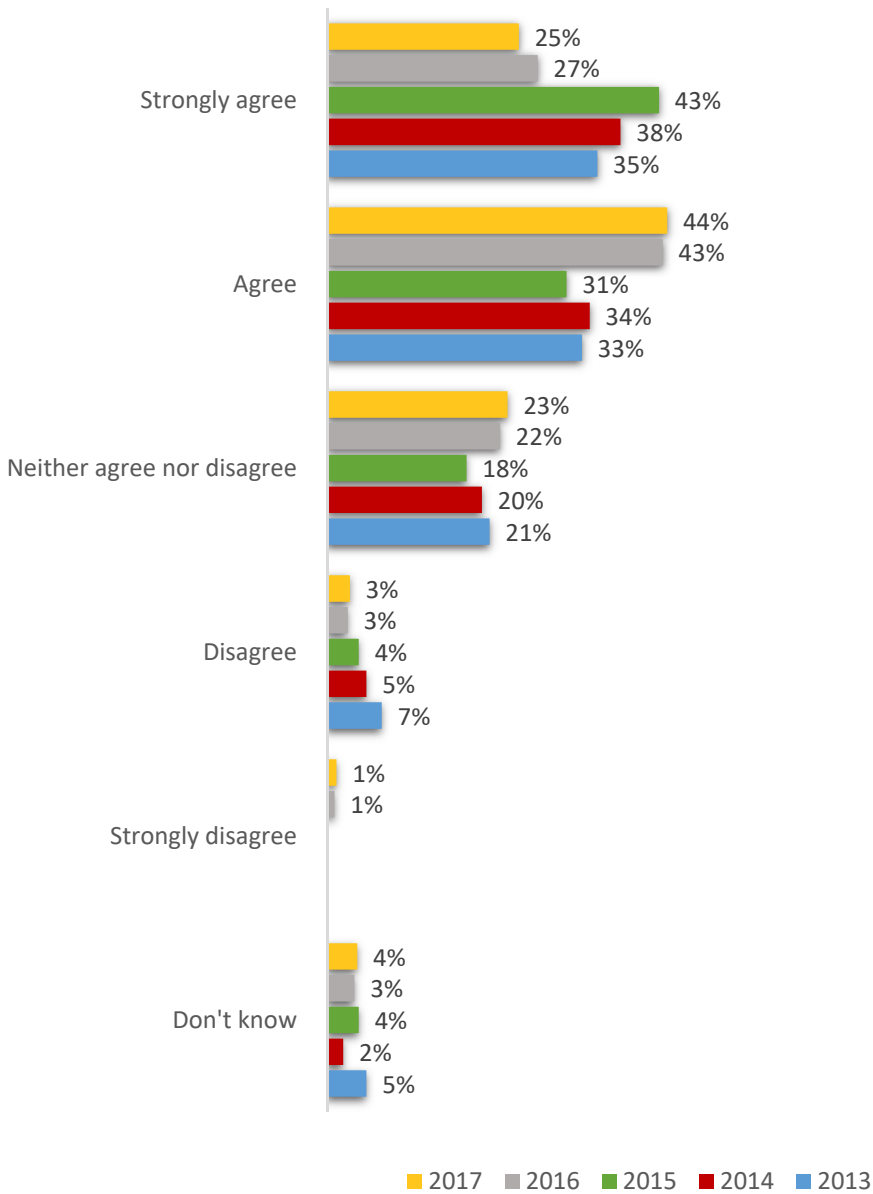
The health of springs in your area is important to you.



Too much water from the aquifer is being pumped out of the ground for various uses.

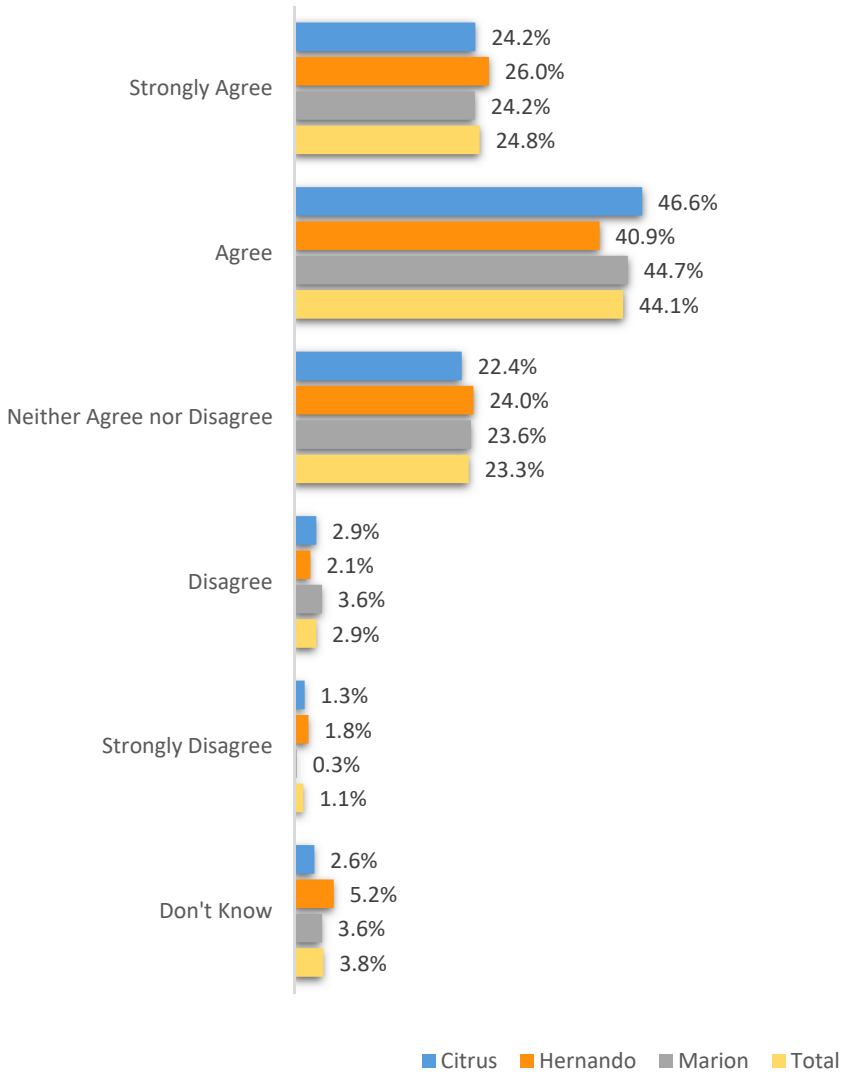


How important to you is it that your tax dollars be used to improve the health of the springs in your area?



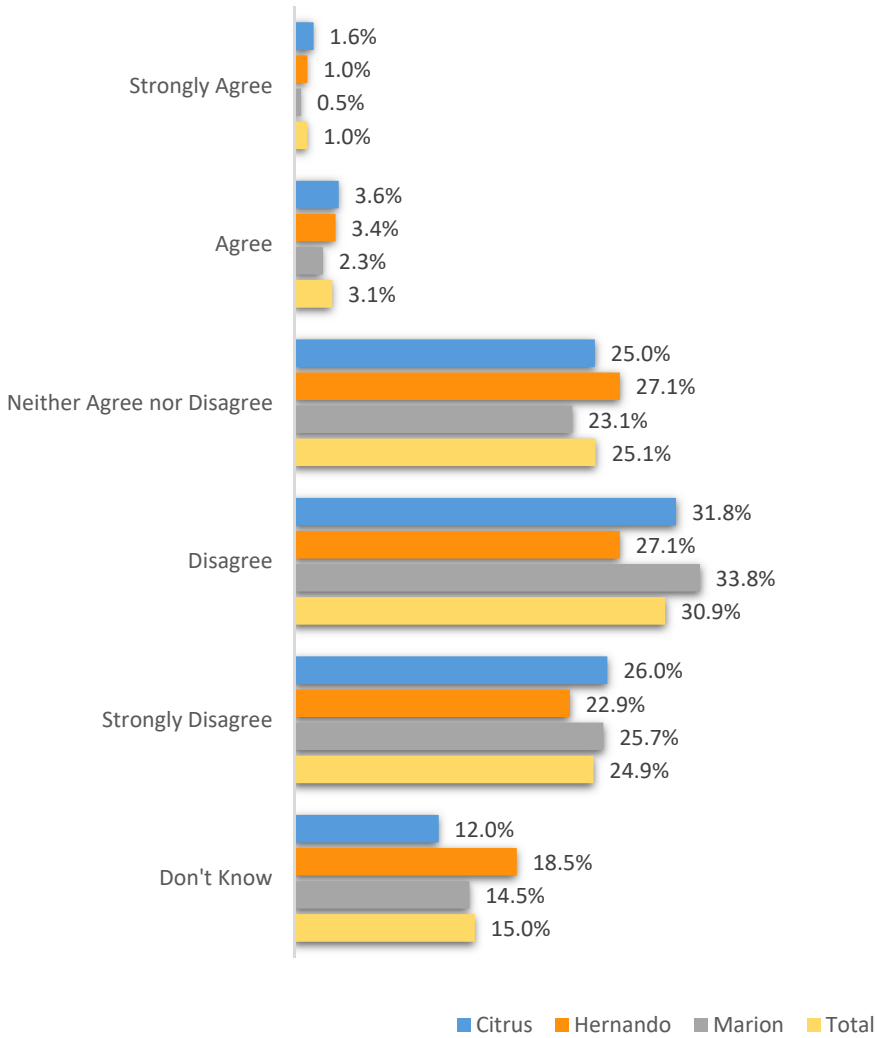
This question was worded differently in the previous surveys. From 2013 to 2015, the response scale was Very important, Important, Somewhat Important, Not at all important and Don't know. We decided to change the scale to a more definitive measure, thus making it less confusing for the respondent.

It is important for your tax dollars to be used to improve the health of the springs in your area.

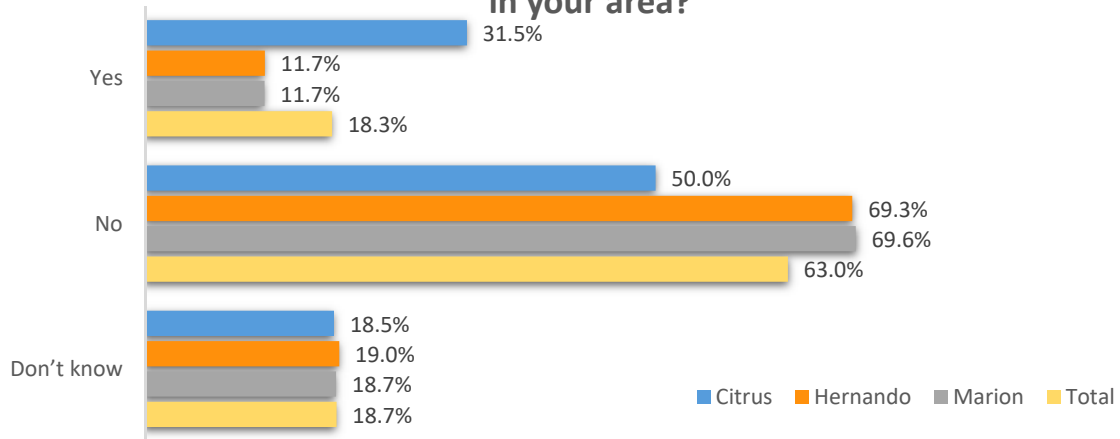


Springs Restorations

Too much money is spent on restoring springs in your county.

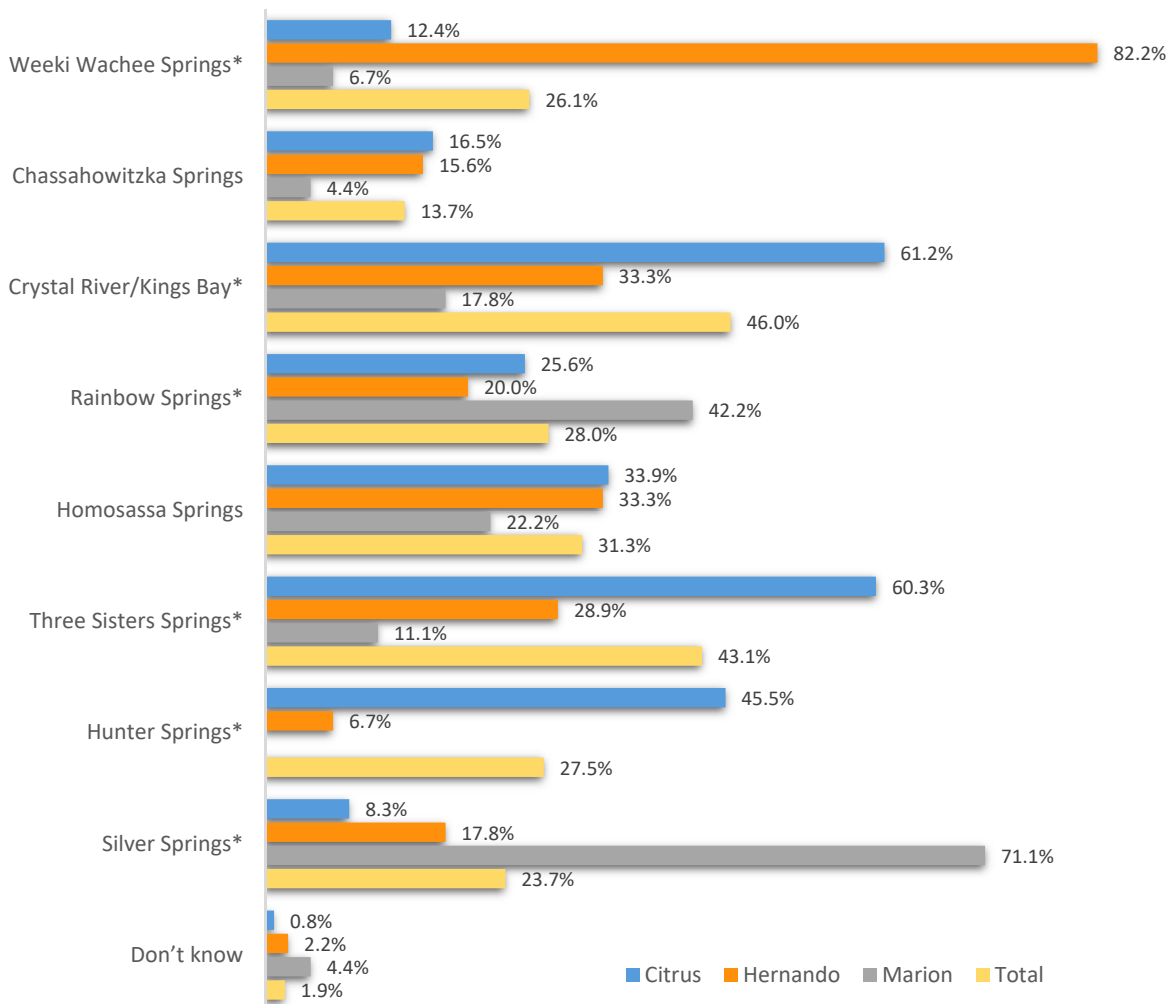


Are you aware of any springs restoration projects happening in your area?



Statistical Differences Between the Counties

Where were the springs restorations?

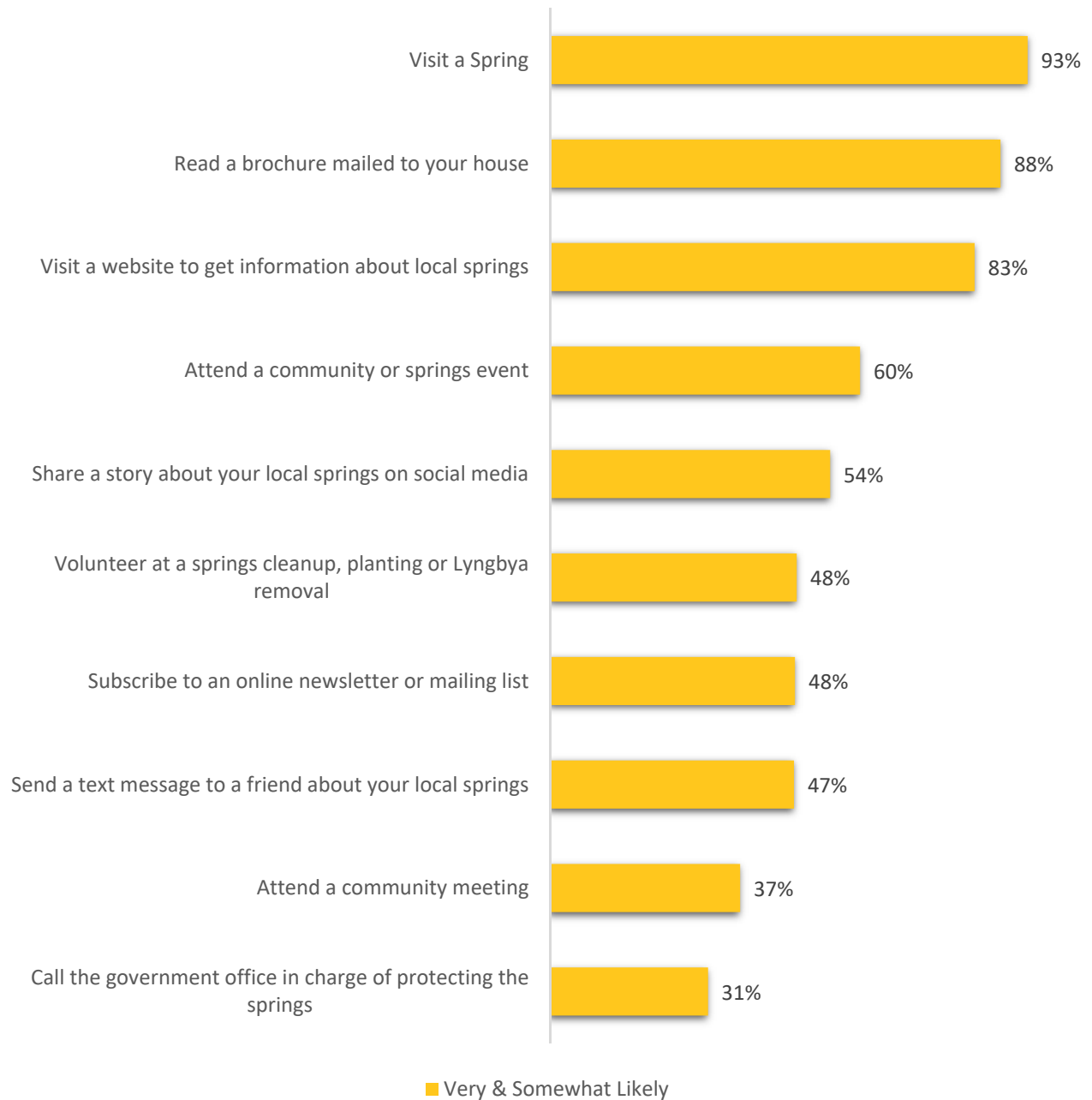


**Statistical Differences Between the Counties*

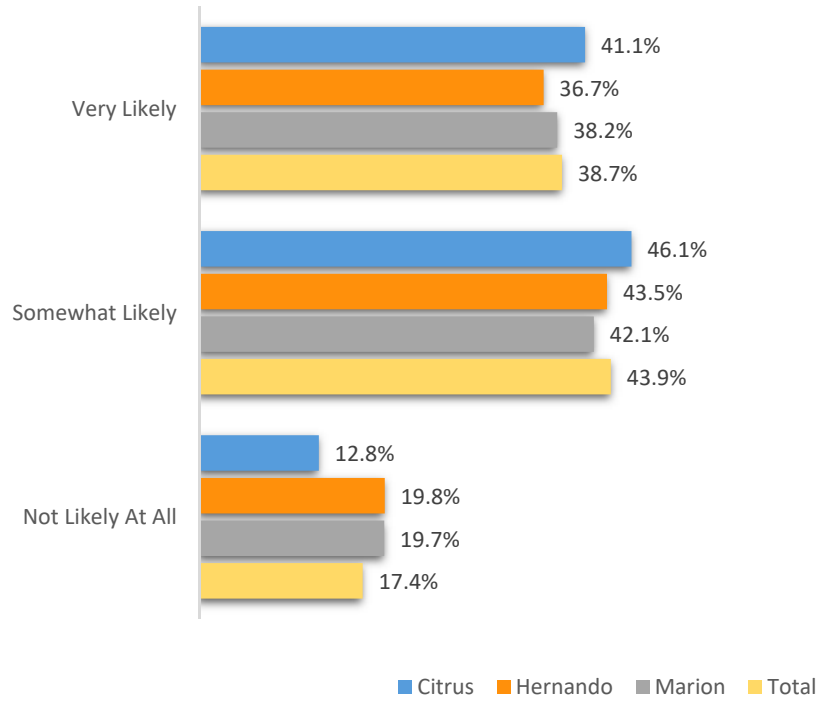
Behaviors to Learn About Springs in Their Area

How likely are you to do the following to find out more about the springs in your area? For each one of the items on the list, tell me Very Likely, Somewhat Likely or Not Likely at All.

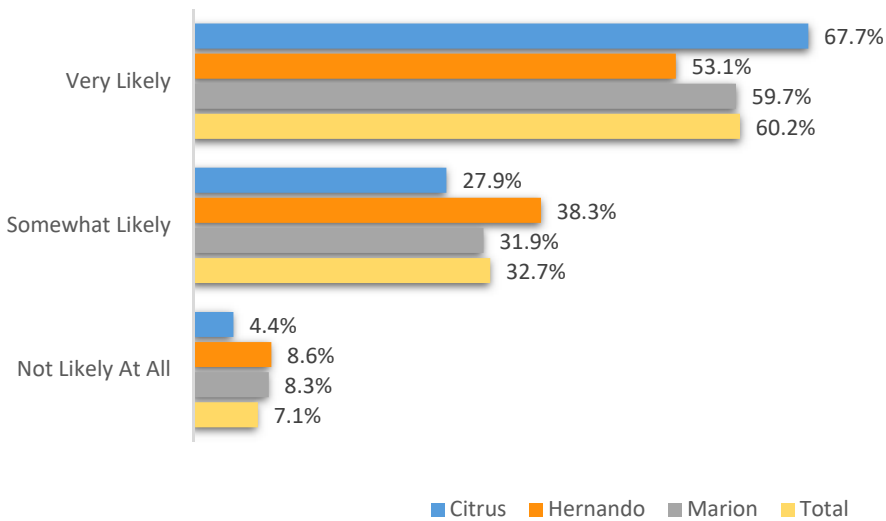
Very & Somewhat Likely Measures Combined



Visit a website to get information about local springs

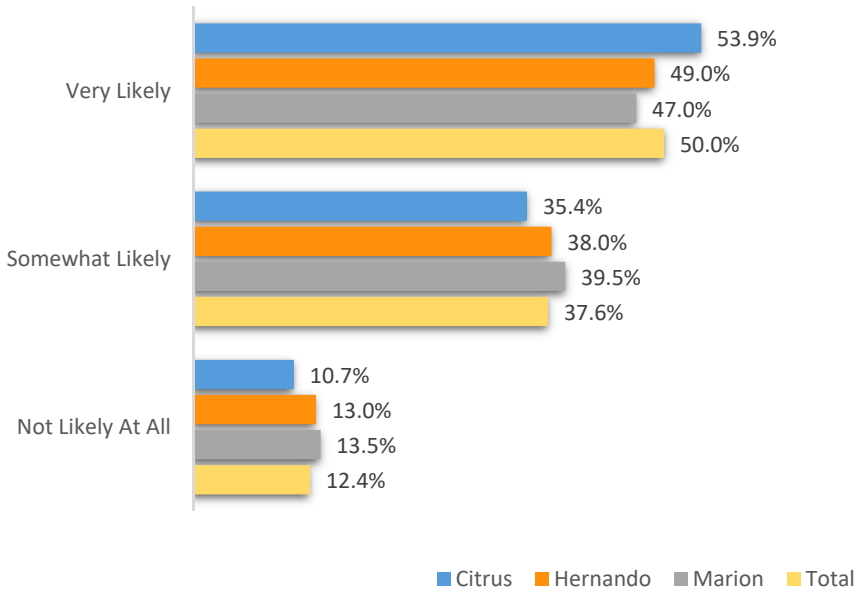


Visit a Spring

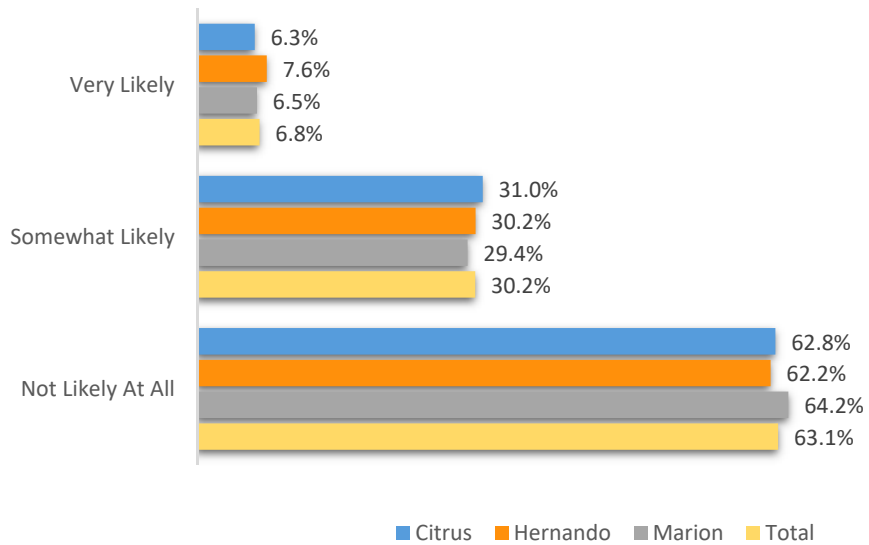


Statistical Differences Between the Counties

Read a brochure mailed to your house

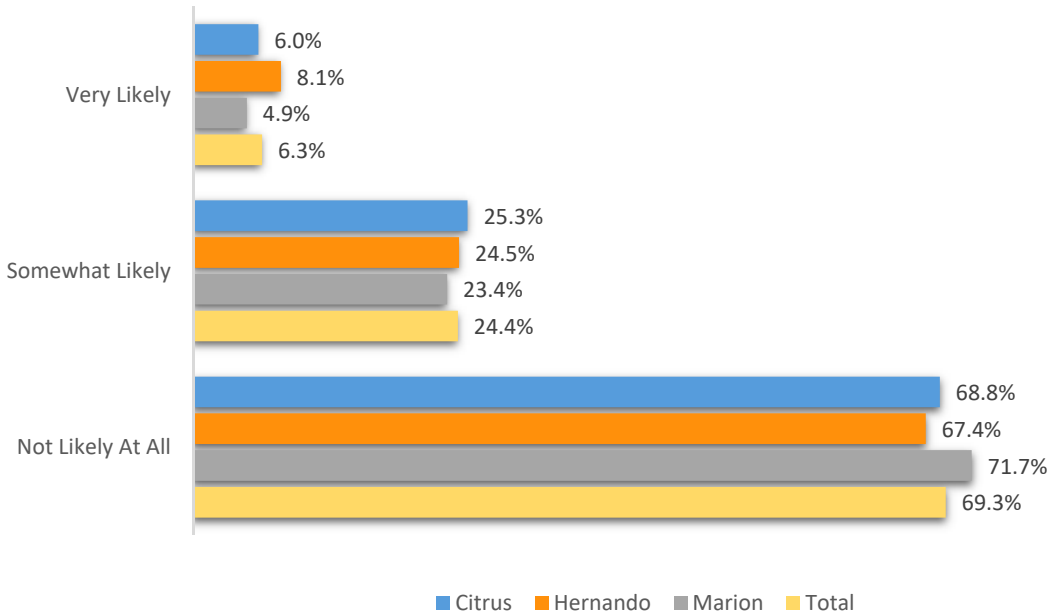


Attend a community meeting

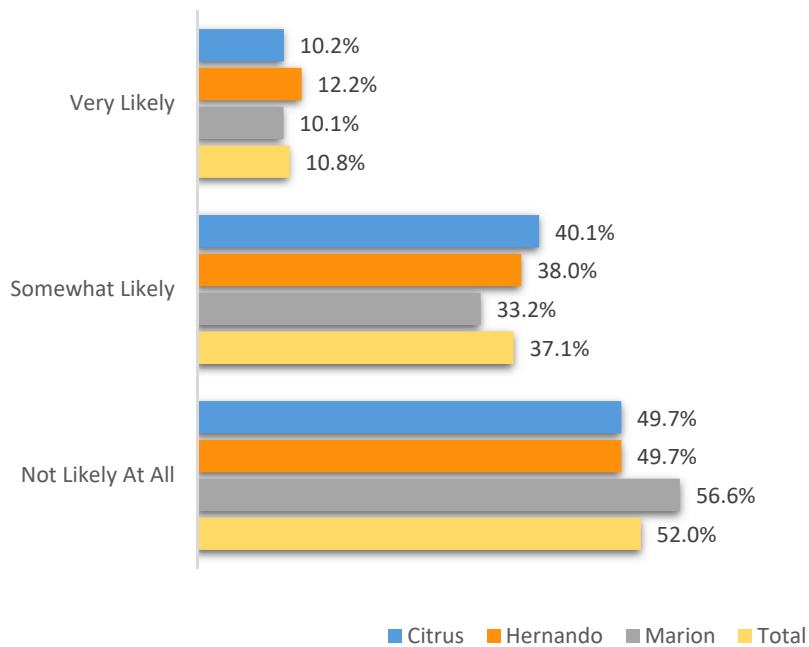


People continue to not like meetings.

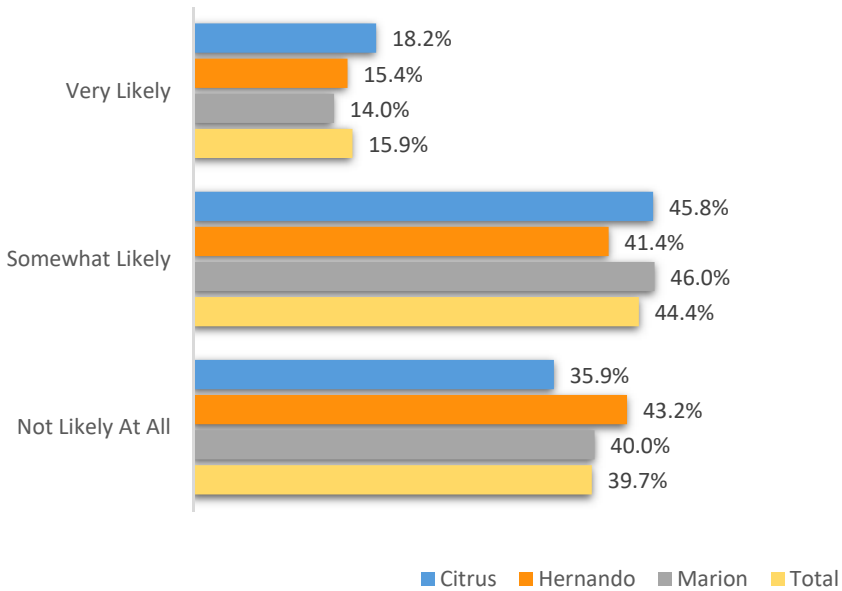
Call the government office in charge of protecting the springs



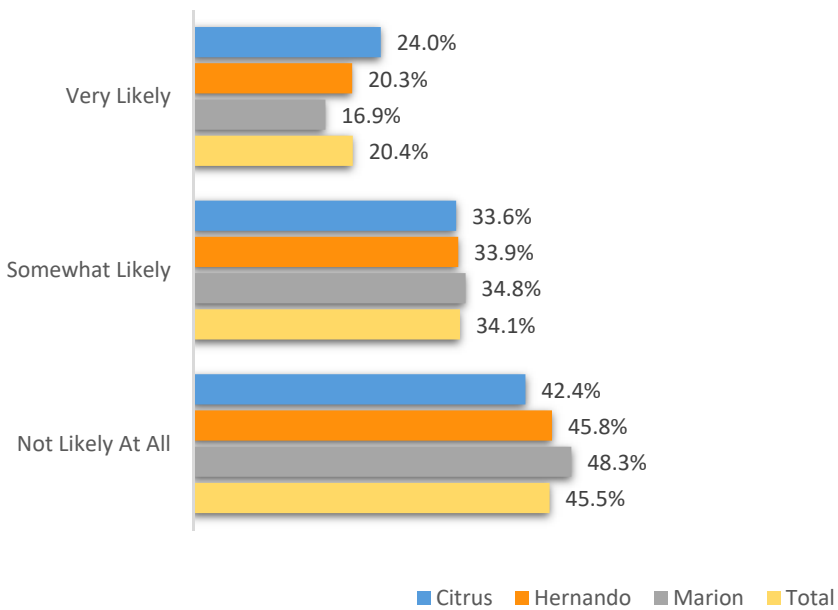
Volunteer at a springs cleanup, planting or Lyngbya removal



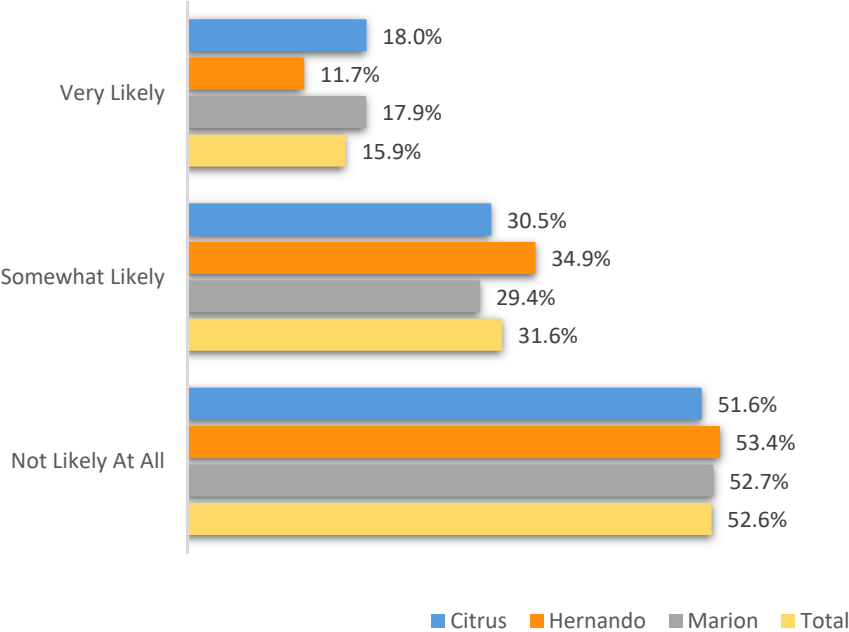
Attend a community or springs event



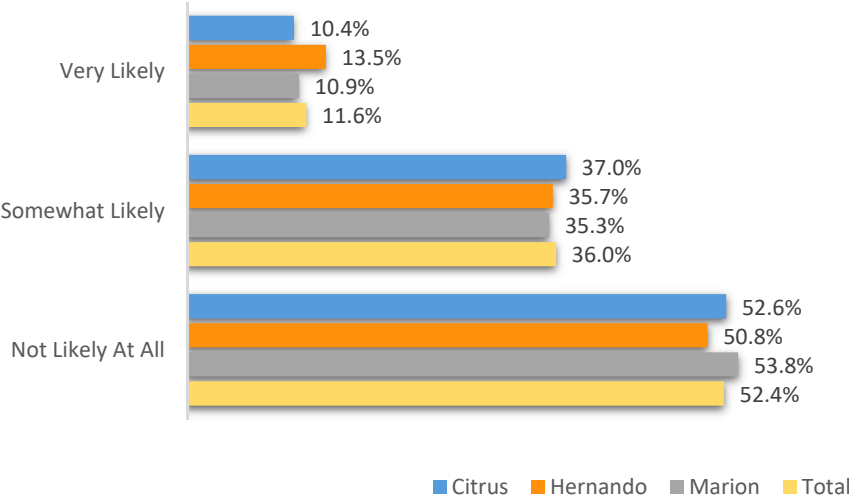
Share a story about your local springs on social media



Send a text message to a friend about your local springs



Subscribe to an online newsletter or mailing list



Perceptions of the Southwest Florida Water Management District

This section focuses on the perceptions that citizens in Citrus, Hernando and Marion counties have of the District. To gauge responses, we asked the following questions:

- Before today's survey, had you ever heard of the Southwest Florida Water Management District, sometimes called Swiftmud?
- I'm going to read a list of groups you may have heard of. Please tell me if you believe they are Very Credible, Somewhat Credible, or Not at all Credible. If you have never heard of them, let me know that too.
- The Southwest Florida Water Management District is the leader in taking the right actions to improve the health of the springs in your area.
- The Southwest Florida Water Management District has the scientific knowledge necessary to improve the health of the springs in your area.
- The Southwest Florida Water Management District is committed to improving the health of the springs in your area.
- The Southwest Florida Water Management District cares about the health of the springs in my area.
- Using a scale of Excellent, Good, OK, Poor and Terrible, how would you rate the Southwest Florida Water Management District's performance in:
 - Protecting springs in your area
 - Educating people about the condition of the springs
 - Educating people about what they can do to help protect the springs
 - Ensuring that not too much water is drawn out of the ground for various uses
 - Listening to community input that may benefit the springs in your area

Fewer residents than in previous years reported having heard of the Southwest Florida Water Management District before taking the survey. While District awareness dropped a few percentage points, positive sentiment either increased or remained the same from previous surveys on most of the survey questions asked.

Two-thirds of the respondents rated the District as very or somewhat credible. This statistic was consistent with previous years. Once again, federal and state government agencies tended to be rated higher on the credibility scale.

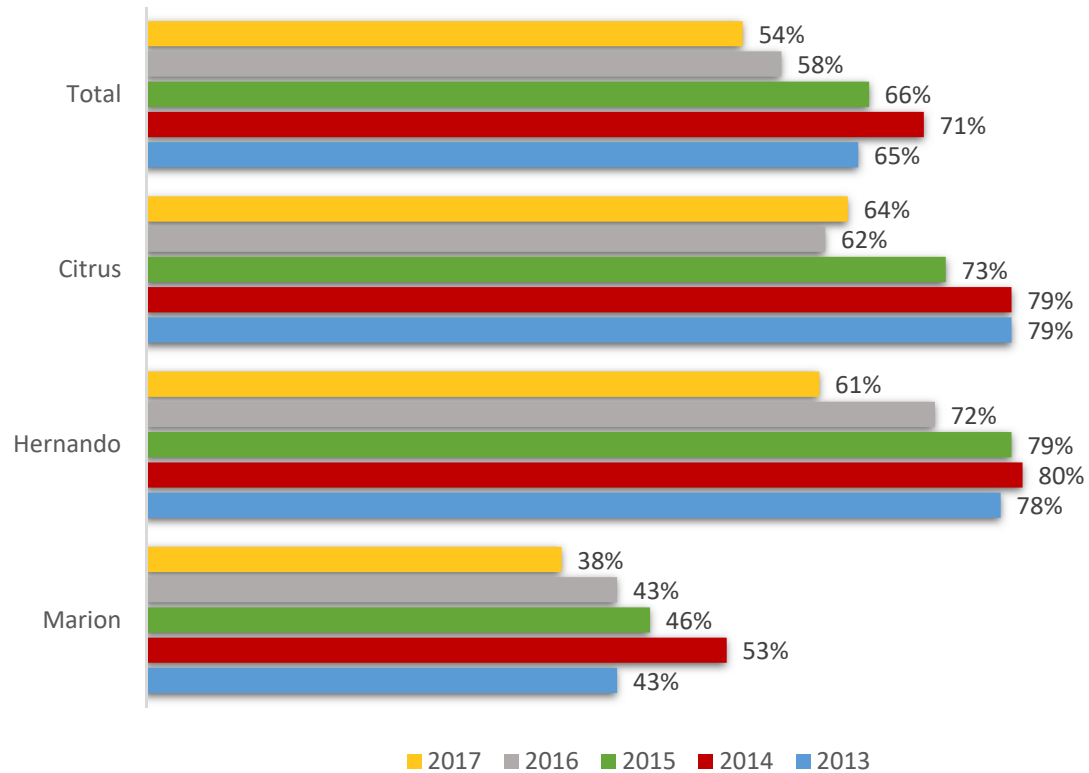
We believe that by continuing to conduct campaigns like "My Home. My Springs." and other public outreach efforts, District sentiment will continue to grow in the community.

Two notes on the following charts:

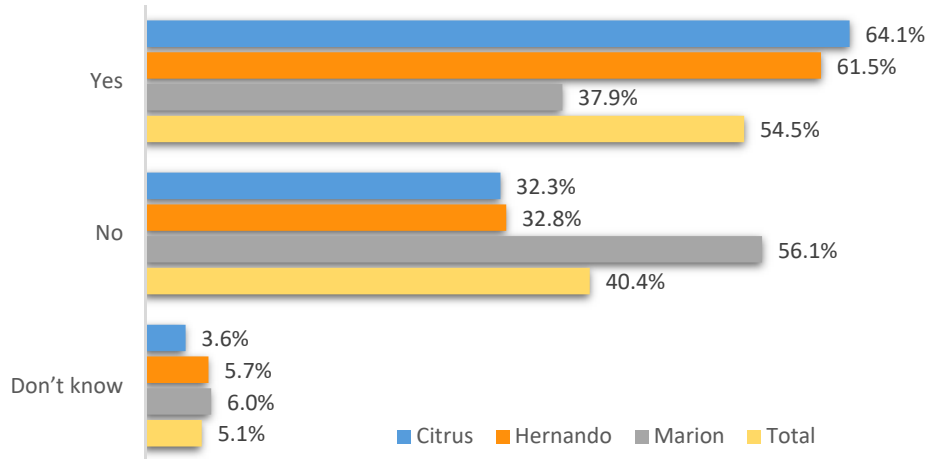
First: The question "Scientists at the Southwest Florida Water Management District have the scientific knowledge necessary to improve the health of the springs in your area" was asked to every respondent with the assumption that if they didn't know about the District, they would respond "Don't know."

Second: When testing the questions “Using a scale of Excellent, Good, OK, Poor and Terrible, how would you rate the Southwest Florida Water Management District's performance,” Only respondents who had heard of the District were surveyed.

Before today's survey, had you ever heard of the Southwest Florida Water Management District, sometimes called Swiftmud?



Before today's survey, had you ever heard of the Southwest Florida Water Management District, sometimes called Swiftmud?



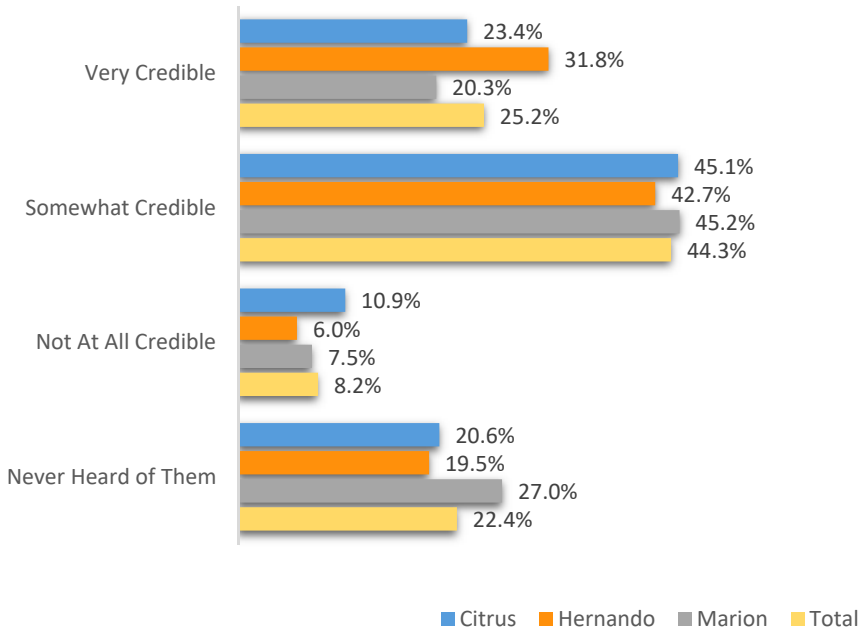
Statistical Differences Between the Counties

I'm going to read a list of groups you may have heard of. Please tell me if you believe they are Very Credible, Somewhat Credible, or Not at all Credible. If you have never heard of them, let me know that too.

**Total Credibility (Very & Somewhat Credible Combined)
2017**

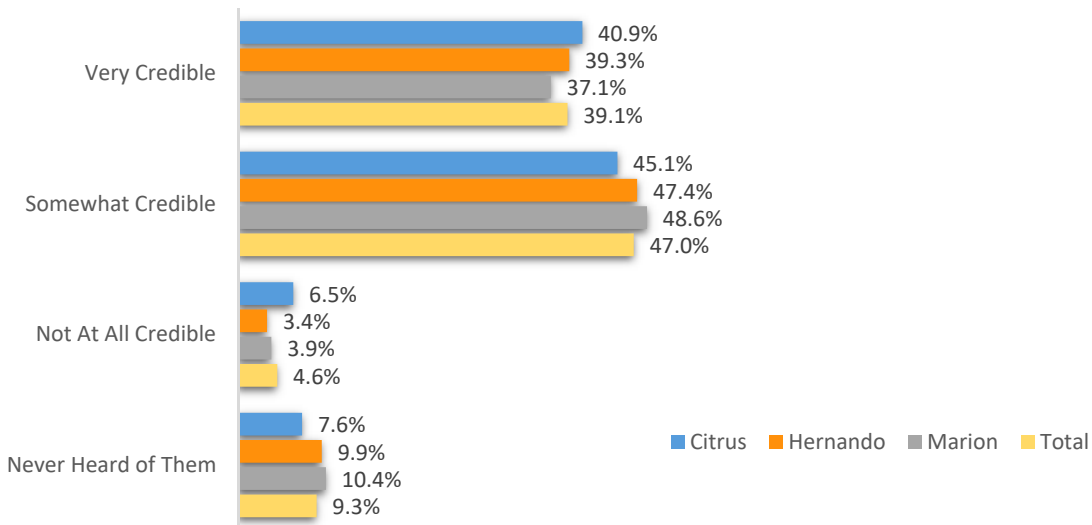


Southwest Florida Water Management District

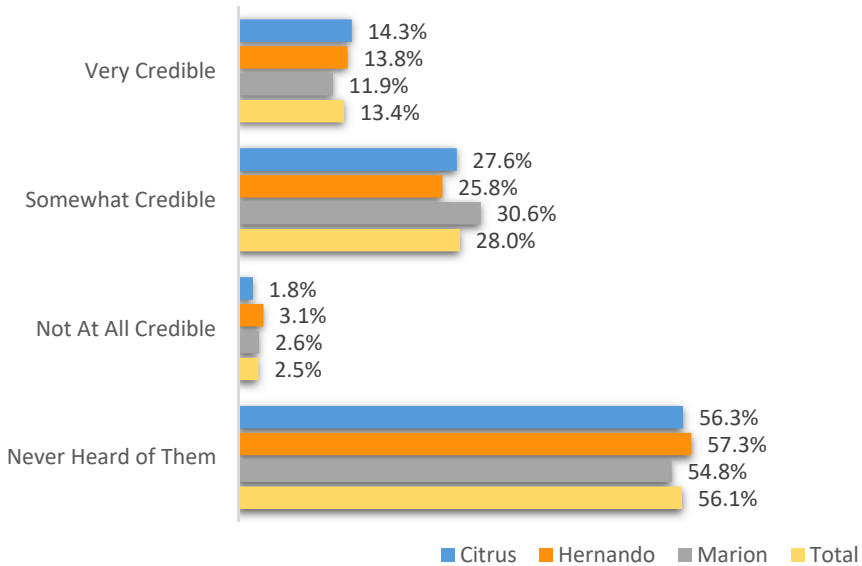


Statistical Differences Between the Counties

Florida Department of Environmental Protection

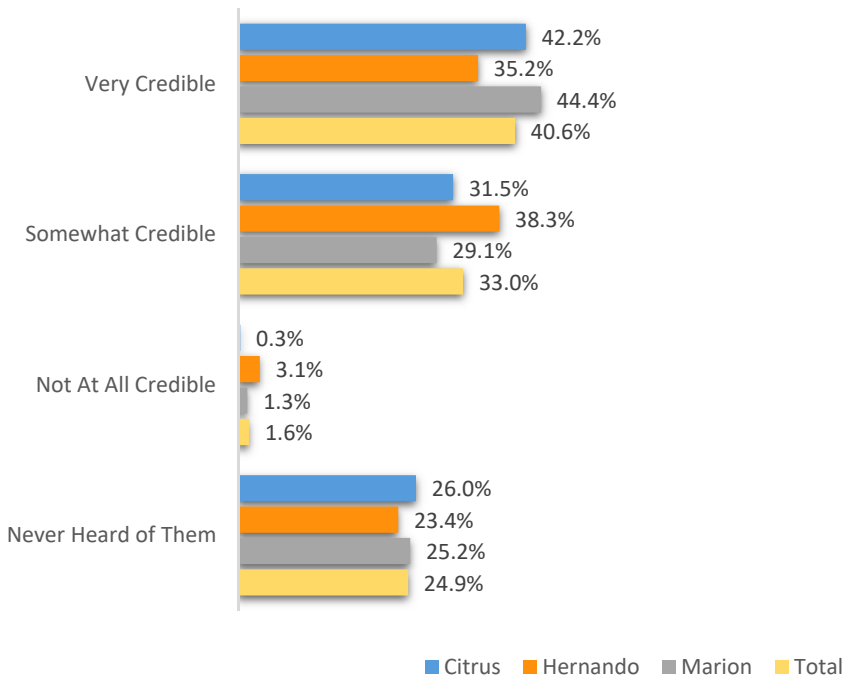


Florida Citizens for Cleaner Springs



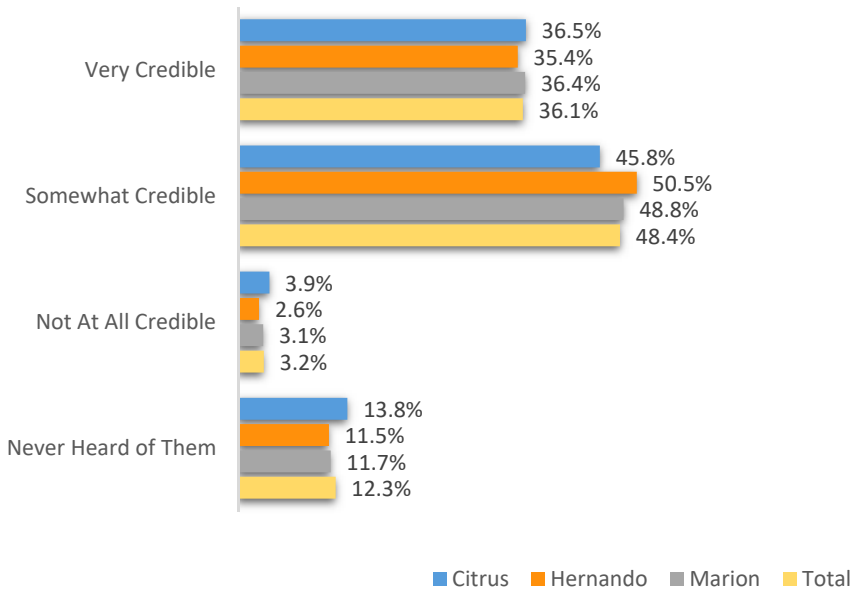
This is the fake organization presented to show that the population will react to certain terms and possibly get confused with organizations in this space. The results are consistent with previous surveys.

University of Florida/IFAS (Institute of Food and Agricultural Sciences)

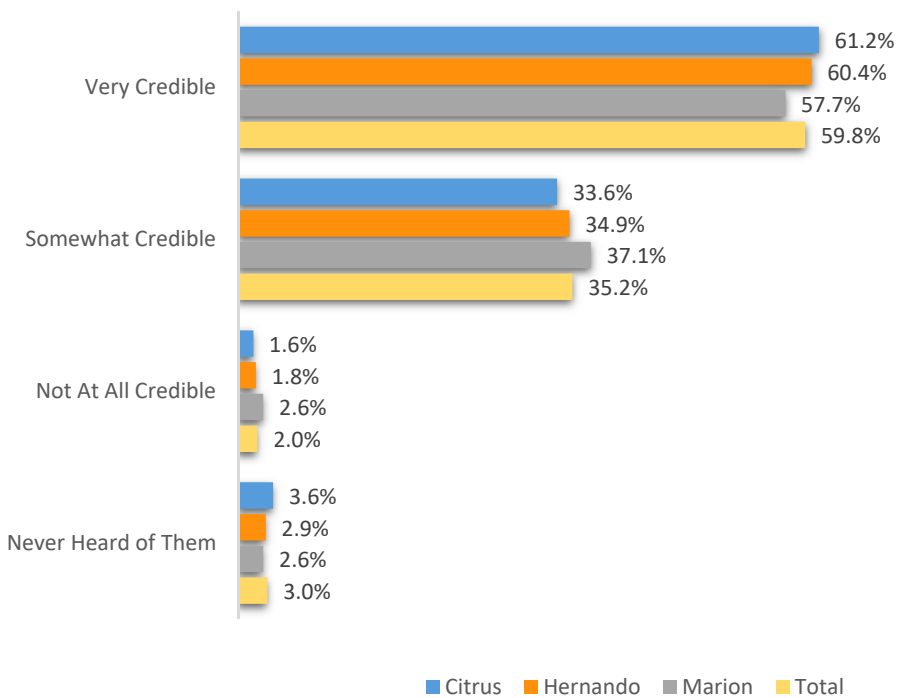


Statistical Differences Between the Counties

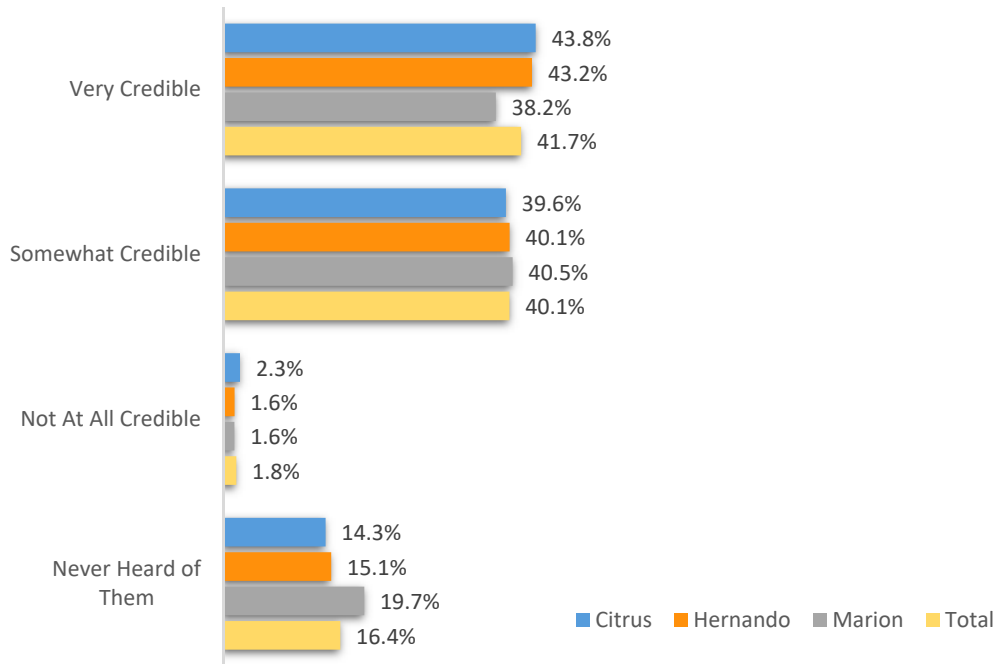
Florida Department of Agriculture and Consumer Services



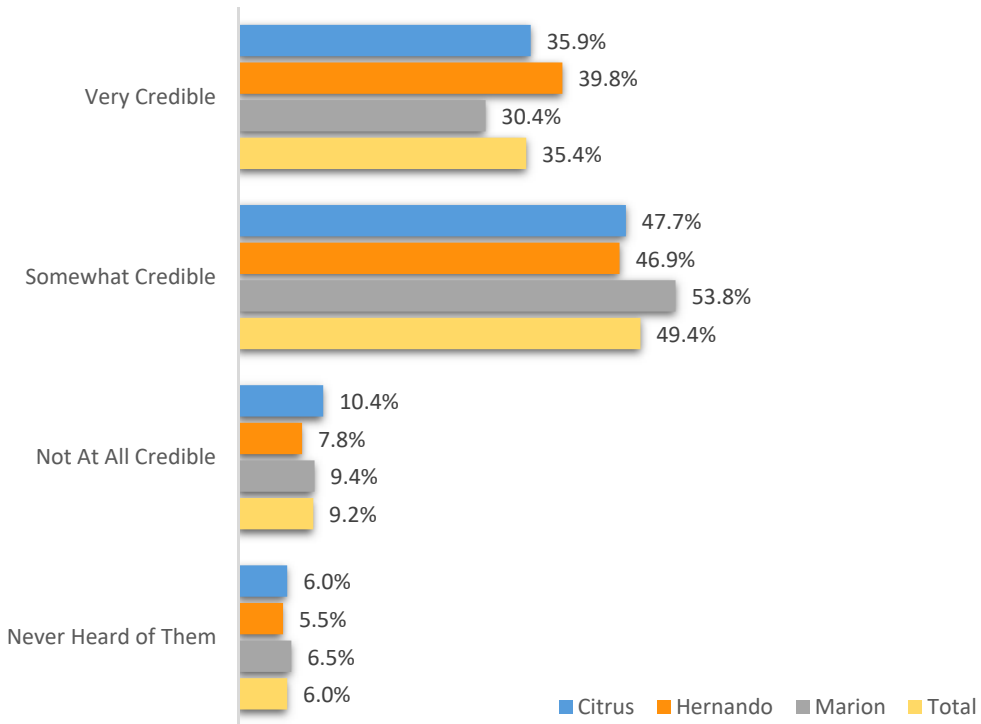
U.S. Fish and Wildlife Service



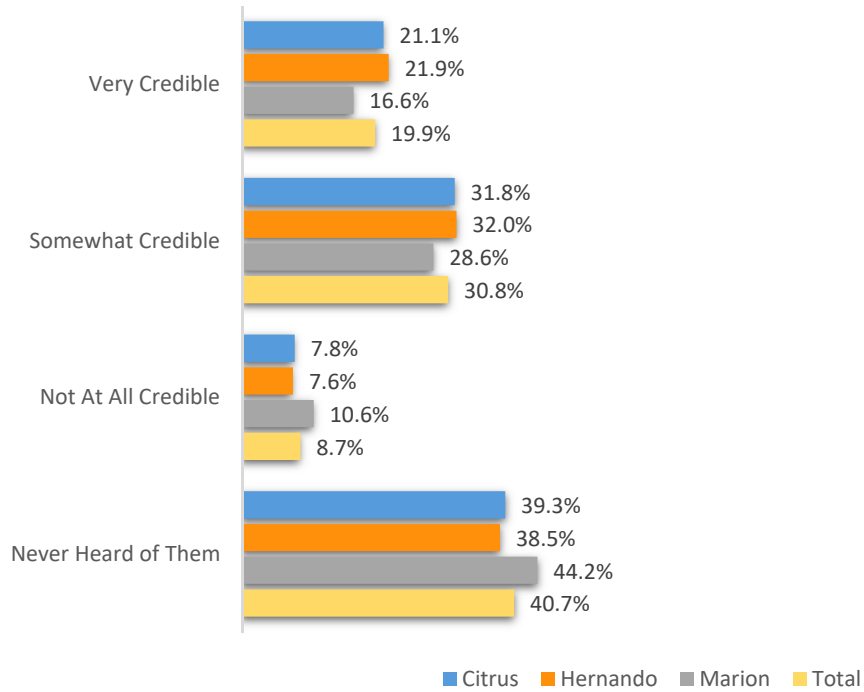
“Save the Manatee” Organization



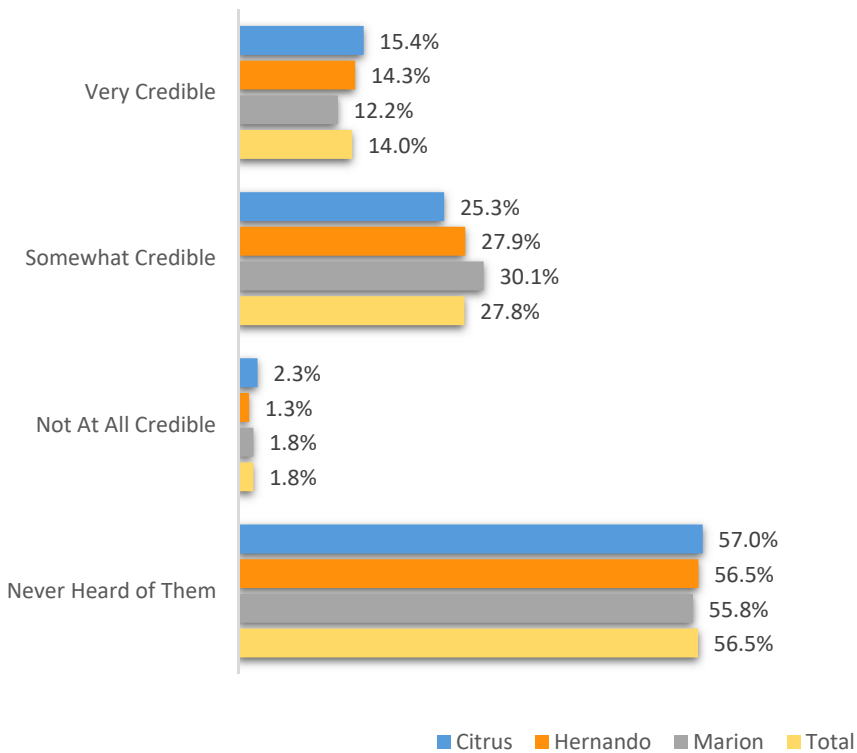
US Environmental Protection Agency



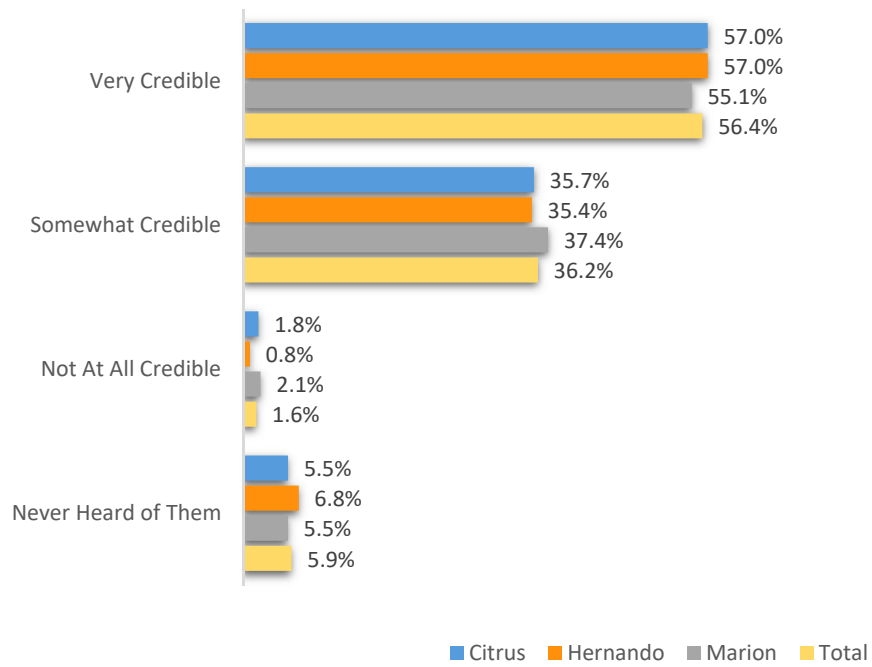
The Sierra Club



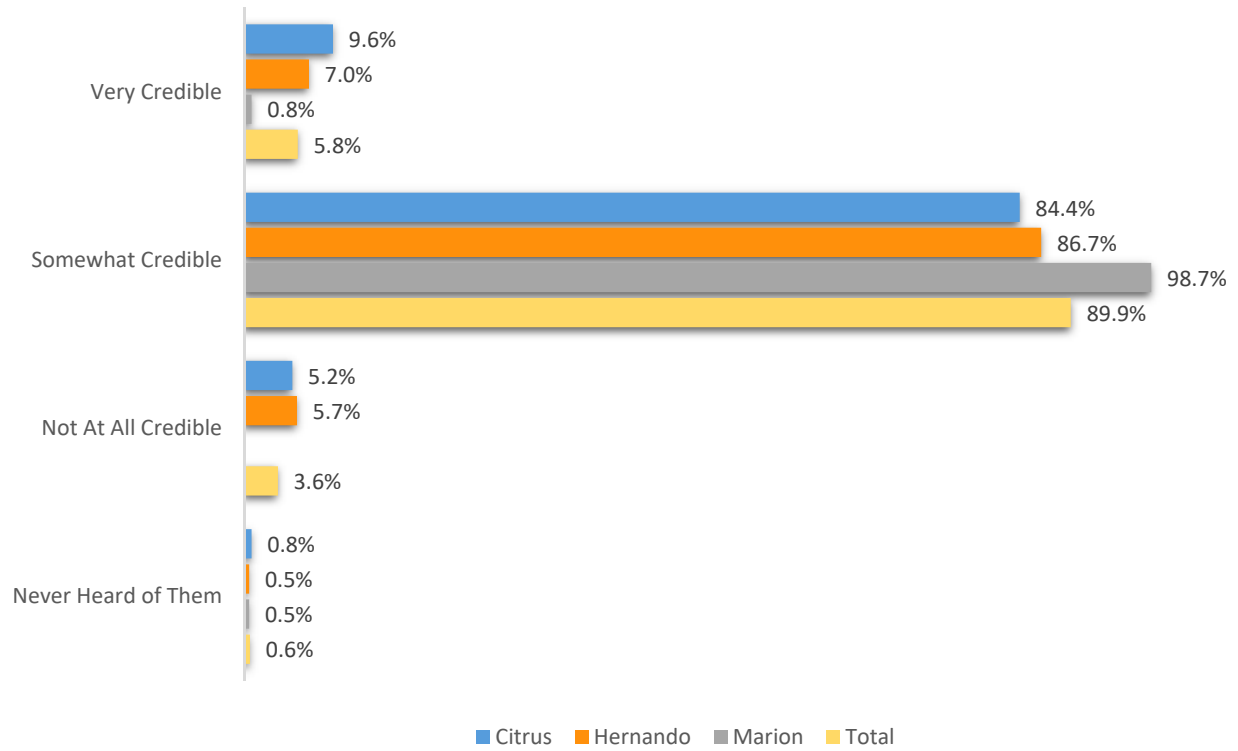
Florida Springs Institute



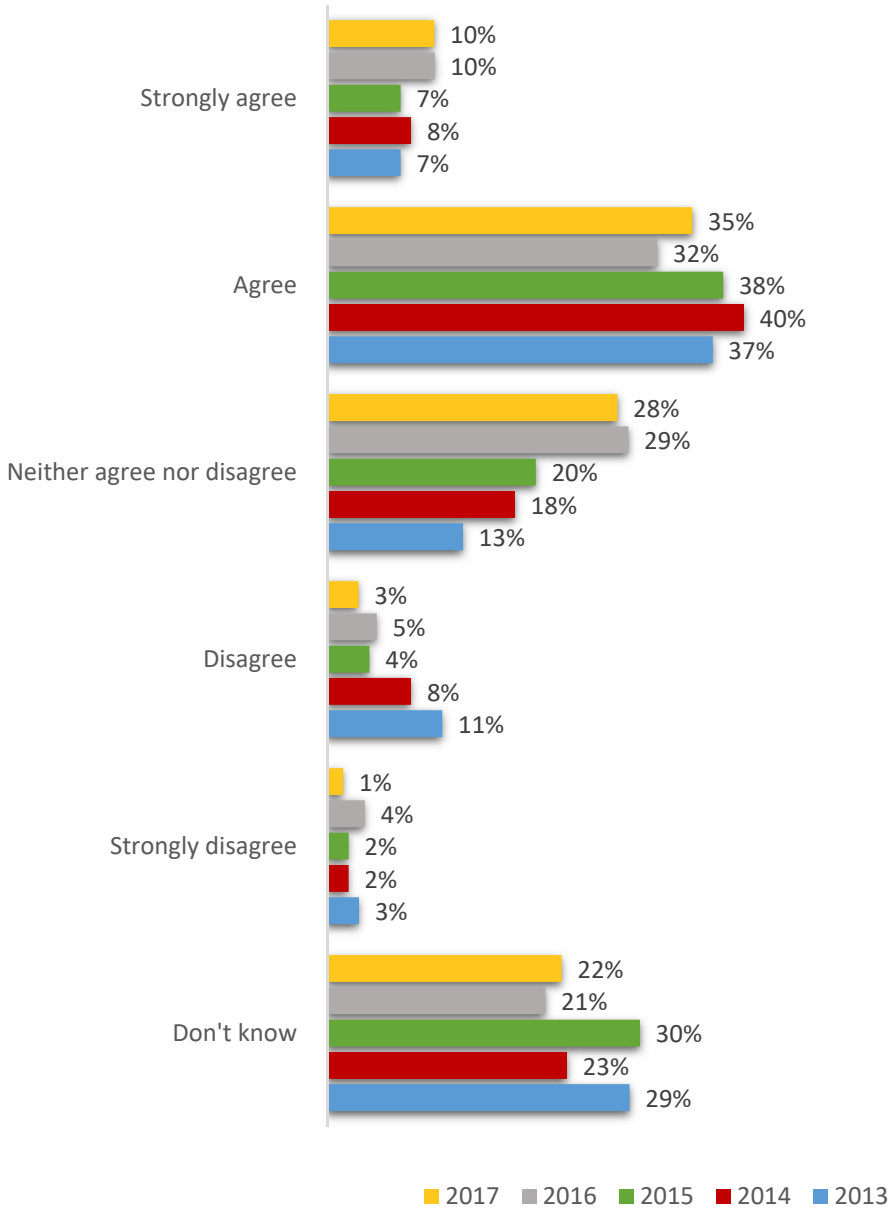
Florida Fish and Wildlife Conservation Commission



Your local city or county government

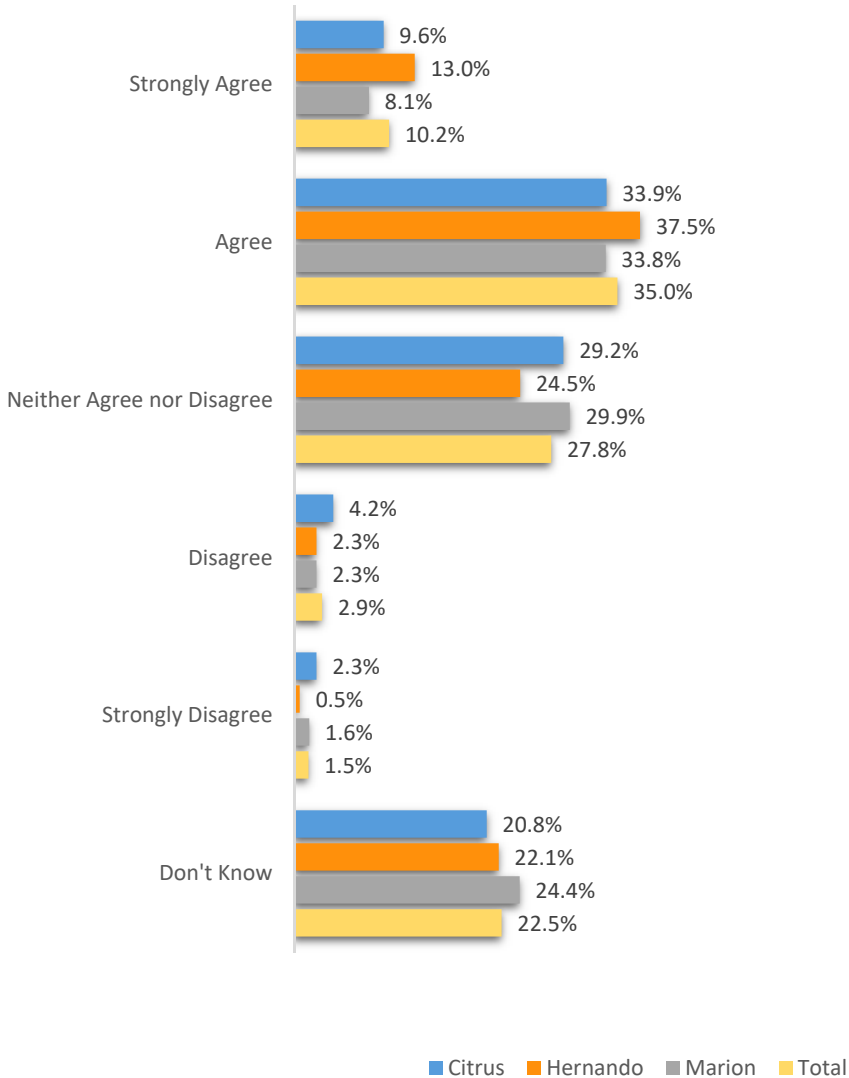


**Scientists at the Southwest Florida Water Management District
have the scientific knowledge necessary to improve the health of
the springs in your area.**



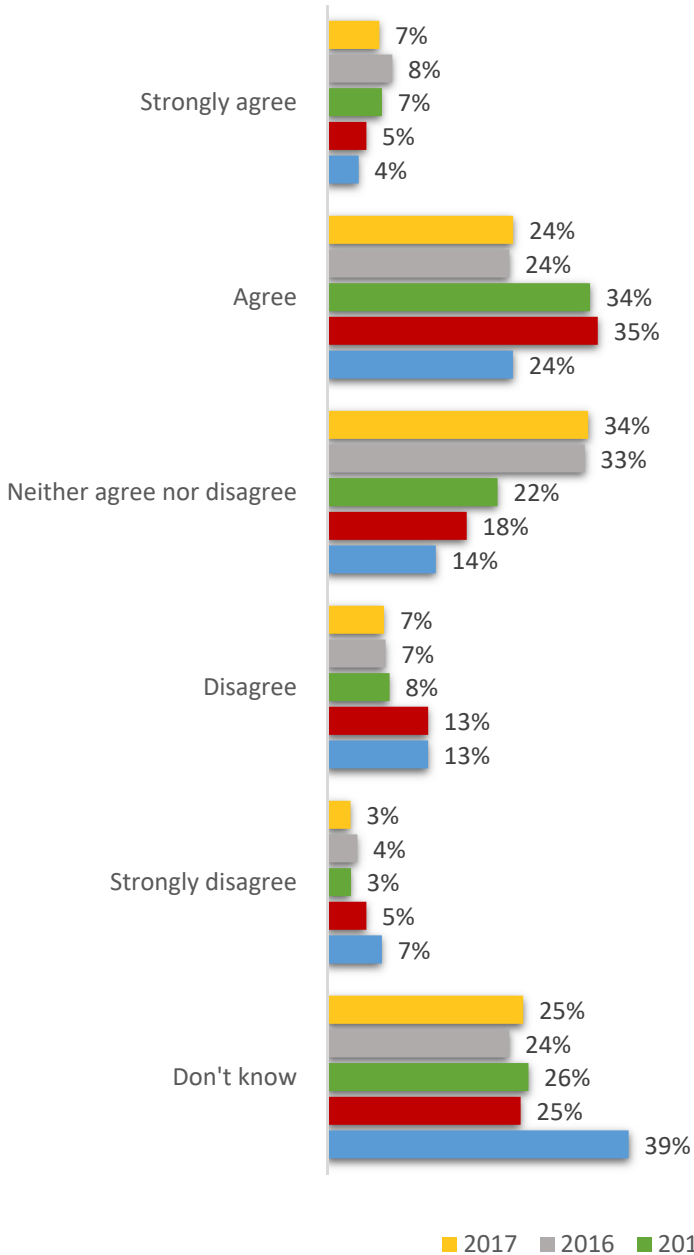
This was asked to every respondent with the assumption that if they didn't know about the District, they would respond "Don't know." This question was asked in the same way in 2016.

The Southwest Florida Water Management District has the scientific knowledge necessary to improve the health of the springs in your area.



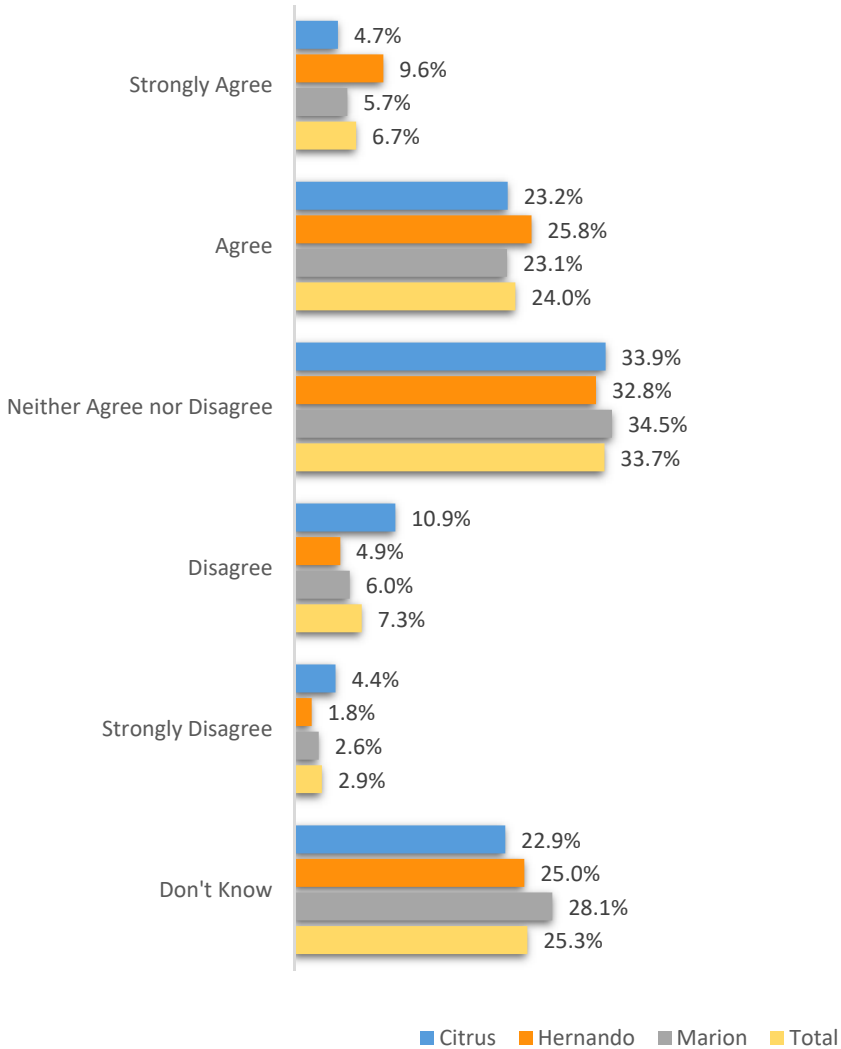
This was asked to every respondent with the assumption that if they didn't know about the District, they would respond "Don't know."

The Southwest Florida Water Management District is the leader in taking the right actions to improve the health of the springs in your area.



This was asked to every respondent with the assumption that if they didn't know about the District, they would respond "Don't know."

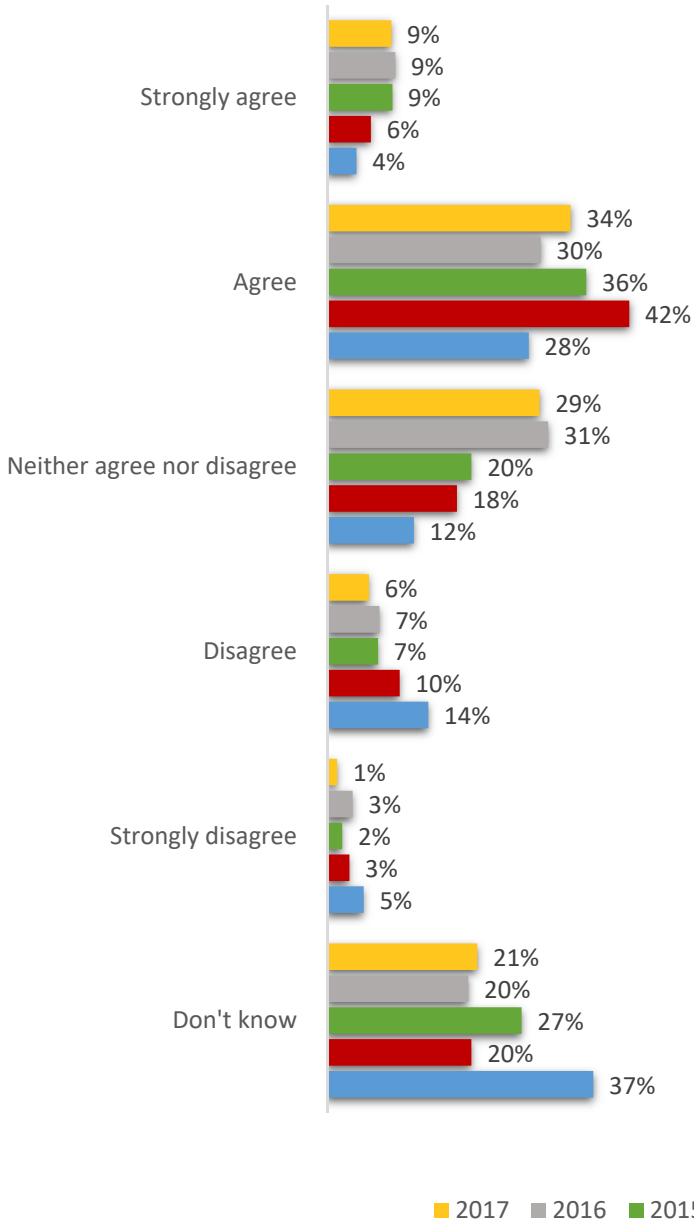
**The Southwest Florida Water Management District is the leader
in taking the right actions to improve the health of the springs in
your area.**



Statistical Differences Between Counties

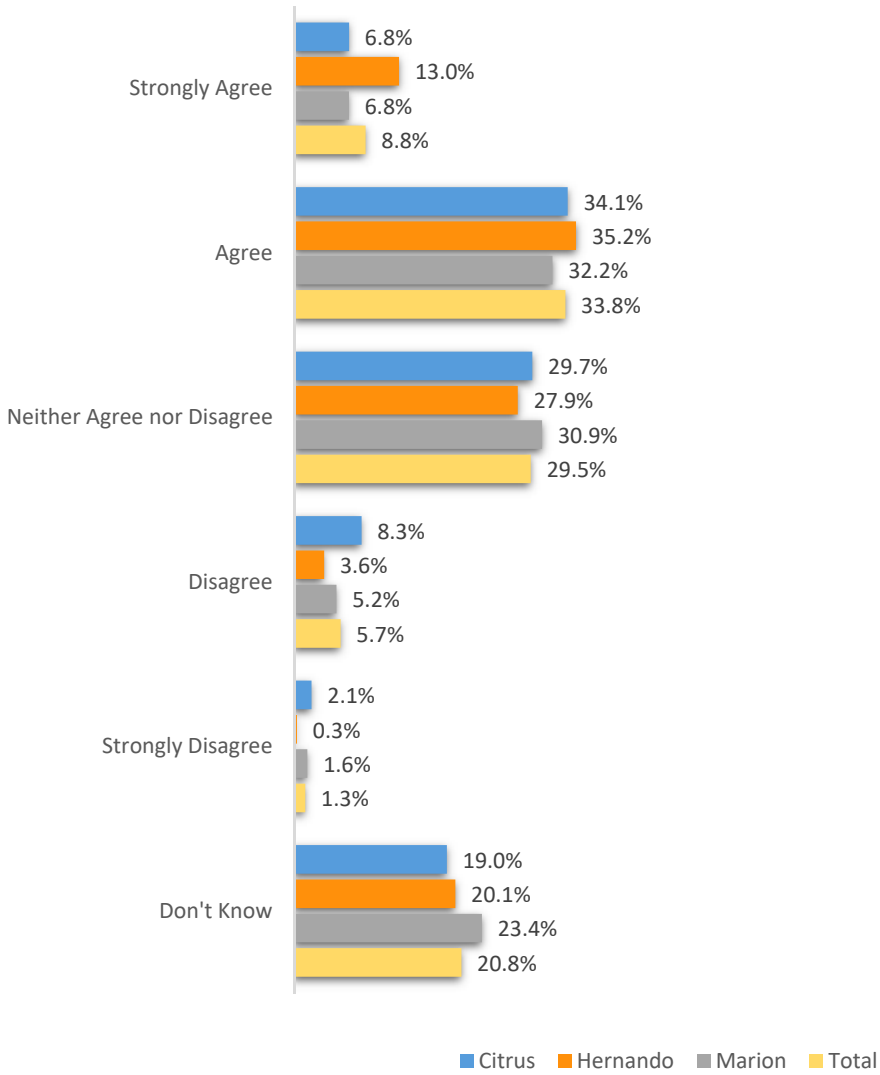
This was asked to every respondent with the assumption that if they didn't know about the District, they would respond "Don't know."

The Southwest Florida Water Management District is committed to improving the health of the springs in your area.



This was asked to every respondent with the assumption that if they didn't know about the District, they would respond "Don't know."

The Southwest Florida Water Management District is committed to improving the health of the springs in your area.

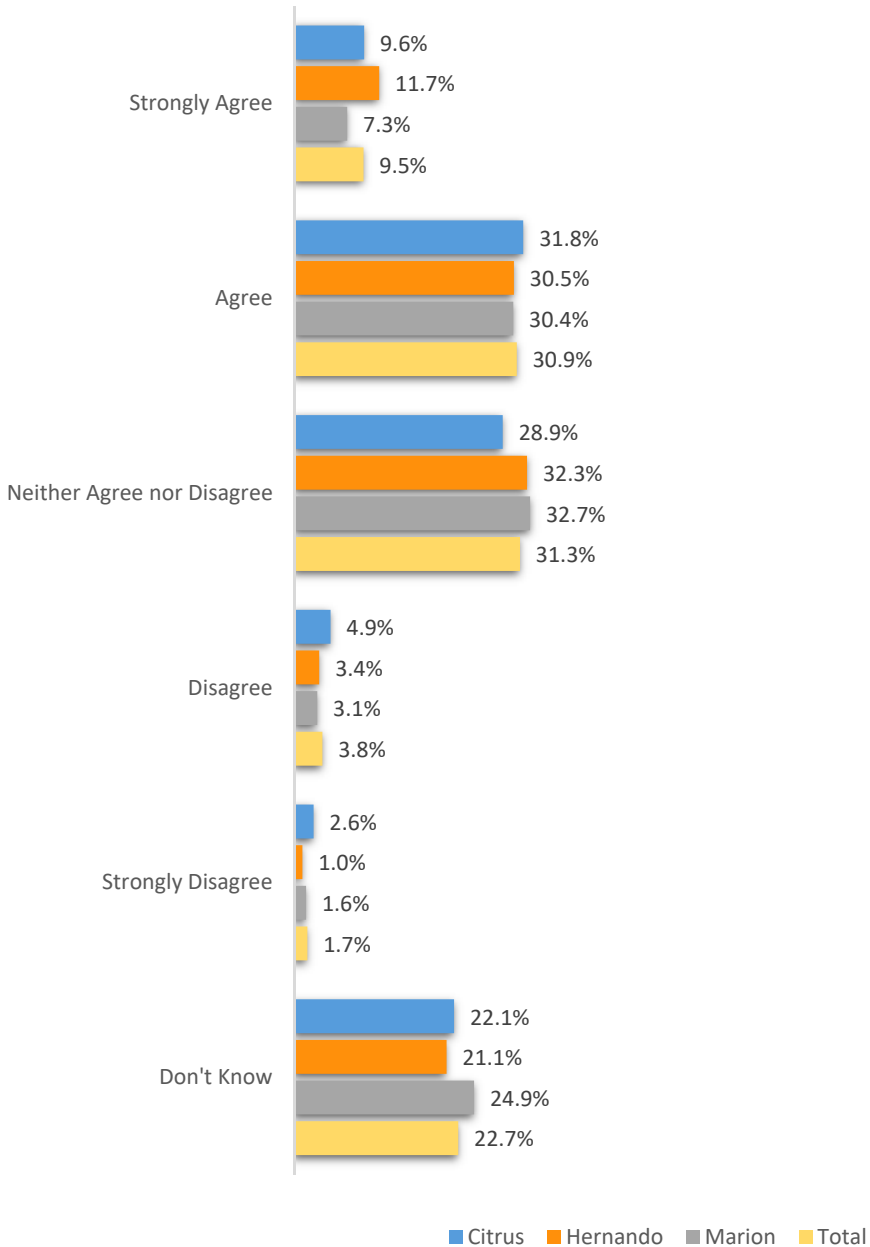


Statistical Differences Between Counties

This was asked to every respondent with the assumption that if they didn't know about the District, they would respond "Don't know."

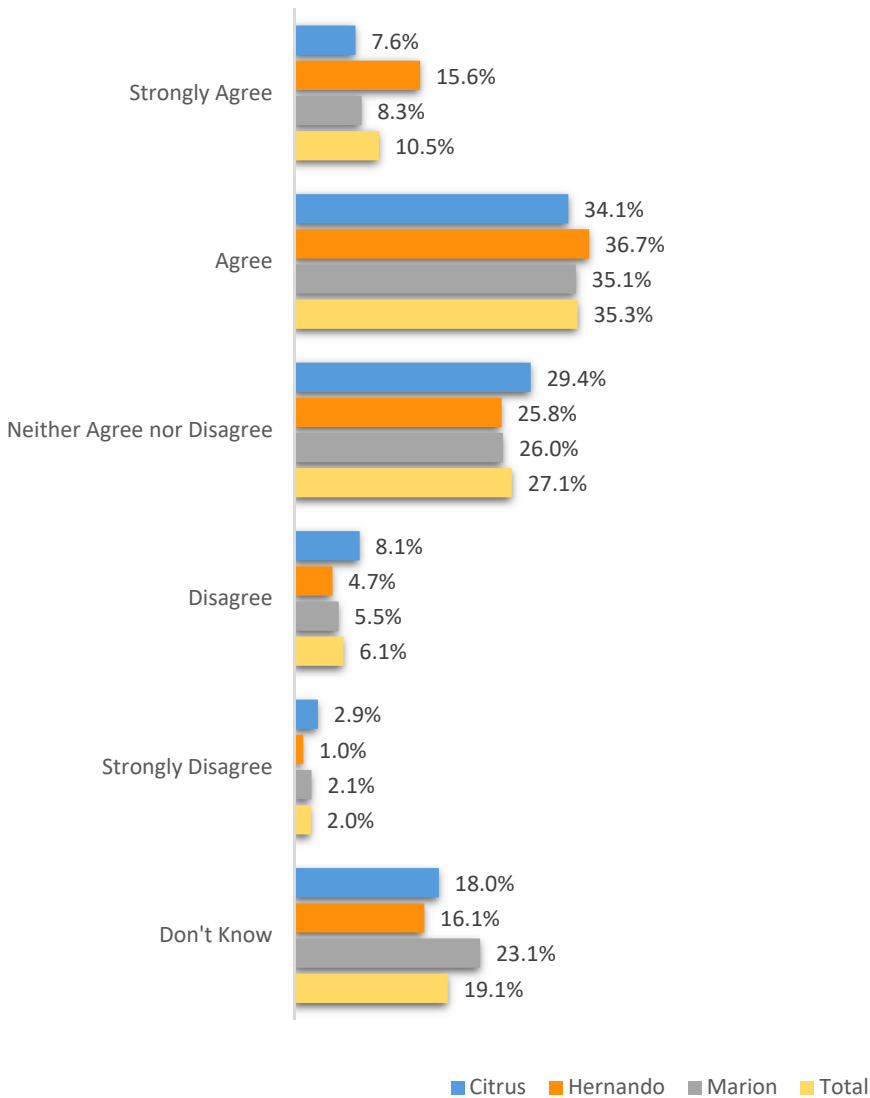
New question in 2017

The Southwest Florida Water Management District scientists have the expertise to maintain the springs in our area.



New question in 2017

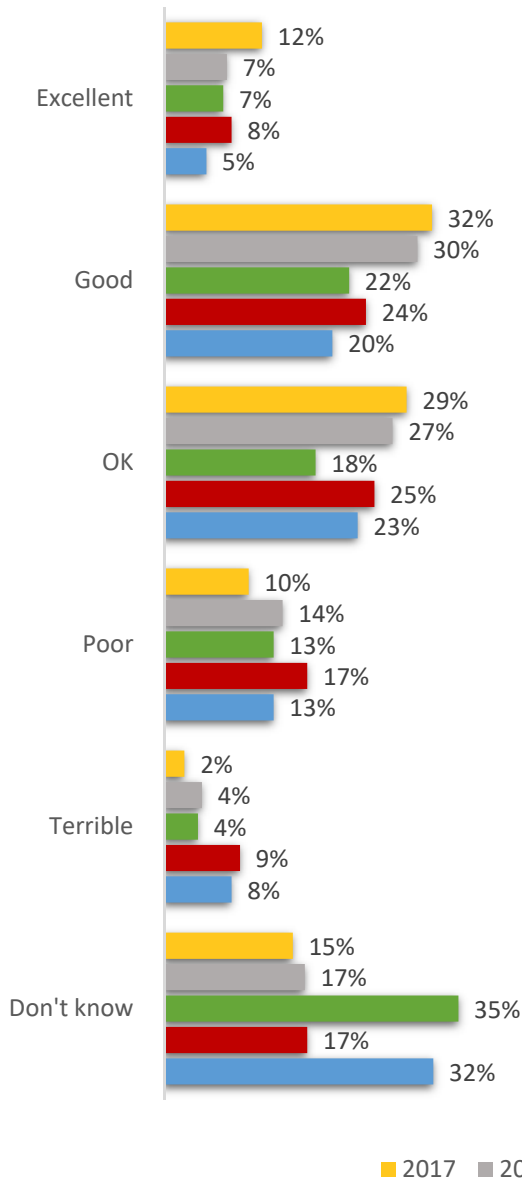
The Southwest Florida Water Management District cares about the health of the springs in my area.



Statistical Differences Between the Counties

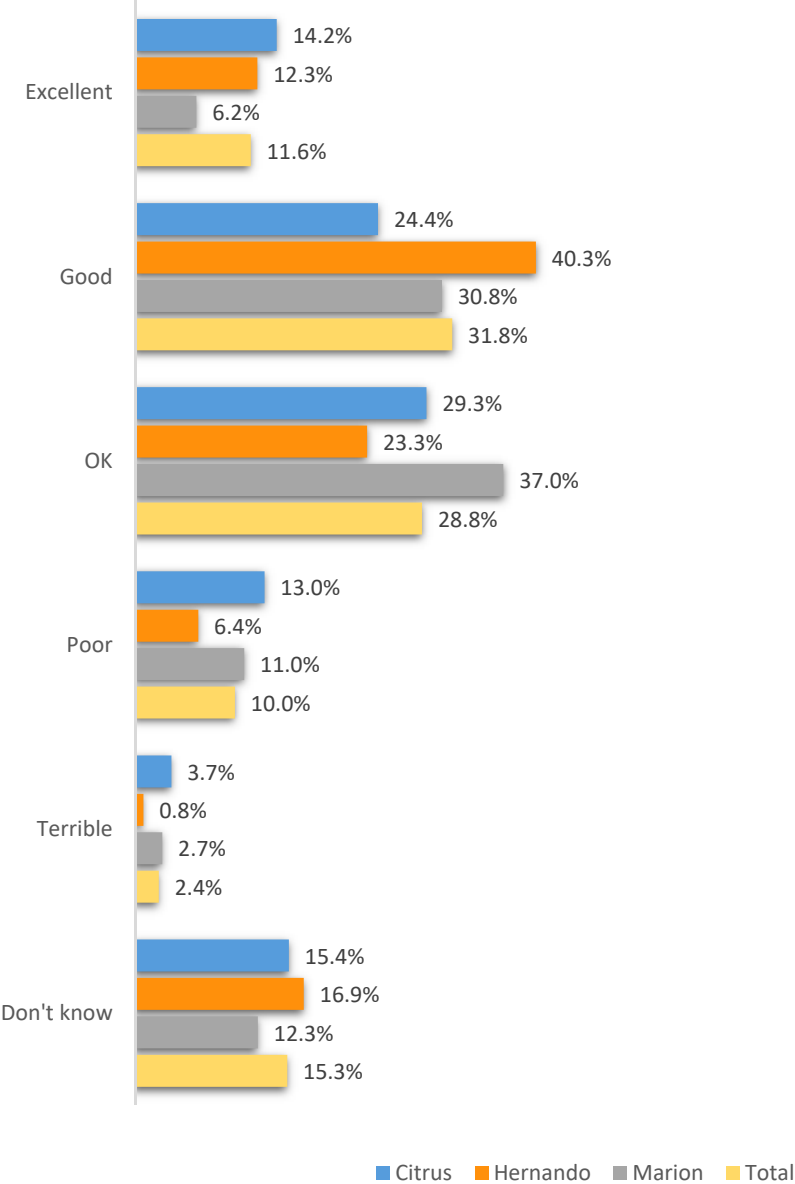
Using a scale of Excellent, Good, OK, Poor and Terrible, how would you rate the Southwest Florida Water Management District's performance in:

Protecting springs in your area



Only respondents who had heard of the District responded.

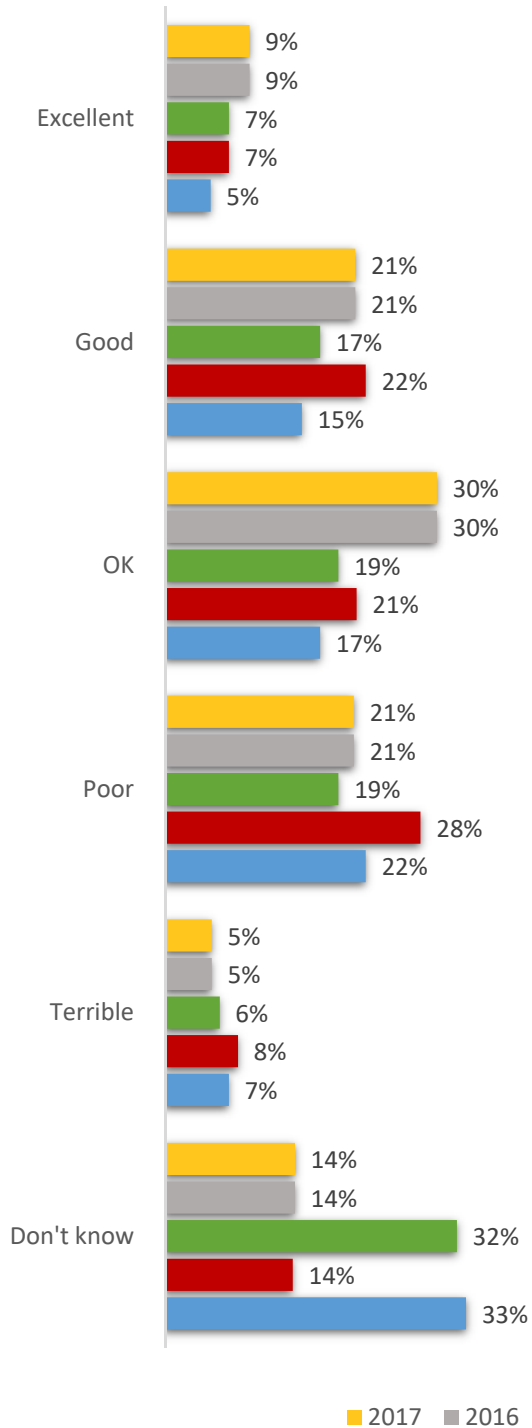
Protecting springs in your area



Statistical Differences Between the Counties

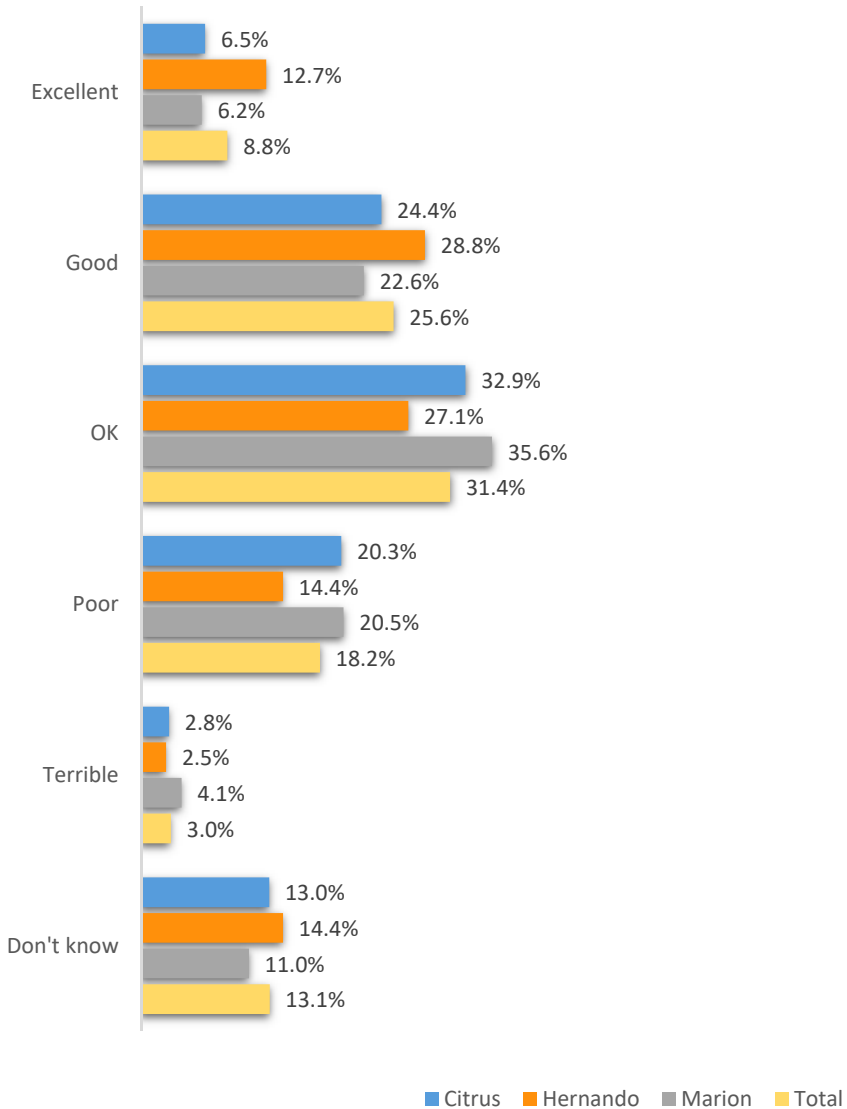
Only respondents who had heard of the District responded.

Educating people about the condition of the springs



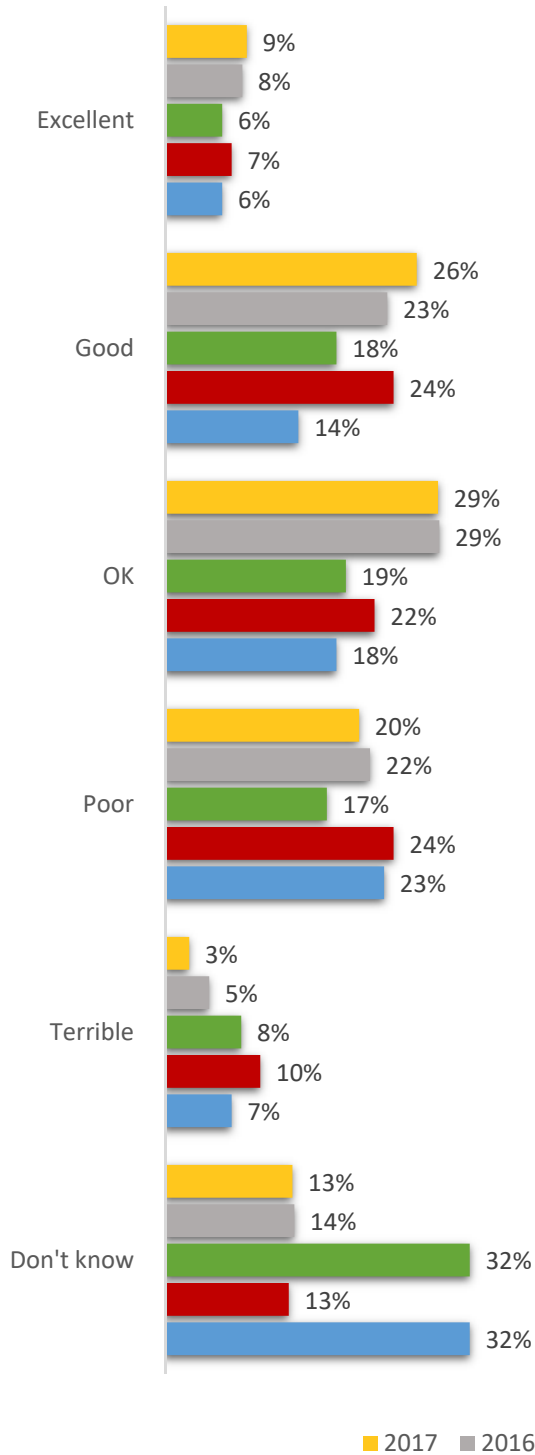
Only respondents who had heard of the District responded.

Educating people about the condition of the springs



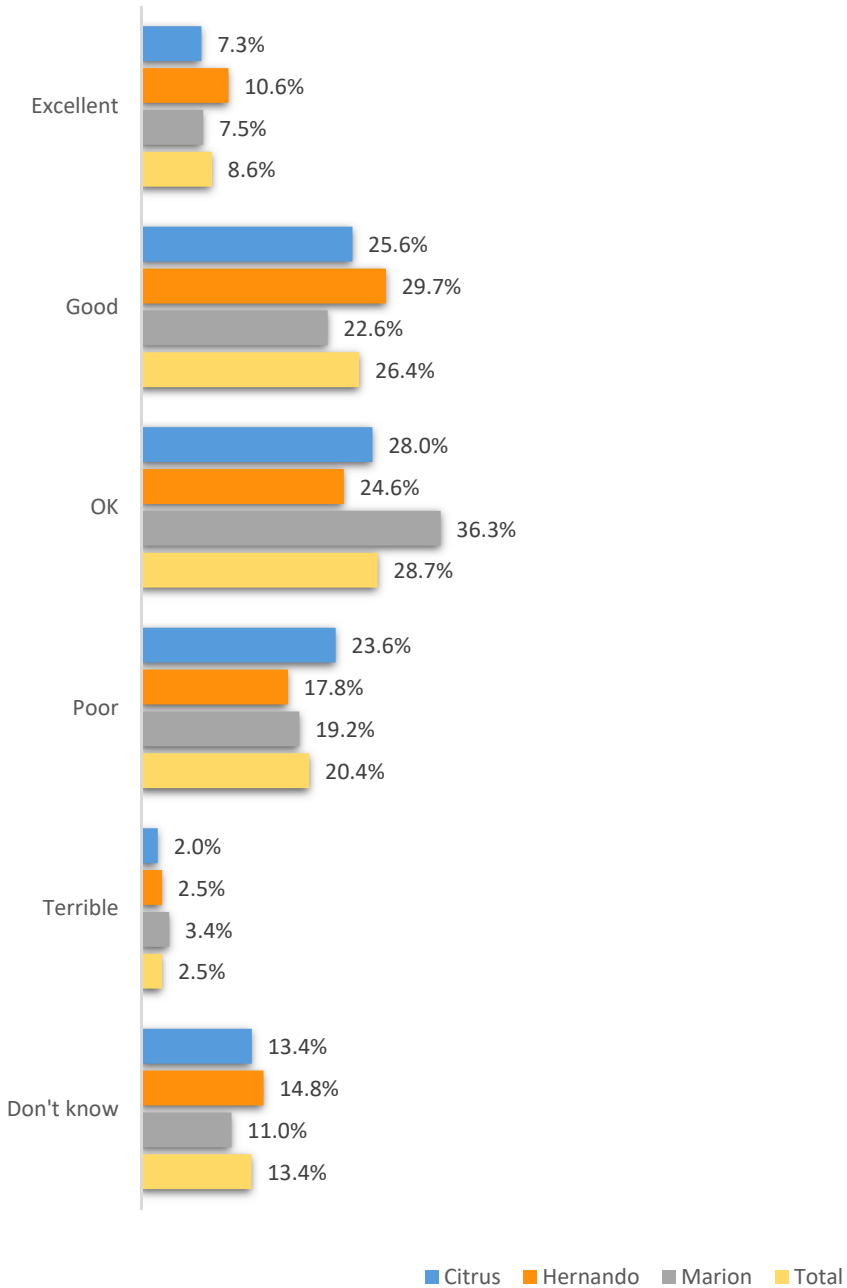
Only respondents who had heard of the District responded.

Educating people about what they can do to help protect the springs



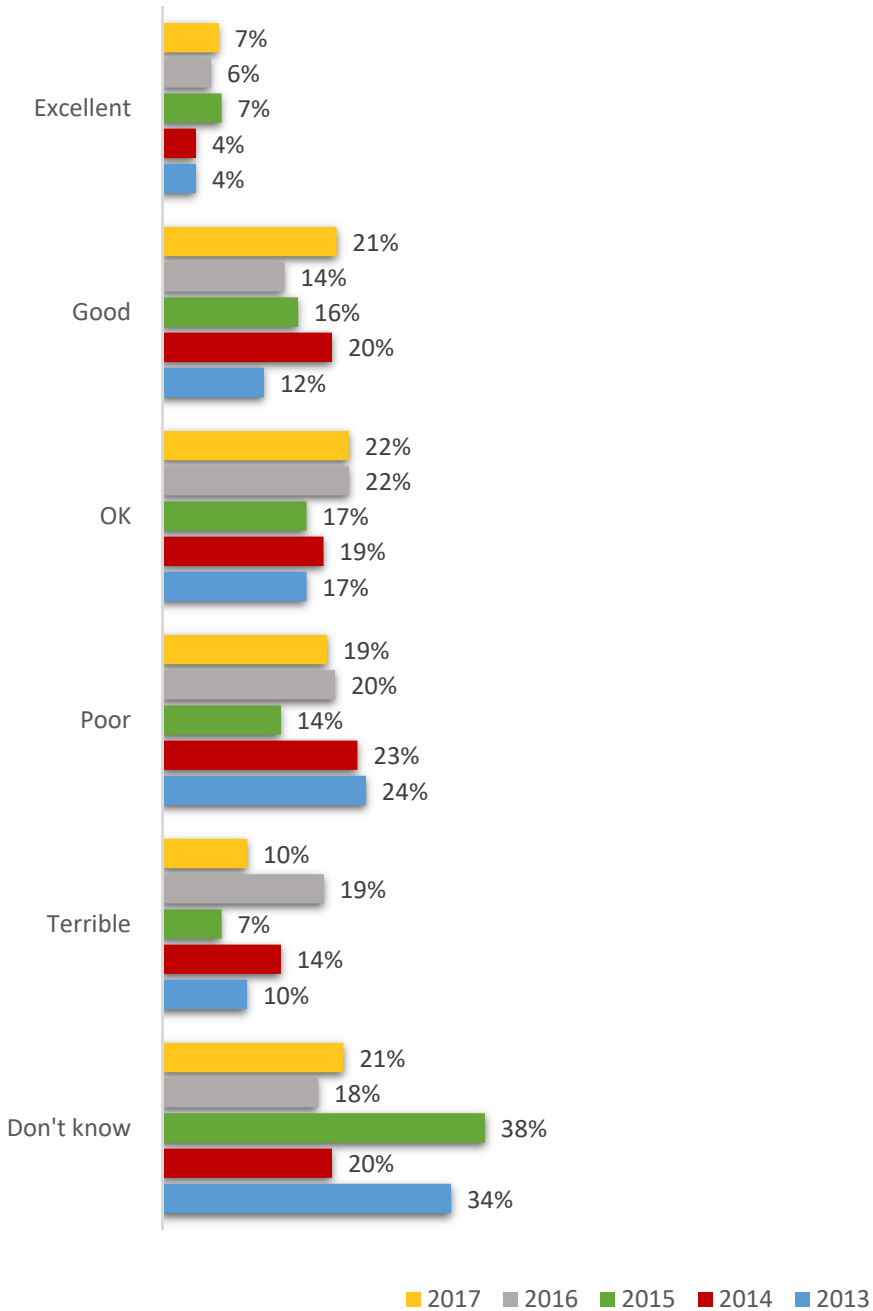
Only respondents who had heard of the District responded.

Educating people about what they can do to help protect the springs



Only respondents who had heard of the District responded.

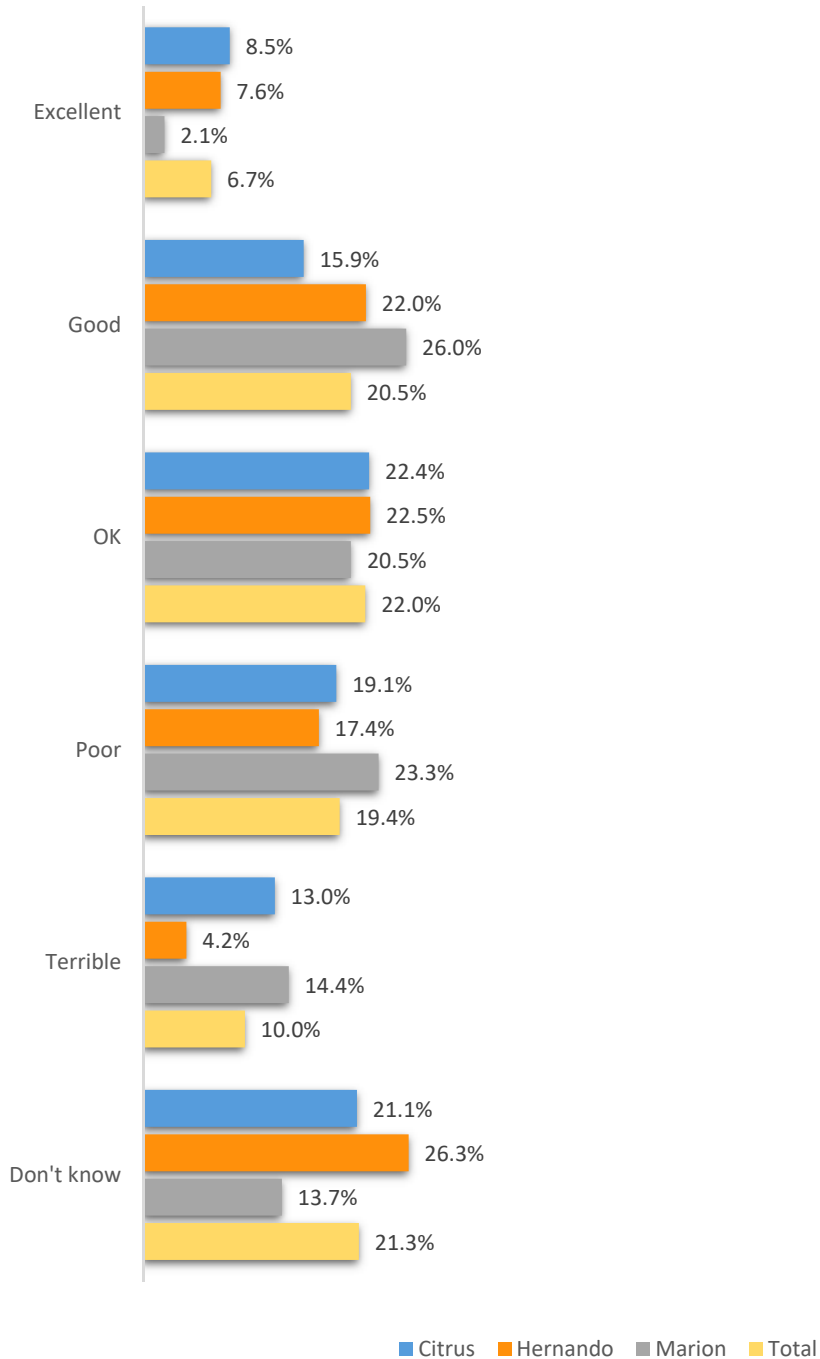
Ensuring that not too much water is drawn out of the ground for various uses



Only respondents who had heard of the District responded.

Statistical Differences Between the Counties

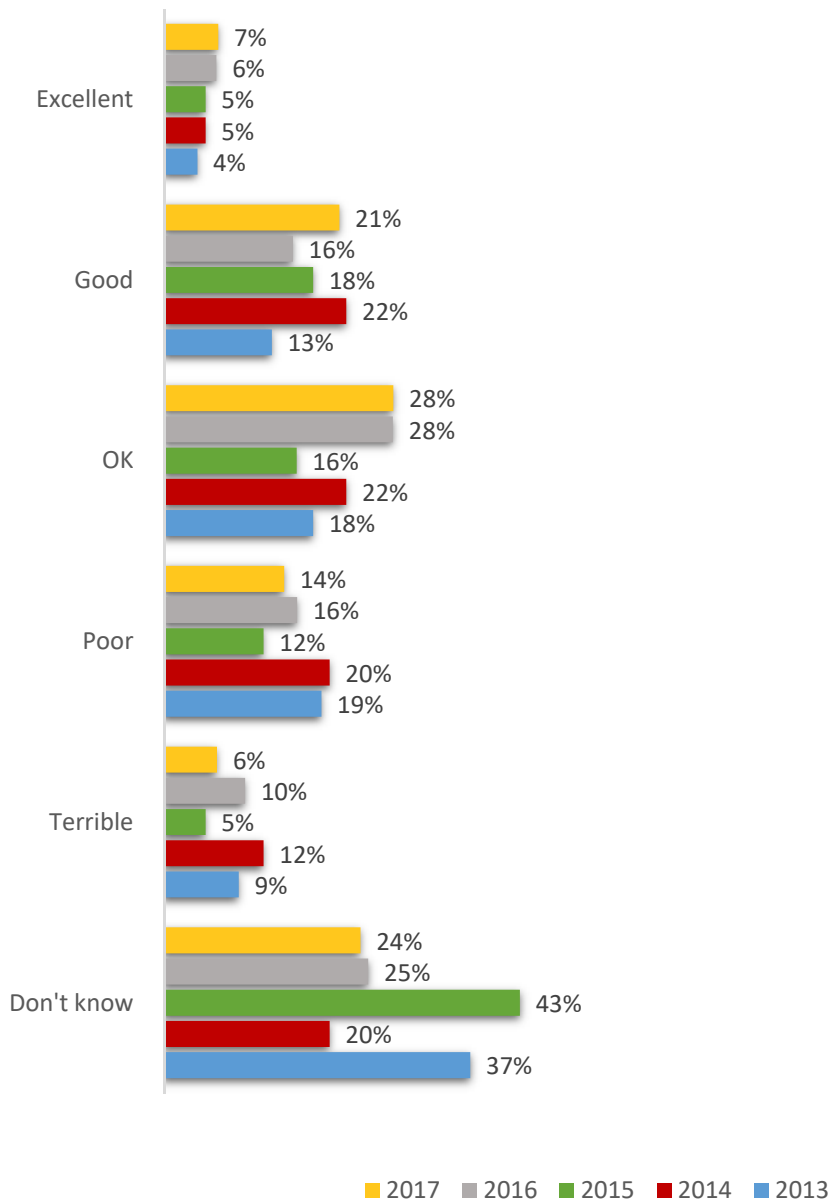
Ensuring that not too much water is drawn out of the ground for various uses



Statistical Differences Between the Counties

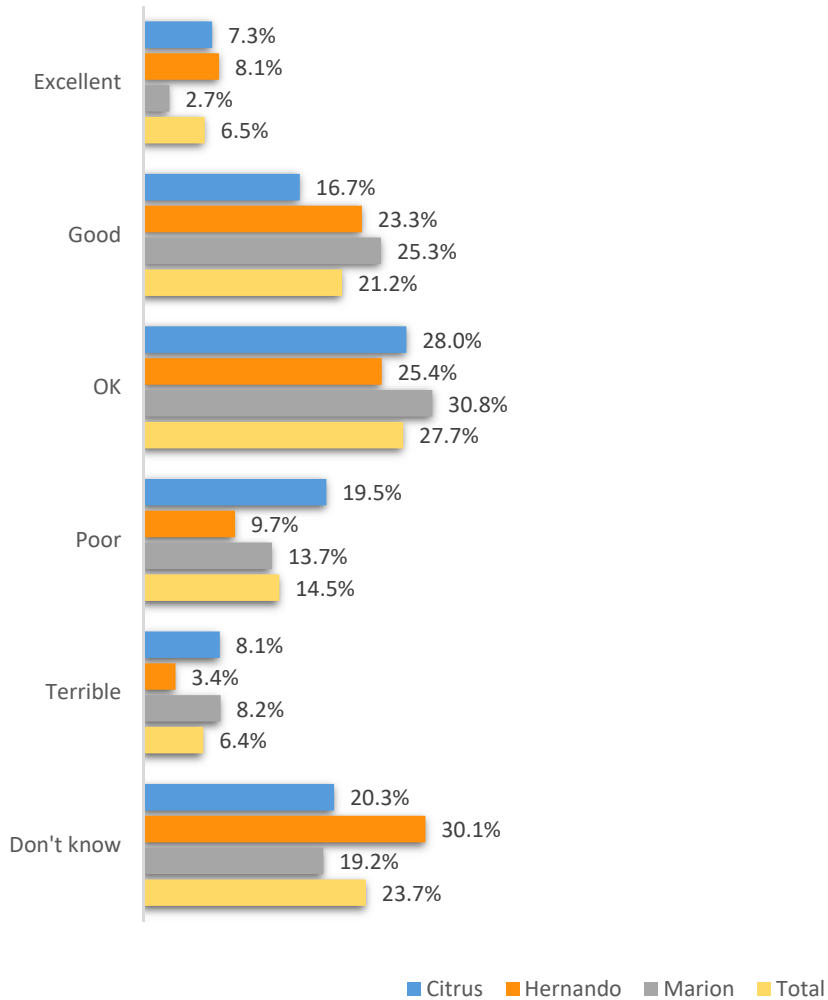
Only respondents who had heard of the District responded.

Listening to community input that may benefit the springs in your area?



Only respondents who had heard of the District responded.

Listening to community input that may benefit the springs in your area



Statistical Differences Between the Counties

Only respondents who had heard of the District responded.

Springs Advertising Recall & Evolution

This was the first test of the “My Home. My Springs.” campaign. Since the concept was introduced this year, we created a baseline by asking the following questions:

- Have you recently seen or heard advertisements about springs or springs restoration in your area?
- Where did you see or hear this advertising?
- What do you remember about the advertisement?
- Think about the last advertisement about springs or springs restoration you heard or saw. What organization sponsored the message?

Nearly a third of the overall sample reported seeing or hearing springs related advertisements within the past few months. Of those reporting recall, nearly 45 percent stated they remembered the previous campaign, “Restoring our Springs” – only ten percent recalled “My Home. My Springs.” We feel comforted in this baseline. We believe the “restoring” number is inflated because of the way we ask the question, **“Have you recently seen or heard advertisements about springs or springs restoration in your area?”** Next year we suggest taking out the phrase, “springs restoration” from the question.

Just as in previous years, a large portion of the sample reported seeing advertisements on television or in the newspaper. As in our report last year, we think these number are overinflated. Previous studies show that people have a difficult time differentiating media messages as advertisements, social media posts, news stories or even entertainment. We believe respondents legitimately consumed media messages about the springs, just not the District’s ads. Evidence of this has been found in previous surveys as well.

We do believe there continues to be confusion with competing messaging in the springs area. This confusion ultimately inflates recall. As the District continues to build out “My Home. My Springs.”, it should find ways to develop messaging that is unique to them.

When respondents were able to name the organization behind the messaging, the District beat out others for the credit. A total of 11% of respondents were able to name the District as the organization who sponsored the last advertisement about springs or springs restoration they saw or heard compared to 9.8% who responded “your local city or county government,” the next most common response.

The data presented in this section can assist the District in honing the “My Home. My Springs.” concept. Specific campaign guidance will accompany the pertinent data tables.

2017 “My Home. My Springs.” Campaign Collateral Examples

Here are three example collateral pieces that were used for the 2017 “My Home. My Springs.” campaign. The campaign ran from April through June and includes billboards, newspaper ads, digital and social media ads, movie theater ads, radio commercials as well as utility bill inserts.

Sample Radio Scripts

My Home. My Springs. 2017 Campaign

:15 Radio Script

As a scientist, protecting our springs is more than a job for me at the Southwest Florida Water Management District. This is my home. These are my springs. Share your springs story with us on social media using hashtag MySprings.

:30 Radio Script

As a scientist, protecting our springs is more than a job for me at the Southwest Florida Water Management District. I live here. I love spending time at them. I kayak and snorkel or just relax with my family. They’re a place to enjoy the outdoors and are important to the local economy. I have made memories at these springs and want my children and grandchildren to enjoy them too. This is my home. These are my springs. Share your springs story with us on social media using hashtag MySprings.

Sample Billboard



Sample Bill Insert



Sample Social Media Posts



Southwest Florida Water Management District

Published by Michele Sager [?] - May 22 · 🌐

#MySprings Meet Sandy Hofacker who volunteers her time at Three Sisters Springs educating the public and protecting the manatees.





Southwest Florida Water Management District

Published by Michele Sager [?] · April 4 ·

#MySprings Learn how a District project to restore a canoe launch will benefit the Weeki Wachee spring system.



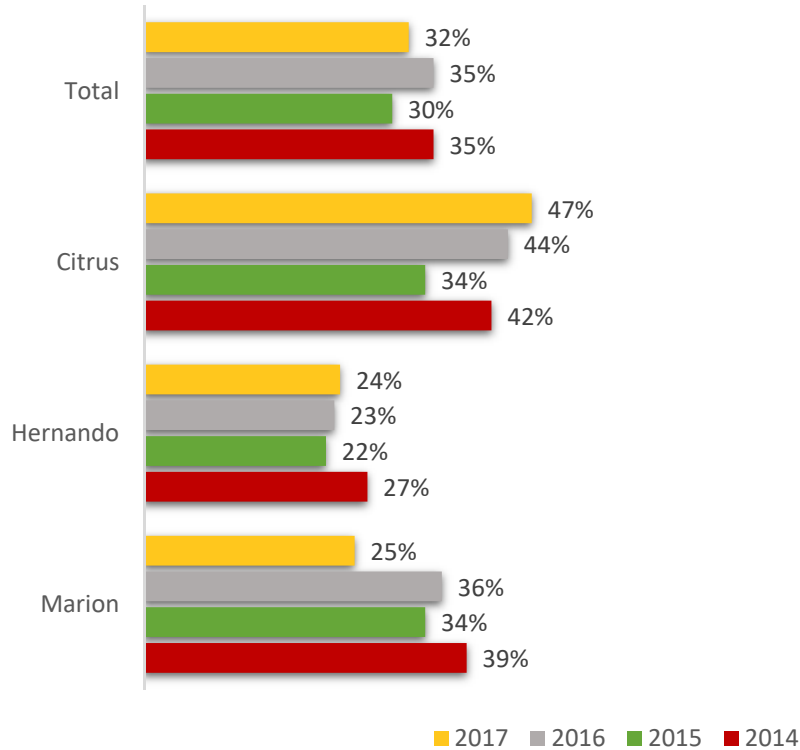
Weeki Wachee Springs Canoe Launch Project

WATERMATTERS.ORG

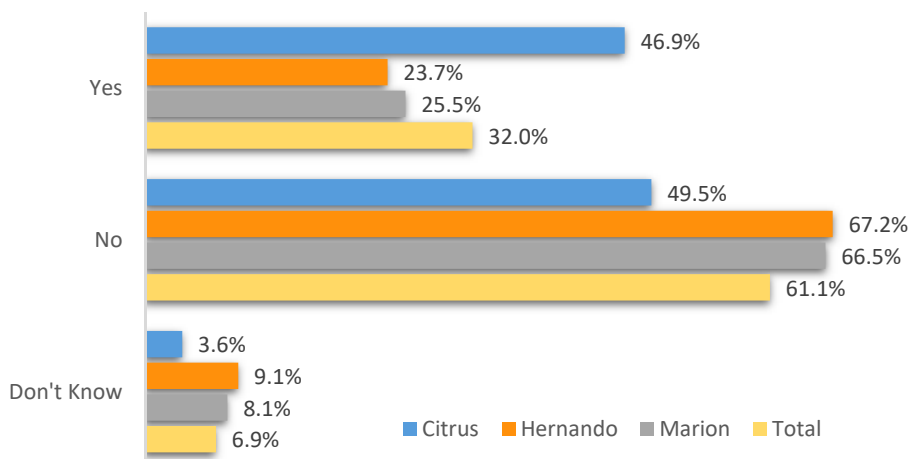
[Learn More](#)

Springs Advertising Recall

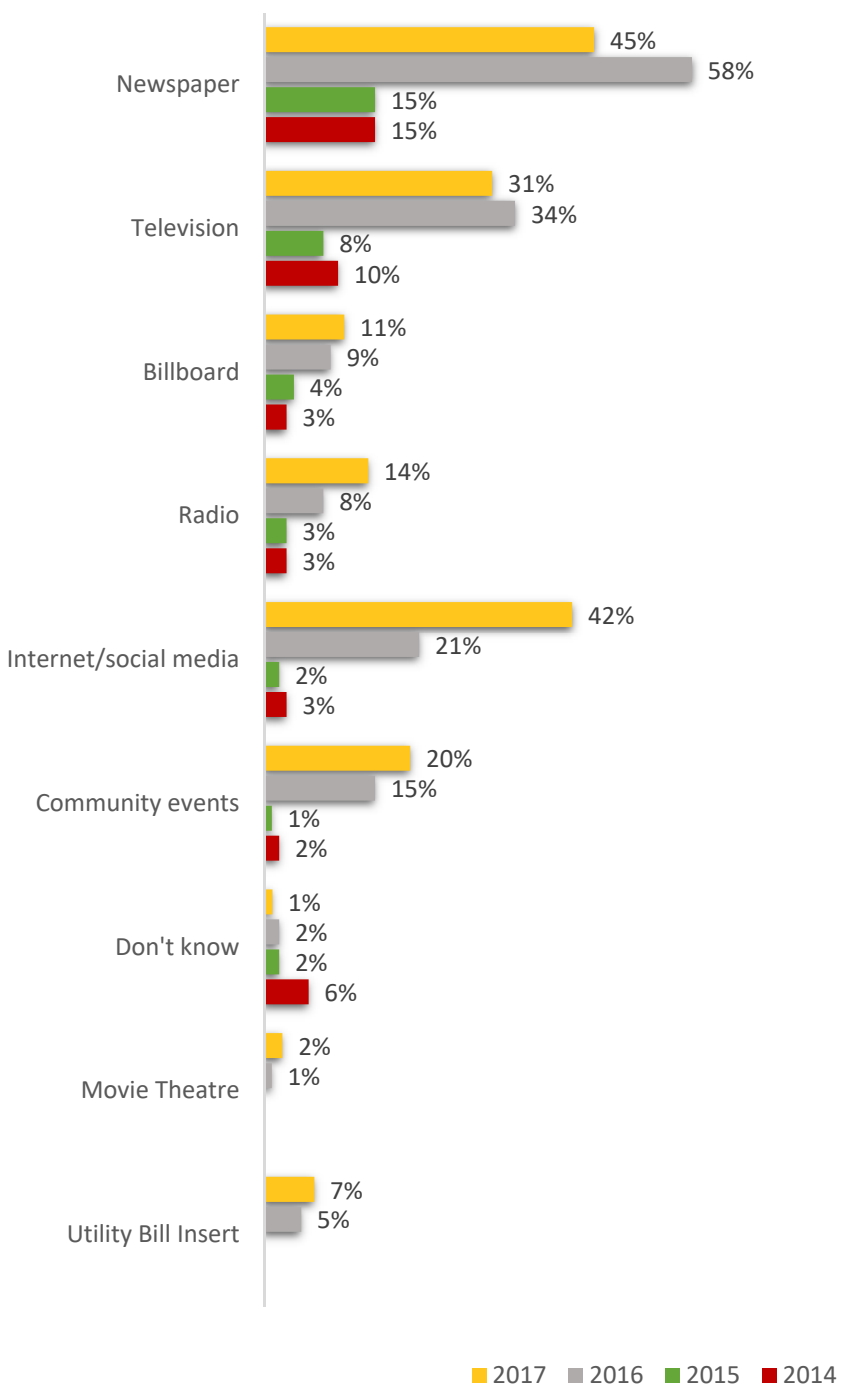
In the past few months, have you seen or heard any advertisements about springs or springs restoration? (Unaided Recall)



Have you recently seen or heard advertisements about springs or springs restoration in your area?



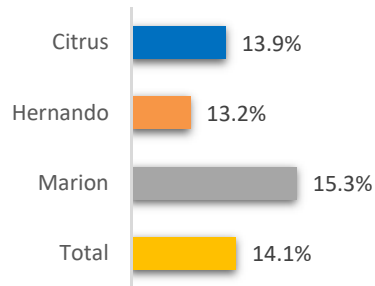
Where did you see or hear this advertising?*



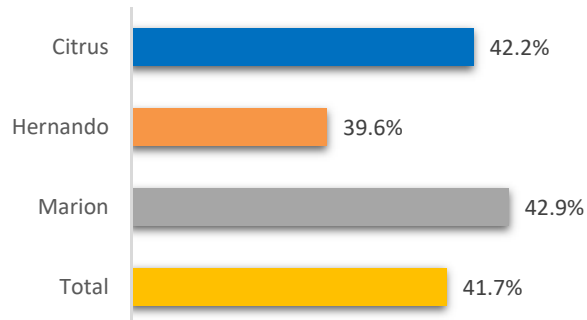
*Multiple responses permitted

This section will look at each medium individually to better understand where people believe they are receiving the springs advertisements. As we have mentioned in the past, citizens often do not differentiate public service advertisements from news stories. We believe this is the reason so many have reported seeing ads on television and in the newspaper.

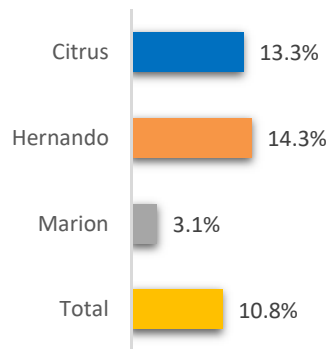
Radio



Internet/Social Media

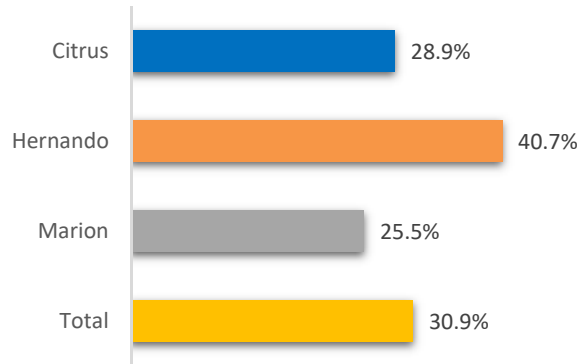


Billboard



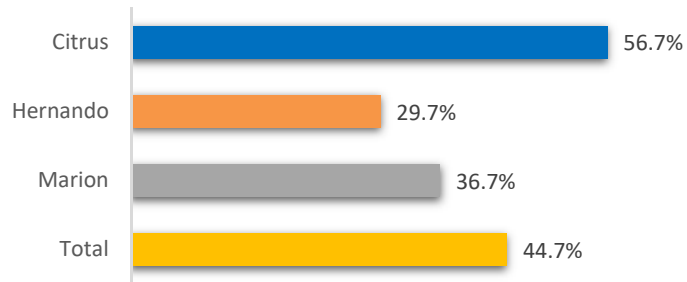
Statistical Differences Between the Counties

Television



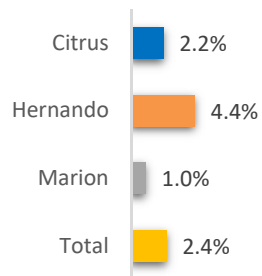
Statistical Differences Between the Counties

Newspaper

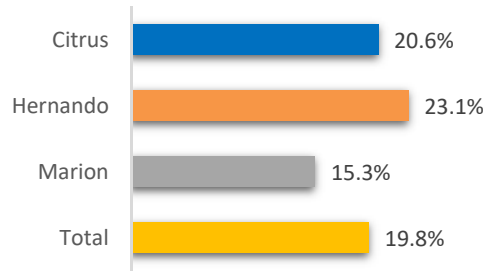


Statistical Differences Between the Counties

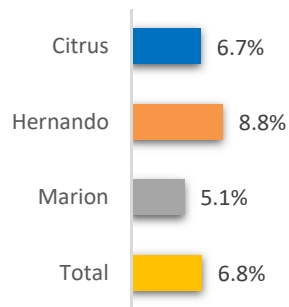
Movie theater



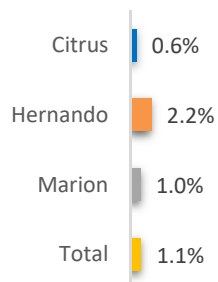
Community events



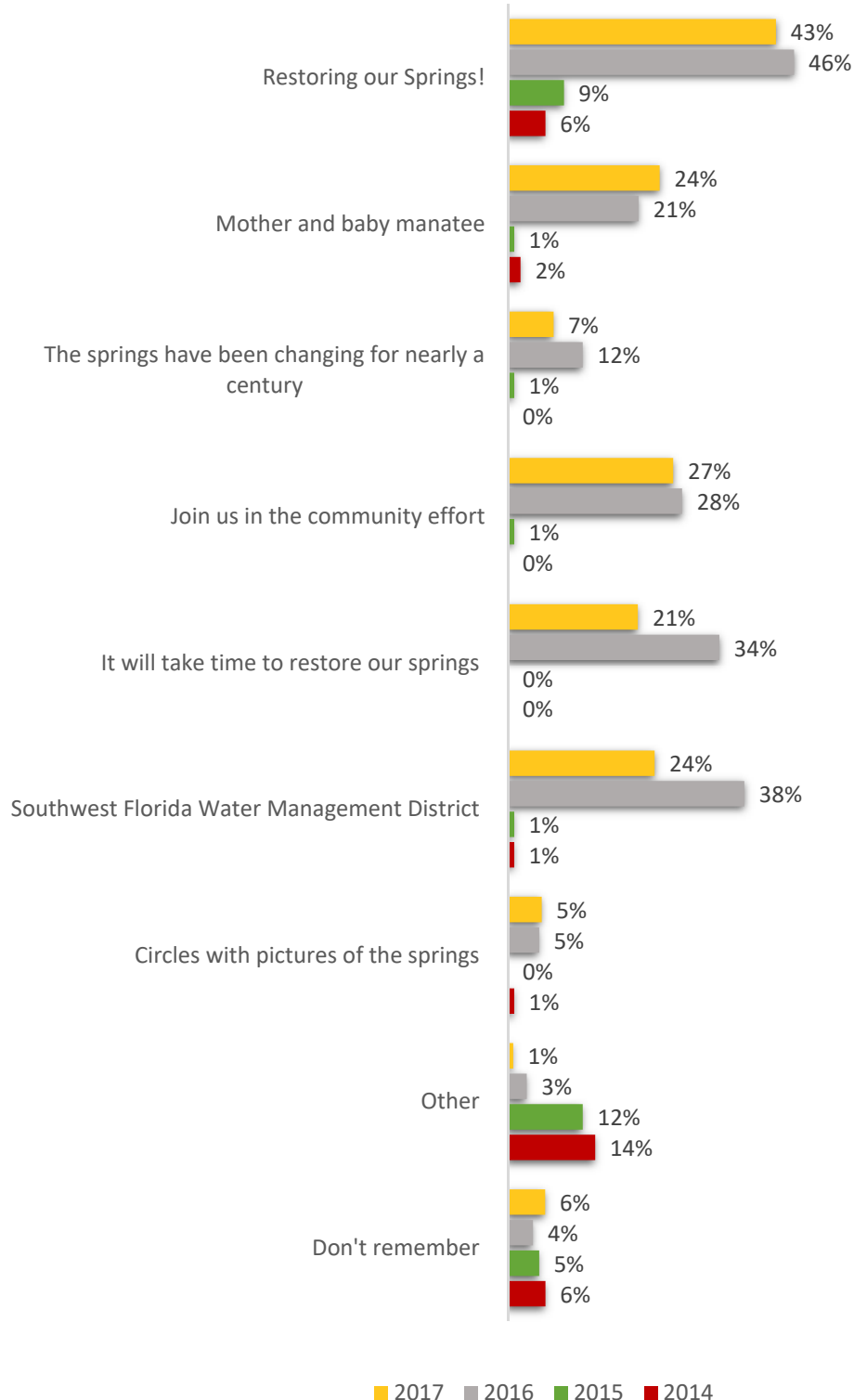
Utility bill insert



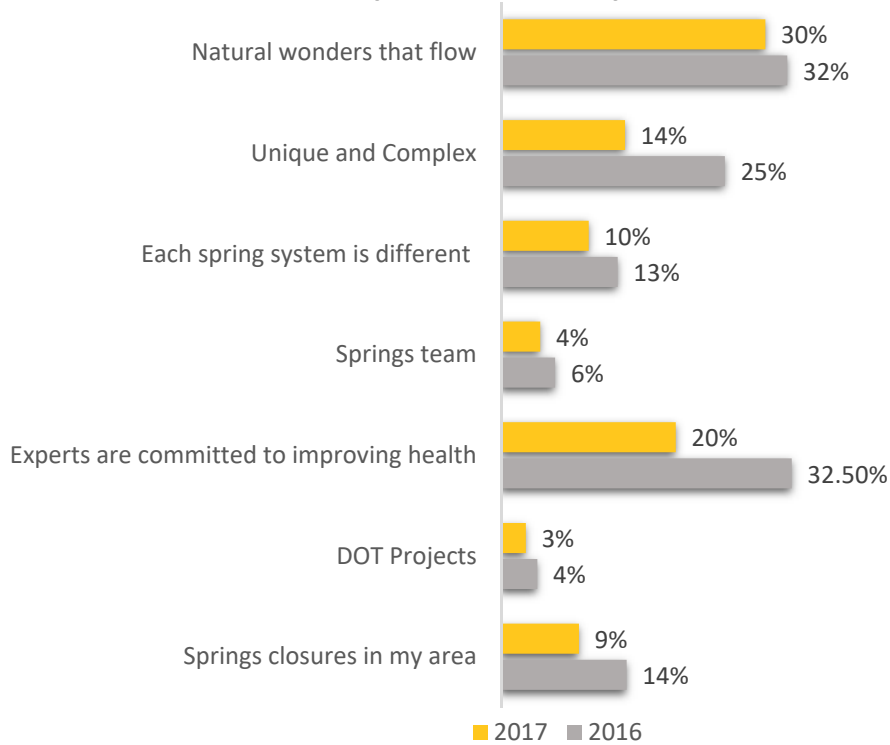
Don't know



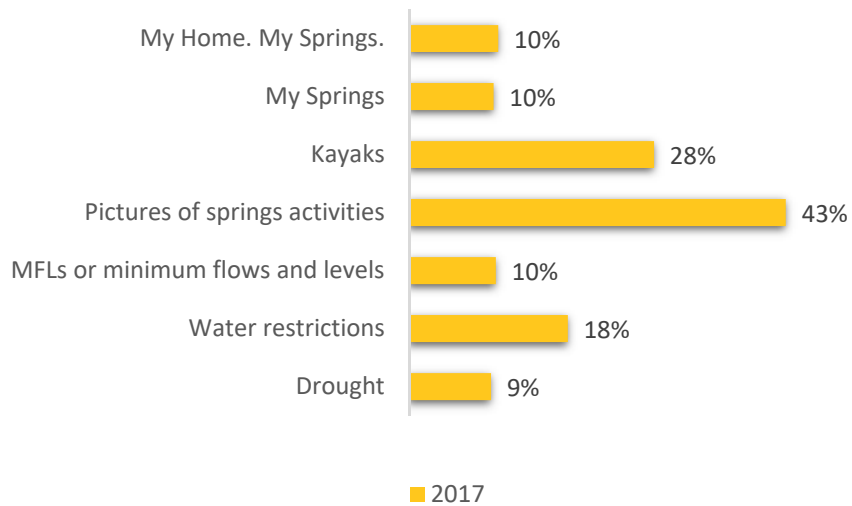
**Residents have seen or heard advertisements featuring the following:
(Unaided Recall)**



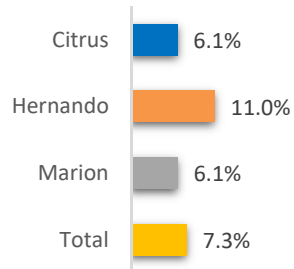
**Residents have seen or heard advertisements featuring the following:
(Unaided Recall) cont.**



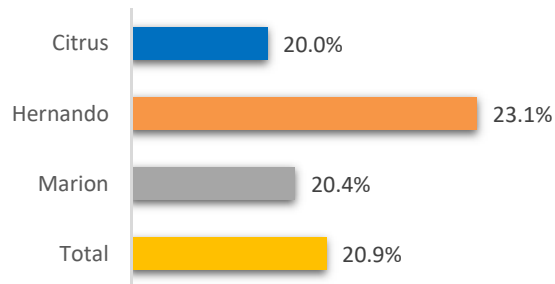
New Additions for 2017



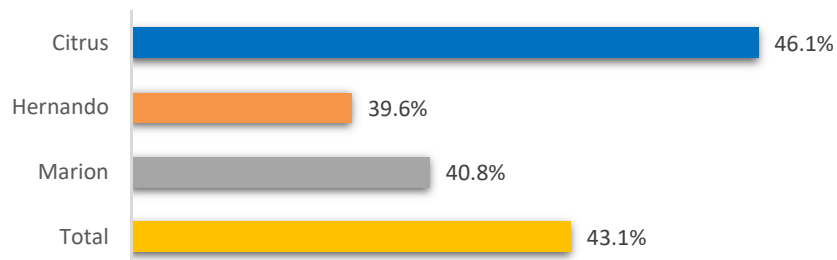
The springs have been changing for nearly a century



It will take time to restore our springs

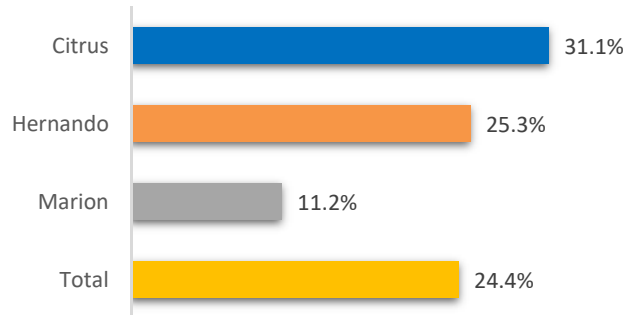


Restoring our Springs!



This high recall could be a result of the previous campaign length or the priming of the interviewee by asking, **“Have you recently seen or heard advertisements about springs or springs restoration in your area?”**

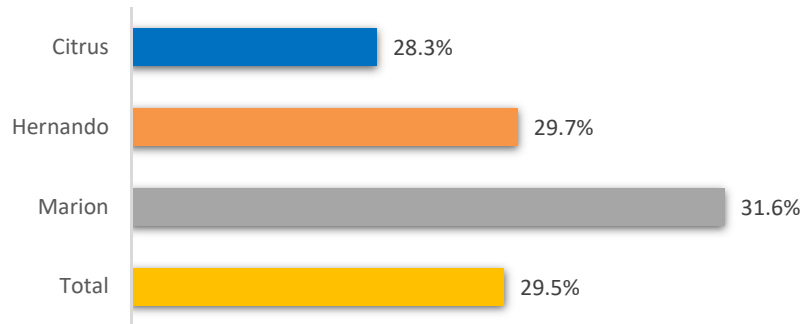
Mother and baby manatee



Statistical Differences Between the Counties

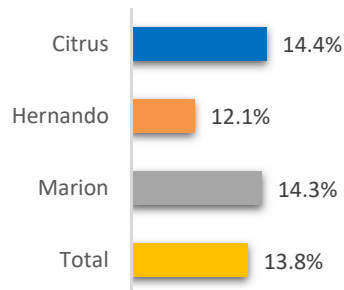
As we mentioned in the previous reports and presentations, we believe that simply identifying manatees is a weak linkage to the District's campaign.

Springs are natural wonders that flow through Florida



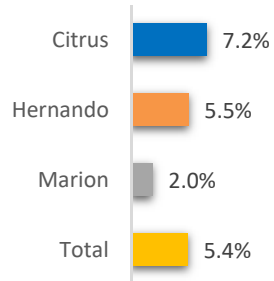
To be registered here, the respondent had to have used the words "natural wonders."

Springs are unique and complex



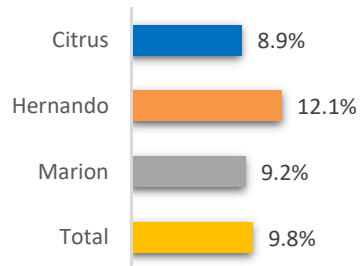
To be registered here, the respondent had to have used the words "unique" or "complex."

Circles with pictures of the springs

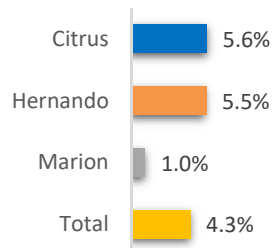


Just as with manatees, we believe that this is a weak link to your campaign.

Each spring system is different

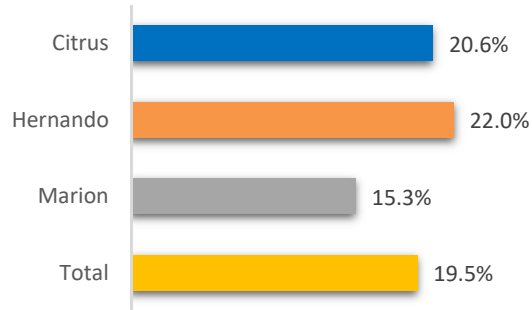


Springs Team



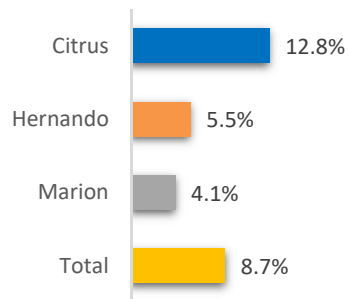
To register here, they had to use the word “team.”

District experts are committed to improving the health of major springs in our region



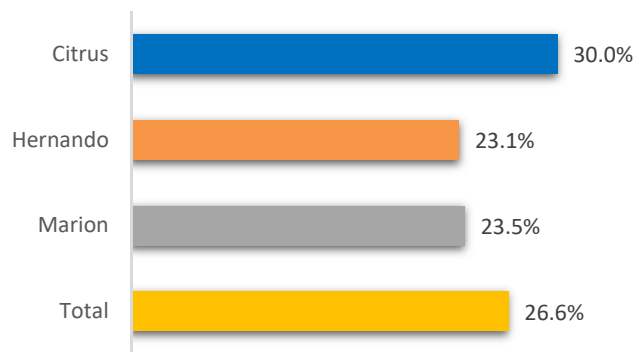
To register here, they had to use the word “experts.”

Springs closures in my area

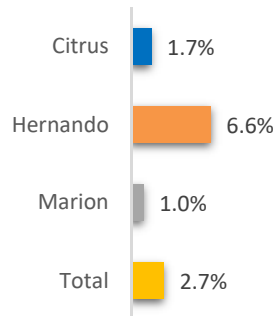


Statistical Differences Between the Counties

Join us in the community effort

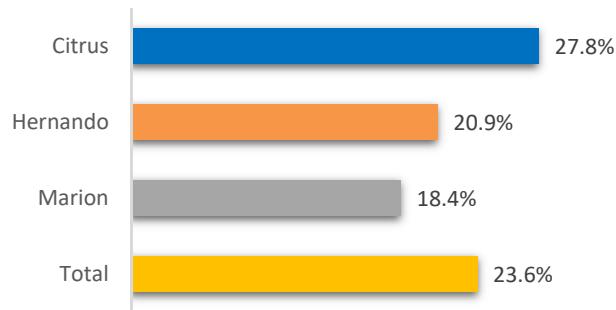


Department of Transportation Projects



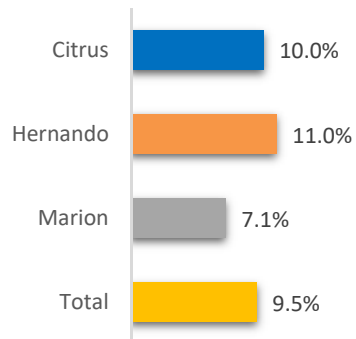
Statistical Differences Between the Counties

Southwest Florida Water Management District



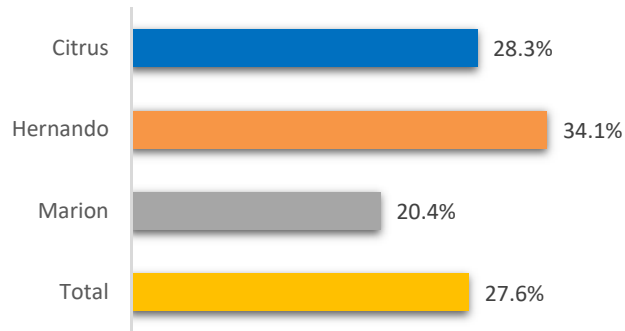
Statistical Differences Between the Counties

My springs

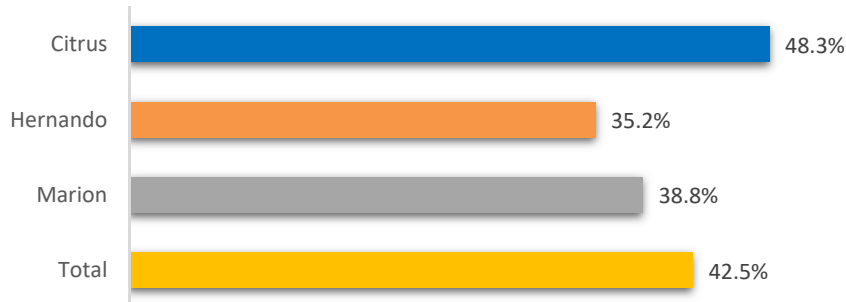


To qualify here, the respondent had to say, “my springs” without “my home.”

Kayaks

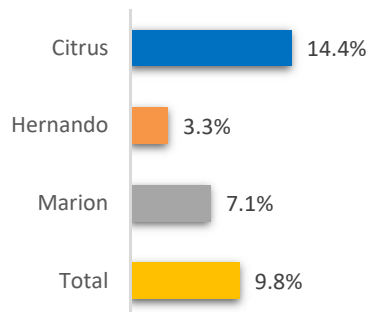


Pictures of springs/activities



As we have previously stated in discussions about manatees-related visuals, some caution should be taken in drawing direct links between these visuals and specific recall of its “My Home. My Springs.” Campaign.

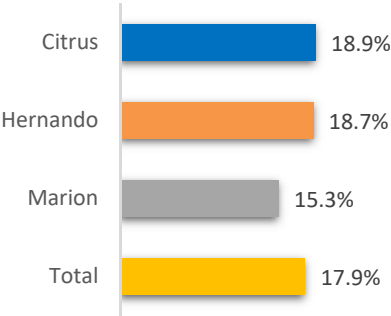
MFLs or minimum flows and levels



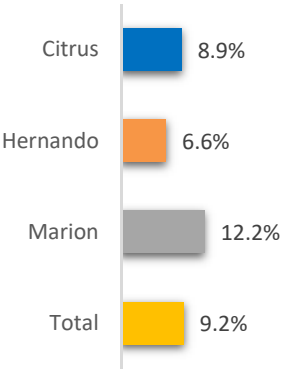
Statistical Differences Between the Counties

To register here, the interviewee had to say, “minimum flow” or “minimum levels.”

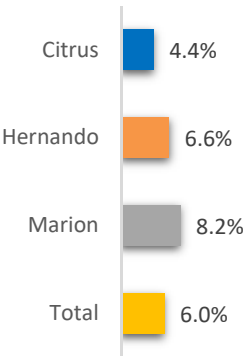
Water restrictions



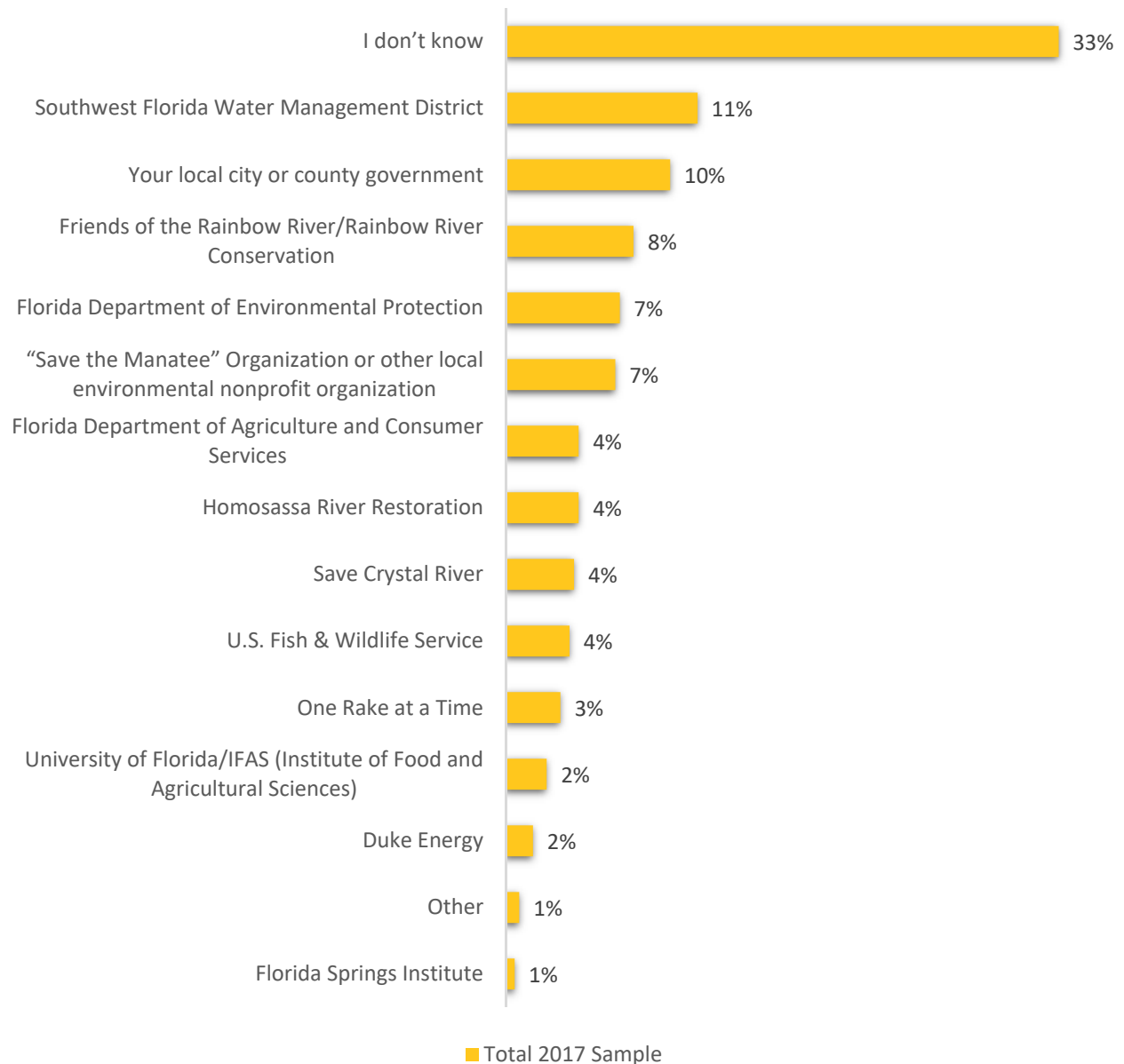
Drought



Don't remember anything about the ad



Think about the last advertisement about springs or springs restoration you heard or saw. What organization sponsored the message?



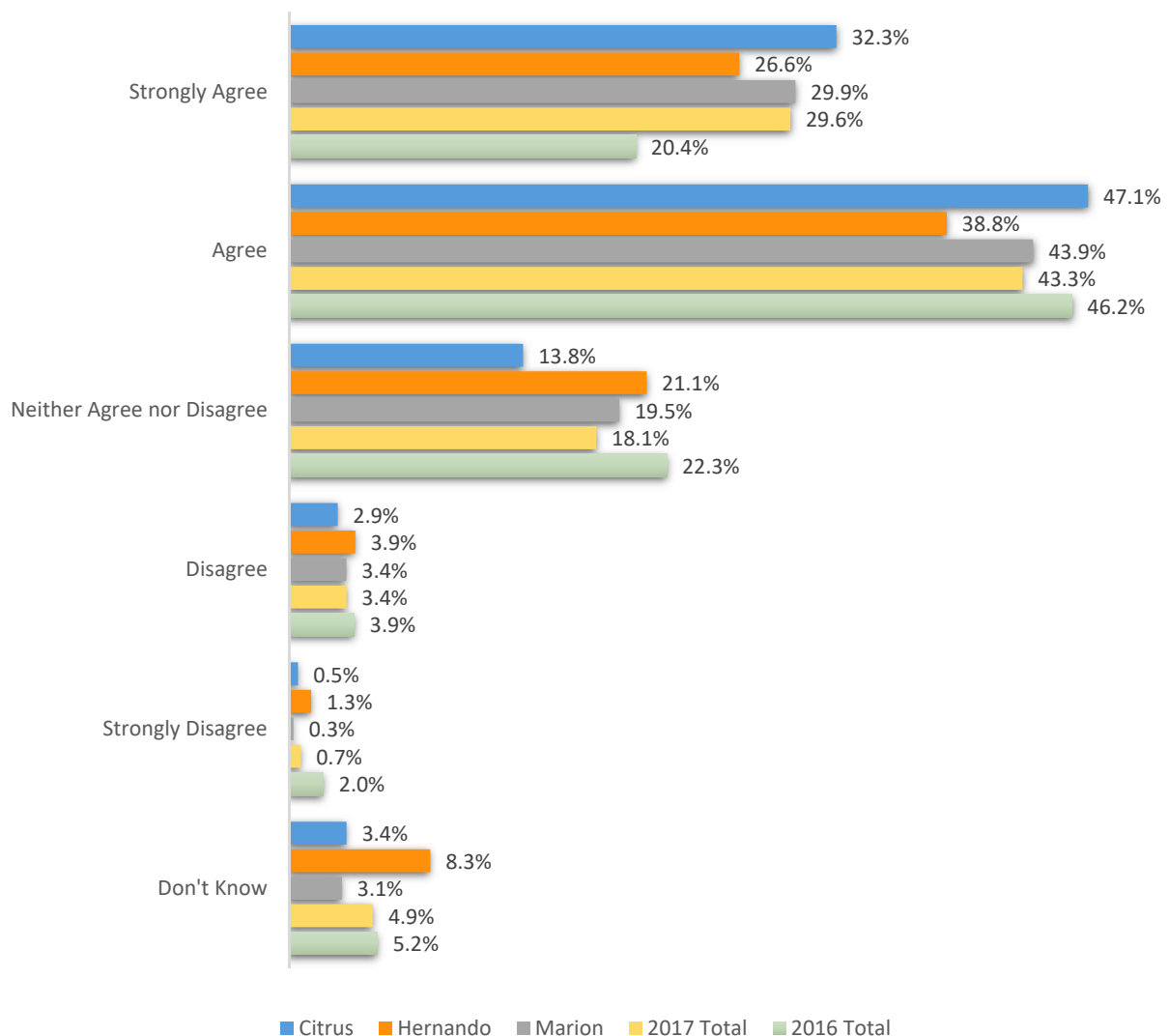
A third of respondents don't know where the messages are coming from. The District did get the most credit (a little over 11%) of the named organizations. This graph shows that the District should be more explicit in its messaging if they are concerned with people knowing the ads come from them.

The Evolution of the “My Home. My Springs.” Campaign

In last year’s survey Taproot added a few questions to gauge some psychographics and emotional components associated with visiting springs. We included them again in 2017. We urge the District to use these responses to continue to hone messaging and social media content as the campaign grows.

The following statements continue to explore why people visit the springs and the deeper meaning the visits may have in their lives.

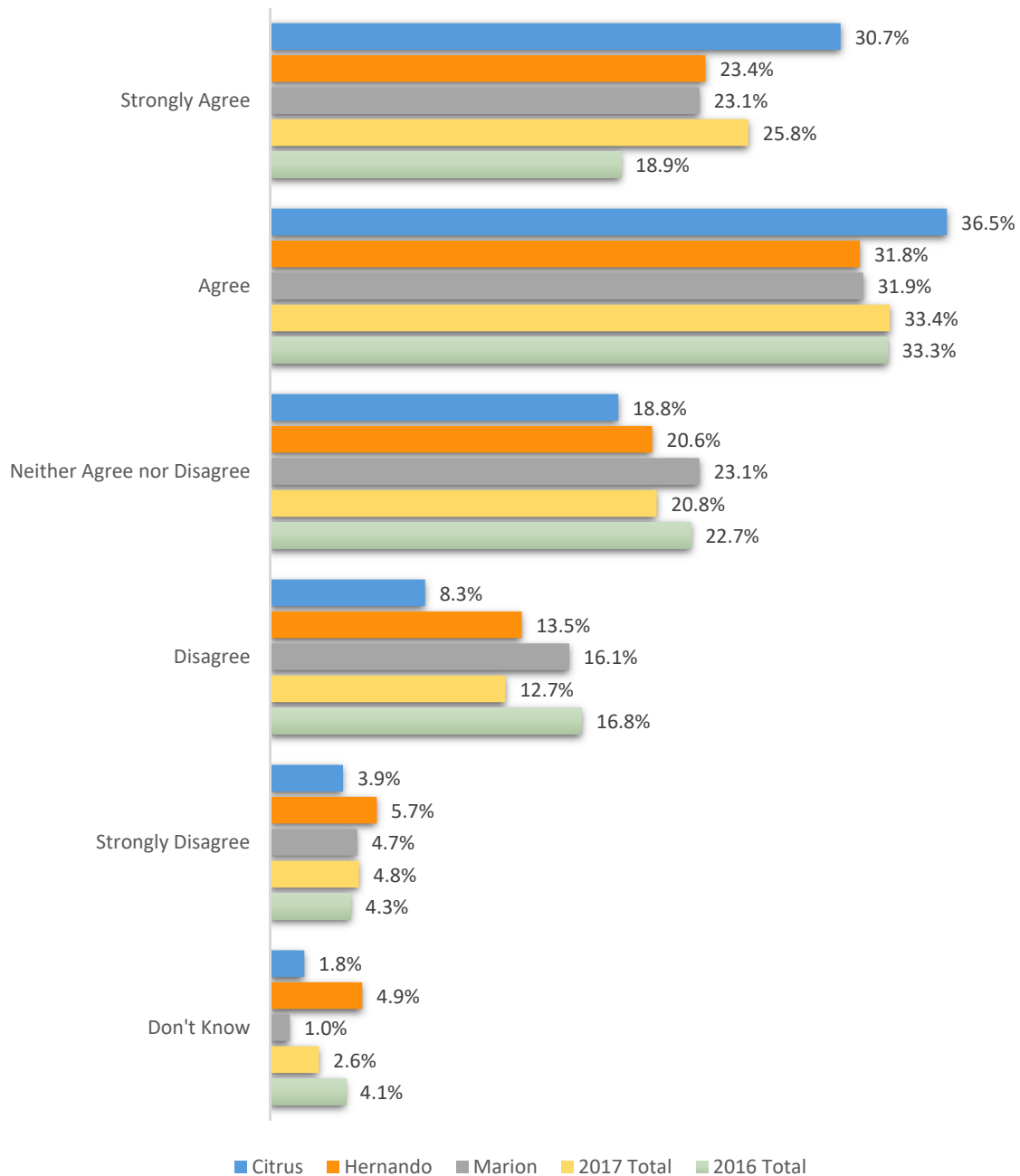
Visiting the springs in my area is a source of relaxation.



Statistical Differences Between the Counties

The District should continue to use imagery and content that elicits the “relaxation” connection to local springs.

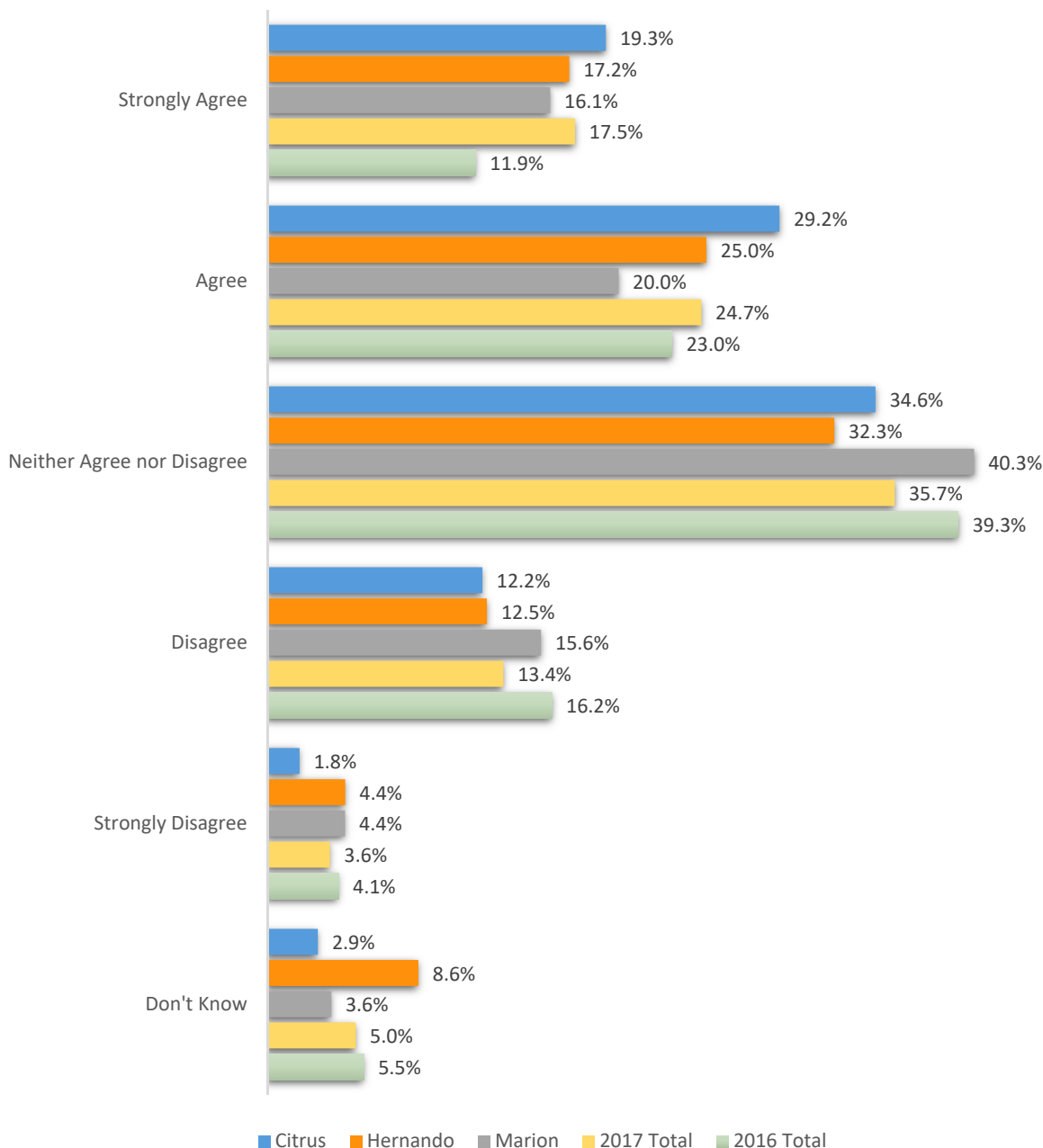
When describing where I live, I am likely to mention the springs in my area.



Statistical Differences Between the Counties

Just as last year's results, respondents connected local springs to their sense of place. We suggest continuing to draw the link between one's home and the local springs.

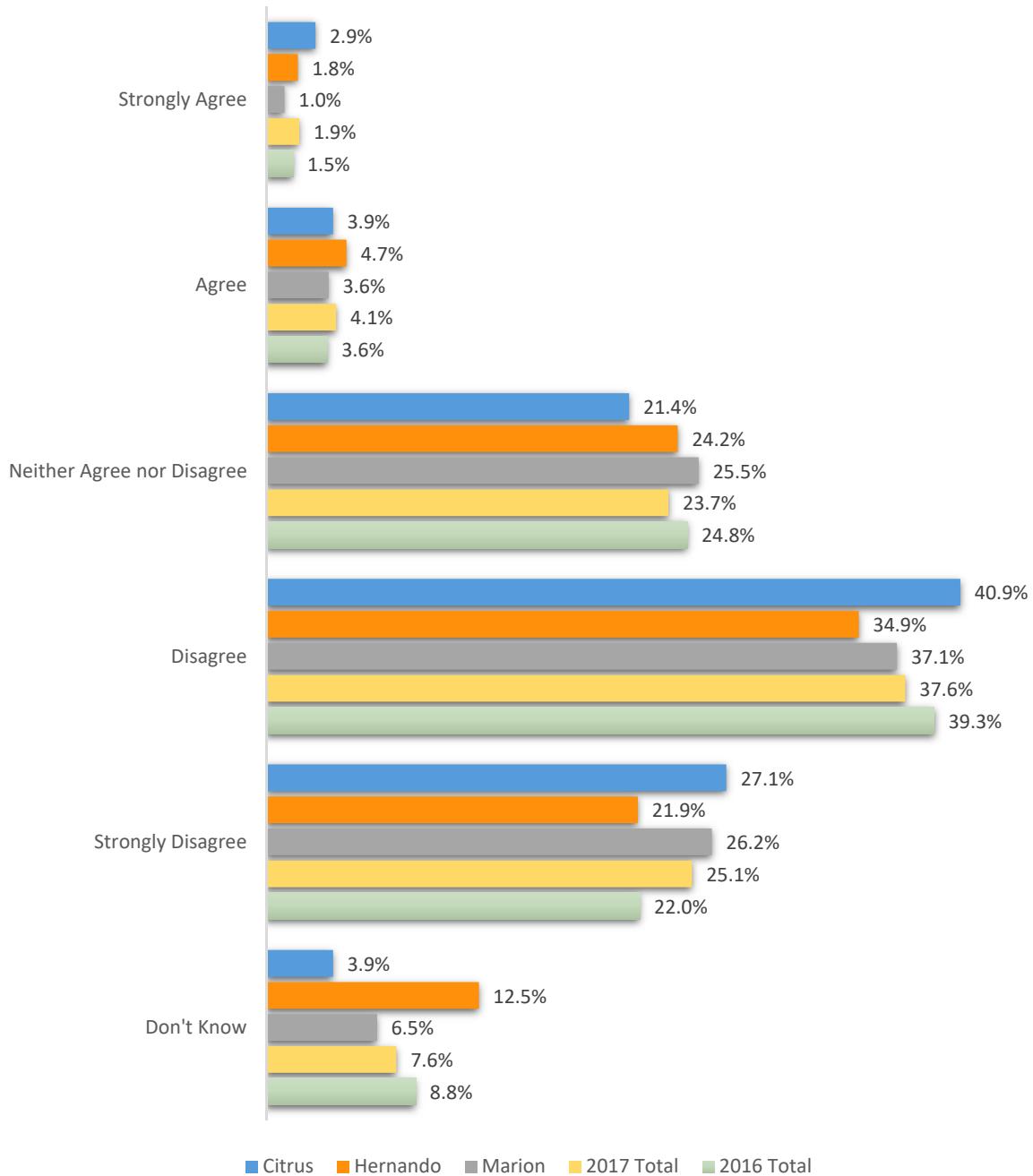
Going to the springs in my area is more fun than going to the beach.



Statistical Differences Between the Counties

These findings were consistent with last year's – over a third of respondents prefer local springs to the beach. This tells us that when people are making recreation decisions, springs will likely be high in the mix.

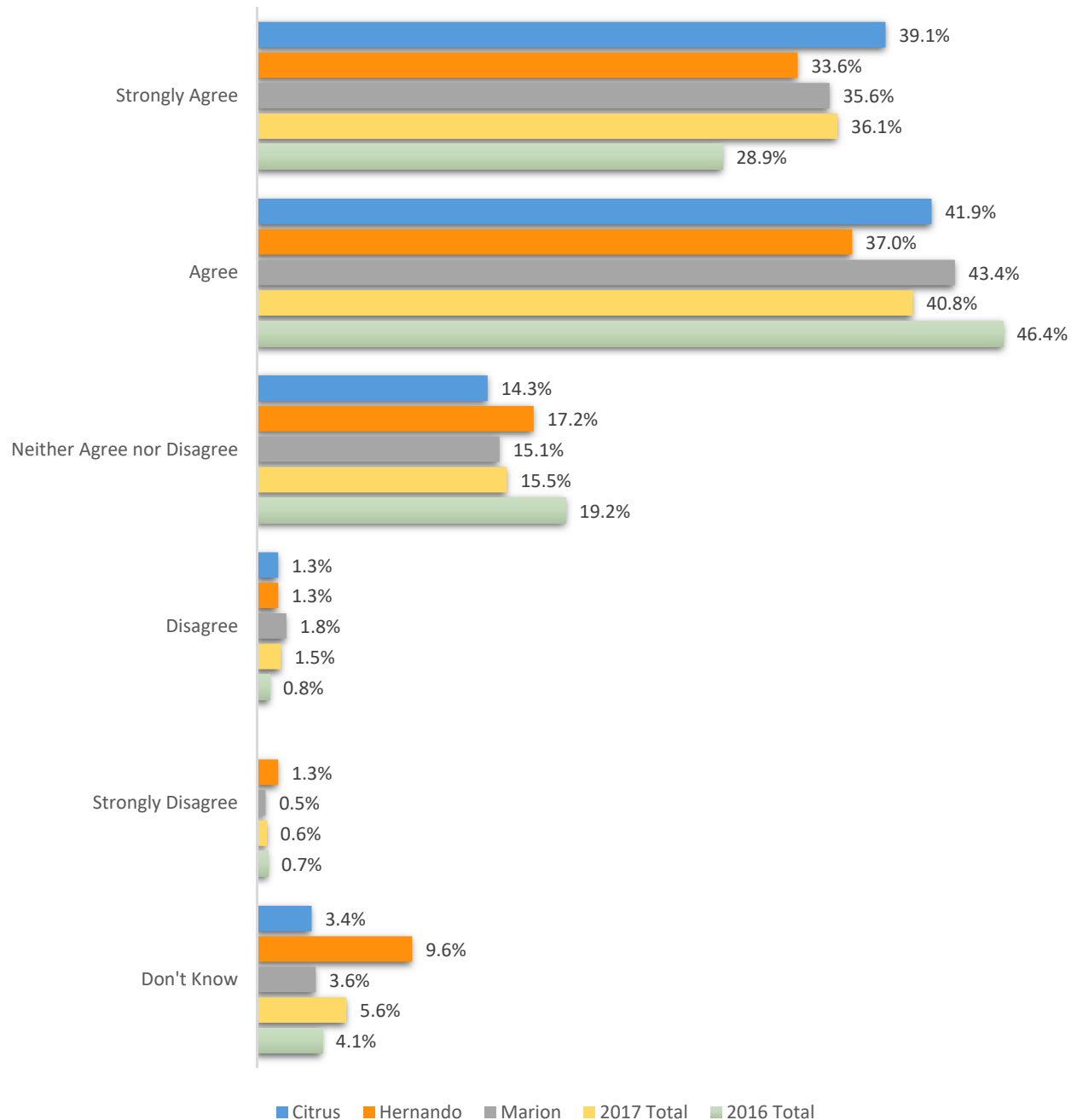
The springs in my area are overrated.



Statistical Differences Between the Counties

This graph shows the springs are an authentic part of the community – not one of the artificial “theme park” destinations popular in Florida.

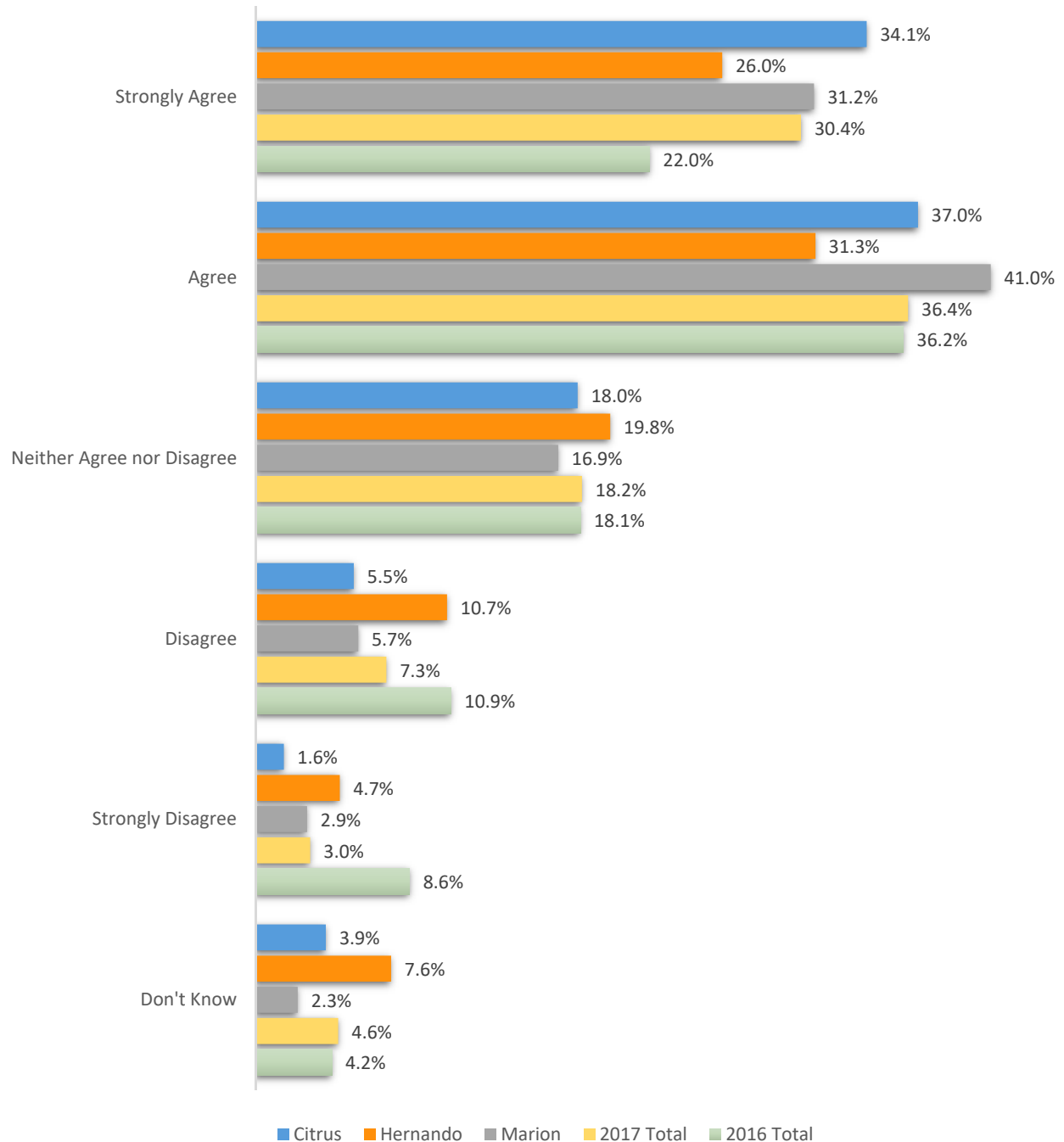
A day at the springs is a day well spent.



Statistical Differences Between the Counties

Continue to pair the activities that happen at the springs accompanied with the “My Home. My Springs.” message and not simply the springs alone – e.g. manatees, fish, trees. Show what people can expect to do when they visit – a visual representation of a “day well spent.”

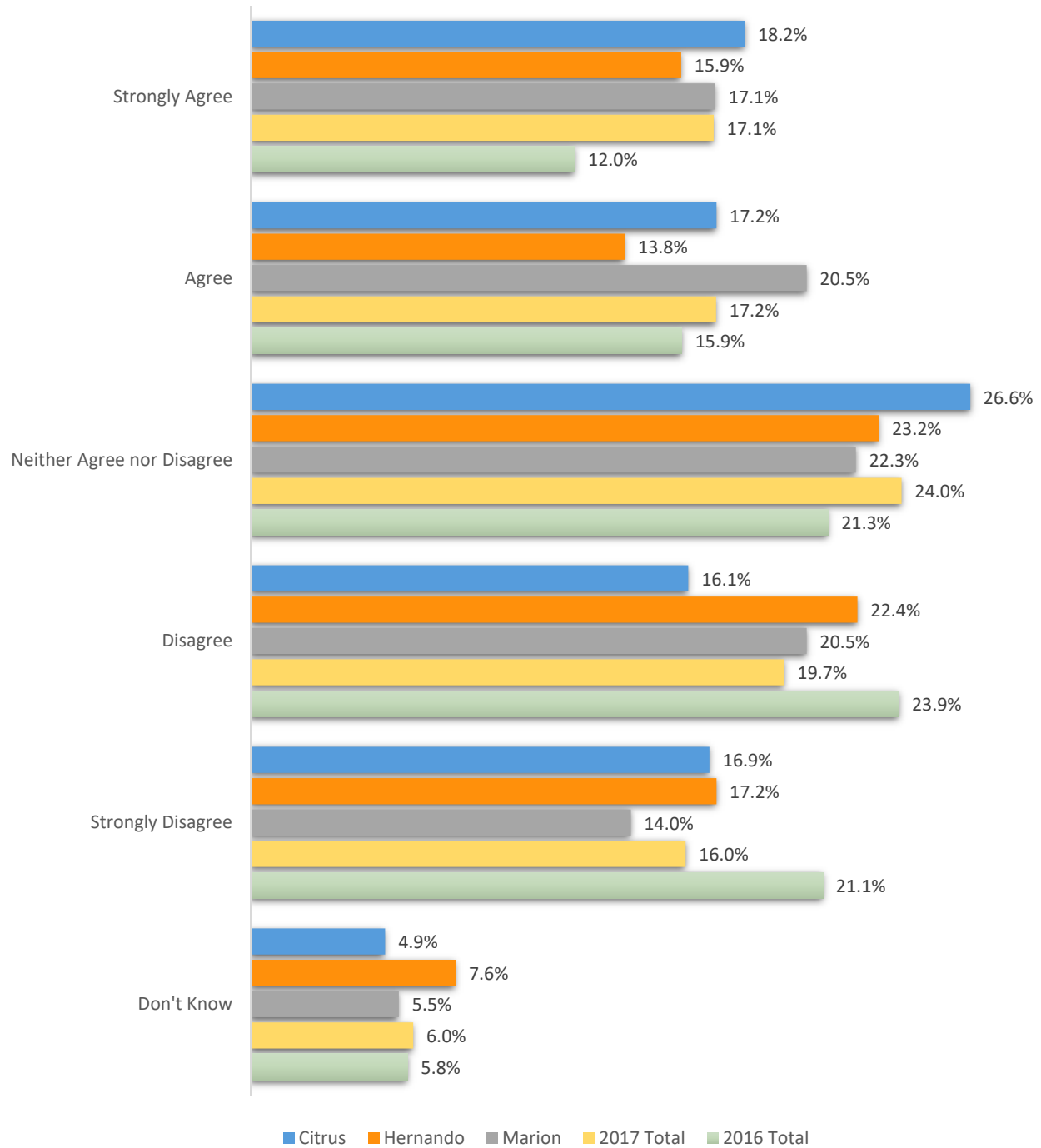
I have many good memories about visiting the springs in my area.



Statistical Differences Between the Counties

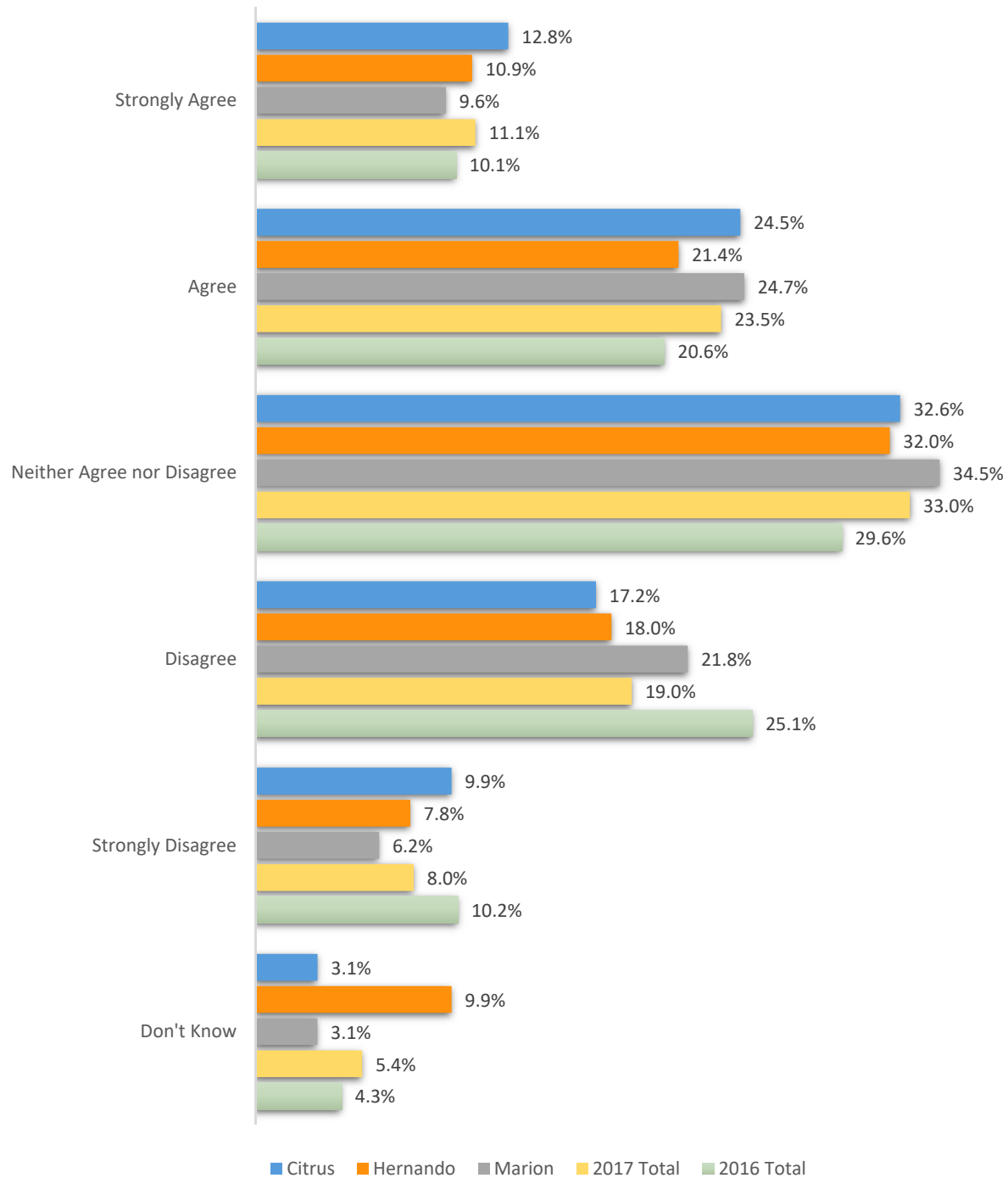
Nearly three quarters of the sample reported having fond memories from springs visits. This may be an opportunity to engage local citizens – rather than “share your springs story,” try “share your favorite springs memory.”

Visiting springs was an important part of my childhood.



Just as last year's results, the sample was all over the spectrum. We should look at losing this question next year.

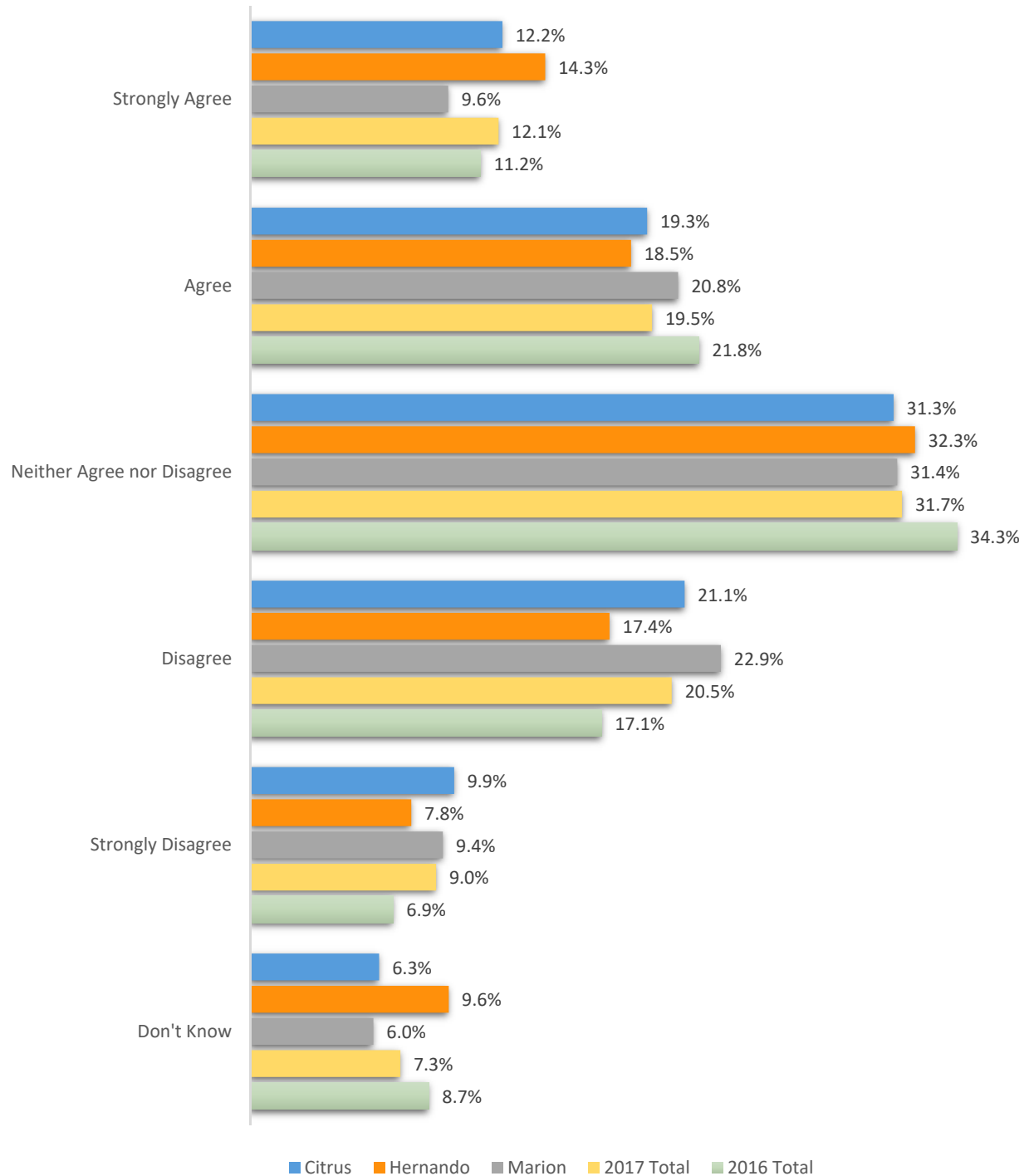
Springs closures in my area put a damper on my recreation plans.



Statistical Differences Between the Counties

Once again, this table shows that closures put a damper on the recreation plans for residents throughout the District.

Springs closures in my area affected me personally.



Just as we found last year, residents report closers affect them “personally.” We see this as another piece of evidence that individuals have a strong personal connection to their local springs.

Survey Sample Description

As in previous years, our survey sample was drawn from adults in Citrus, Hernando and the District's portion of Marion. Since time was tight in this survey, we culled down the traditional demographic questions to only those that we would need for classification purposes:

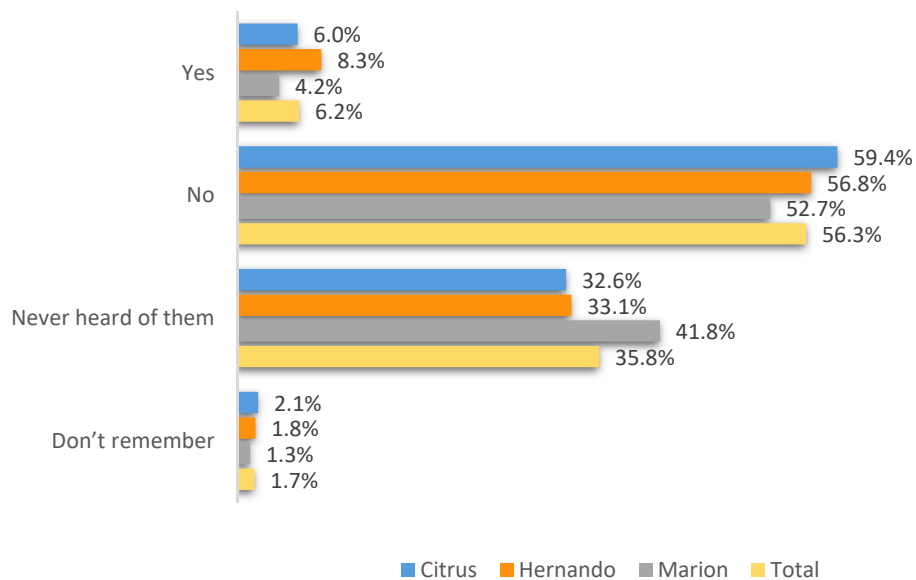
- I'm going to list some websites. Please tell me if you have visited each website in the past six months.
 - VisitFlorida.com
 - WaterMatters.org
 - Facebook.com
 - Twitter.com
 - YouTube.com
 - Weather.com
- About how far from a water body (river, lake, stream, springs) do you live?
- Which category best fits your age?
- Do you live full-time or part-time in Florida?
- Which of the following best represents your total household income in 2015 from all sources?
- Was the respondent male or female?

While six out of ten members of the sample had heard of WaterMatters.org, only a small portion had visited the site in the past 6 months. This was consistent in both the previous surveys. Also consistent with previous surveys was the report that Facebook.com, YouTube.com or Weather.com were the most popular with the respondents. We suggest the District continue to put resources into social media since such a large portion of the sample reported regular use.

Online Media Use

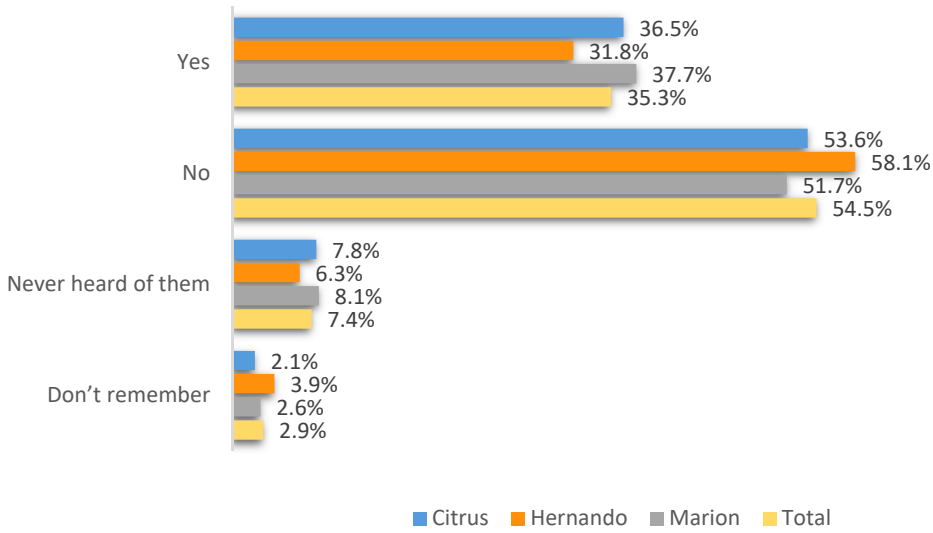
I'm going to list some websites. Please tell me if you have visited each website in the past six months.

WaterMatters.org

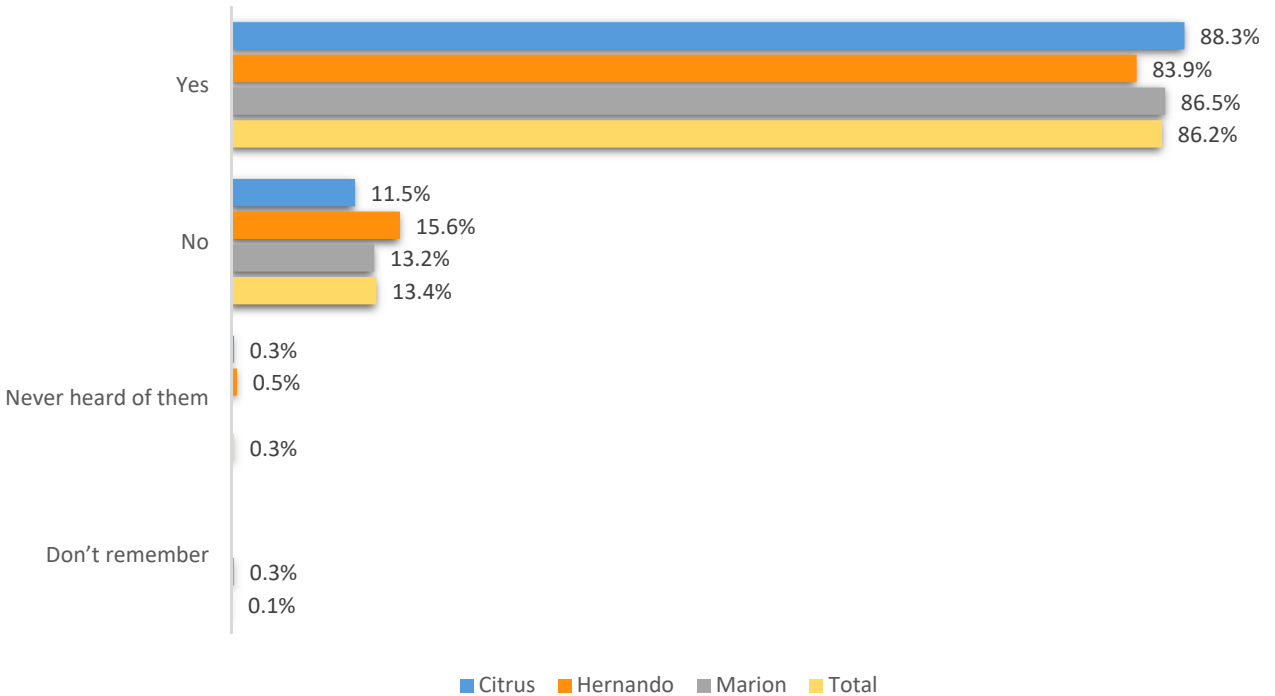


Statistical Differences Between the Counties

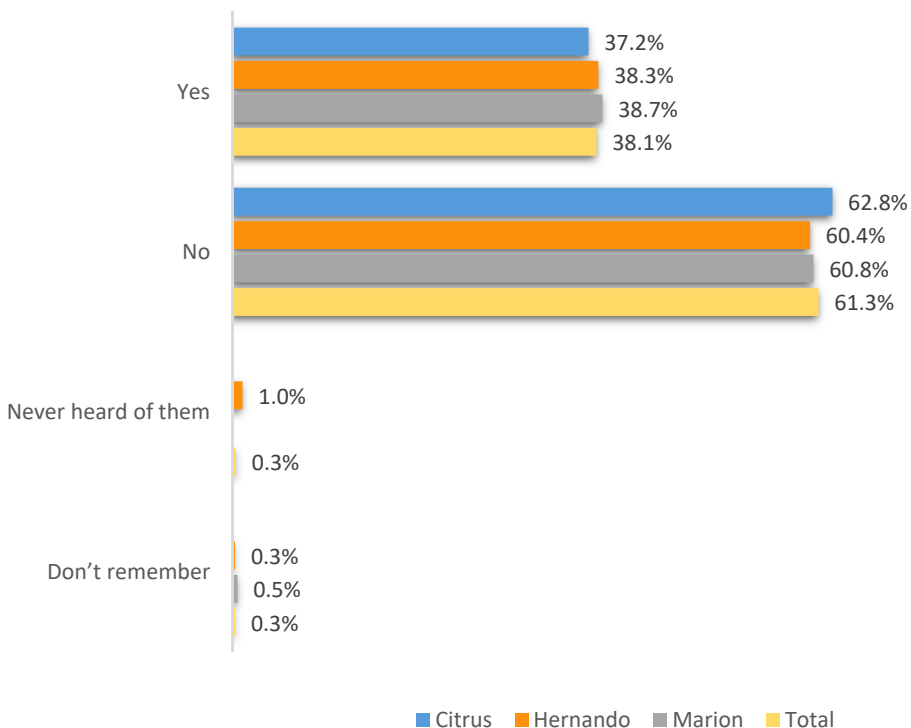
VisitFlorida.com



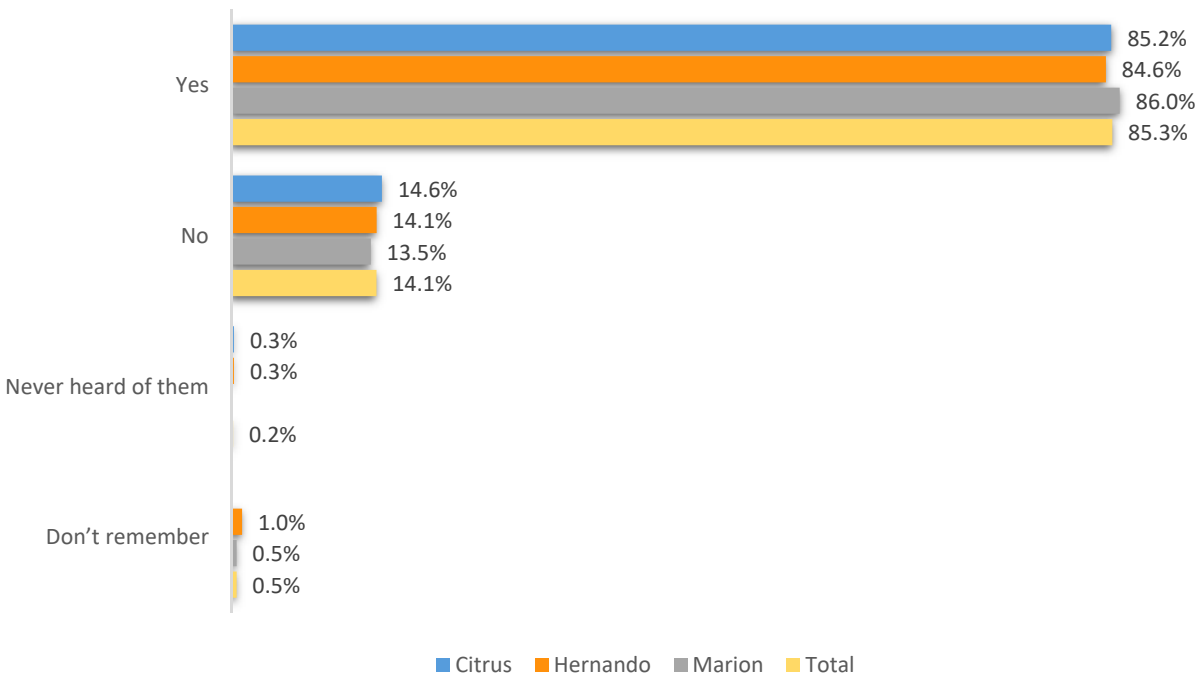
Facebook.com



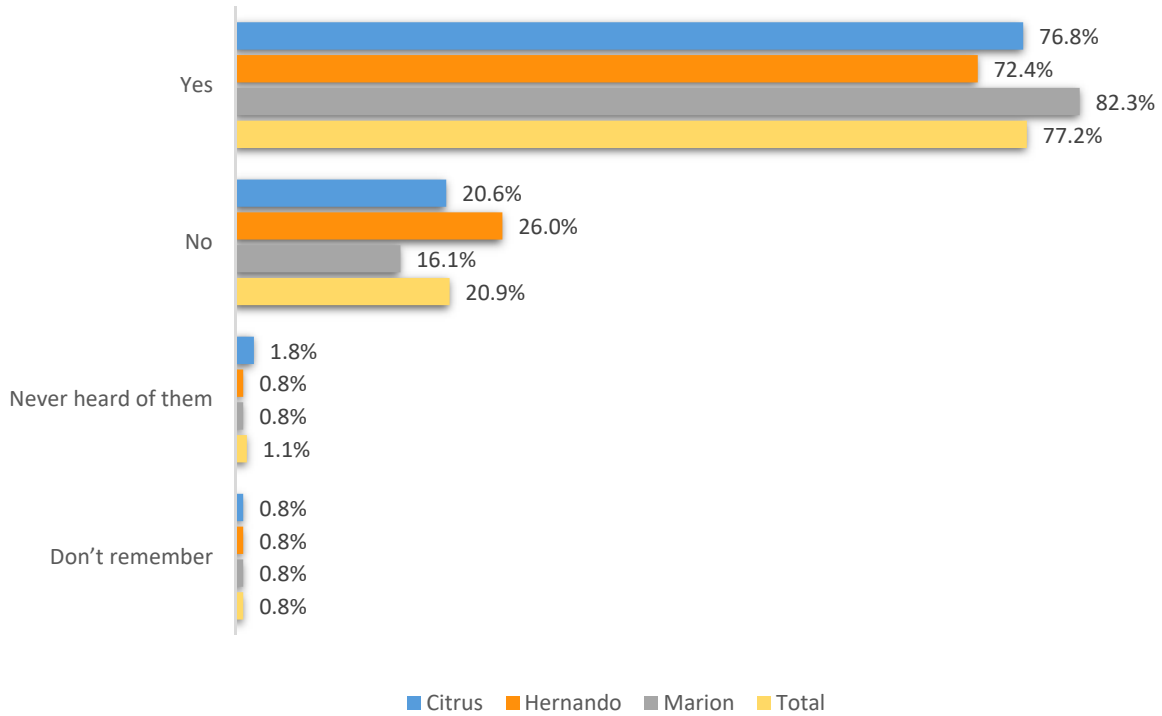
Twitter.com



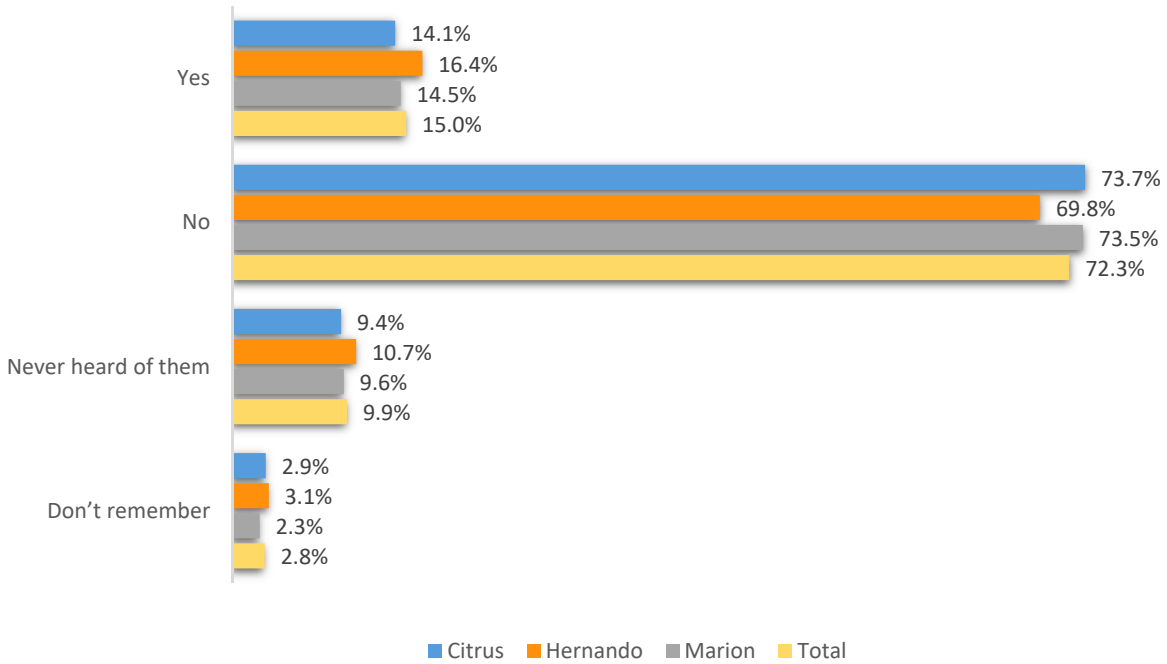
Youtube.com



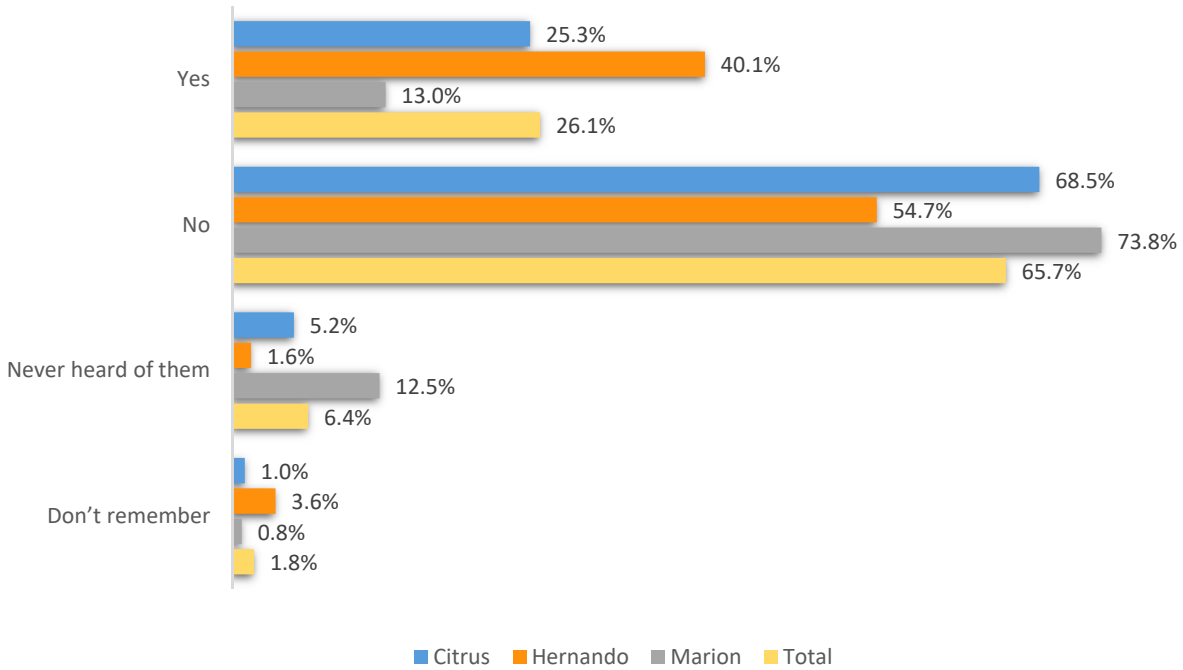
Weather.com



SaveTheManatee.org

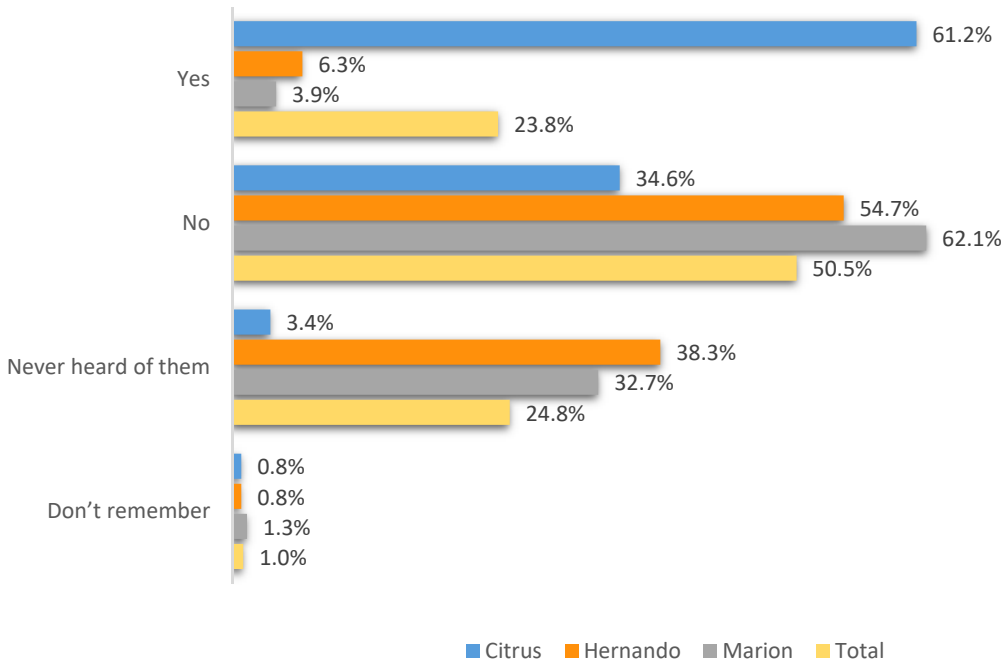


TampaBay.com



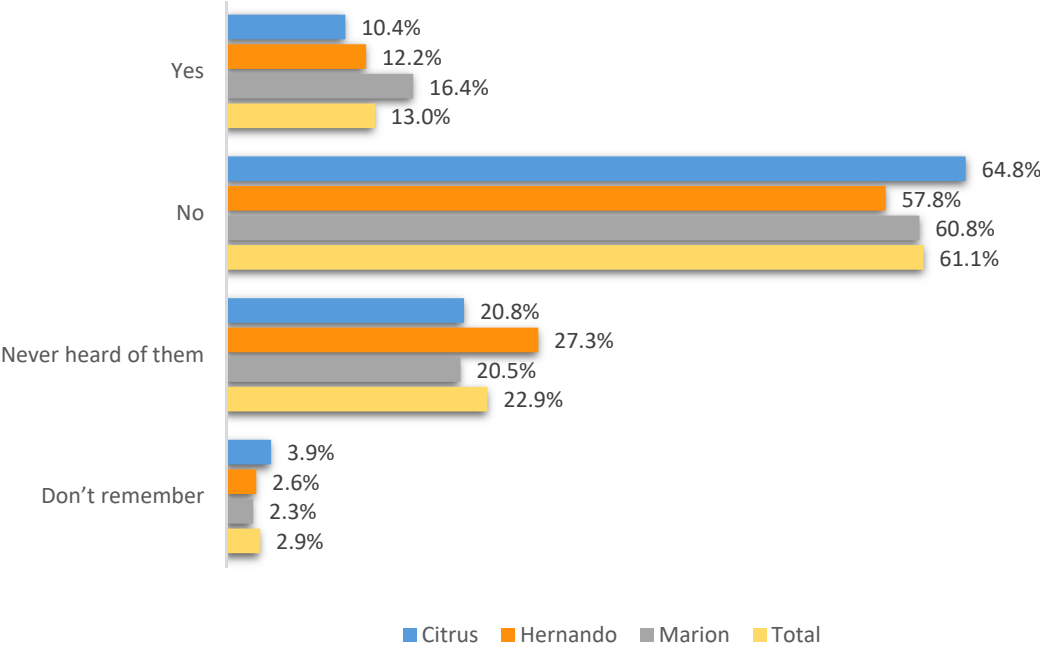
Statistical Differences Between the Counties

ChronicleOnline.com



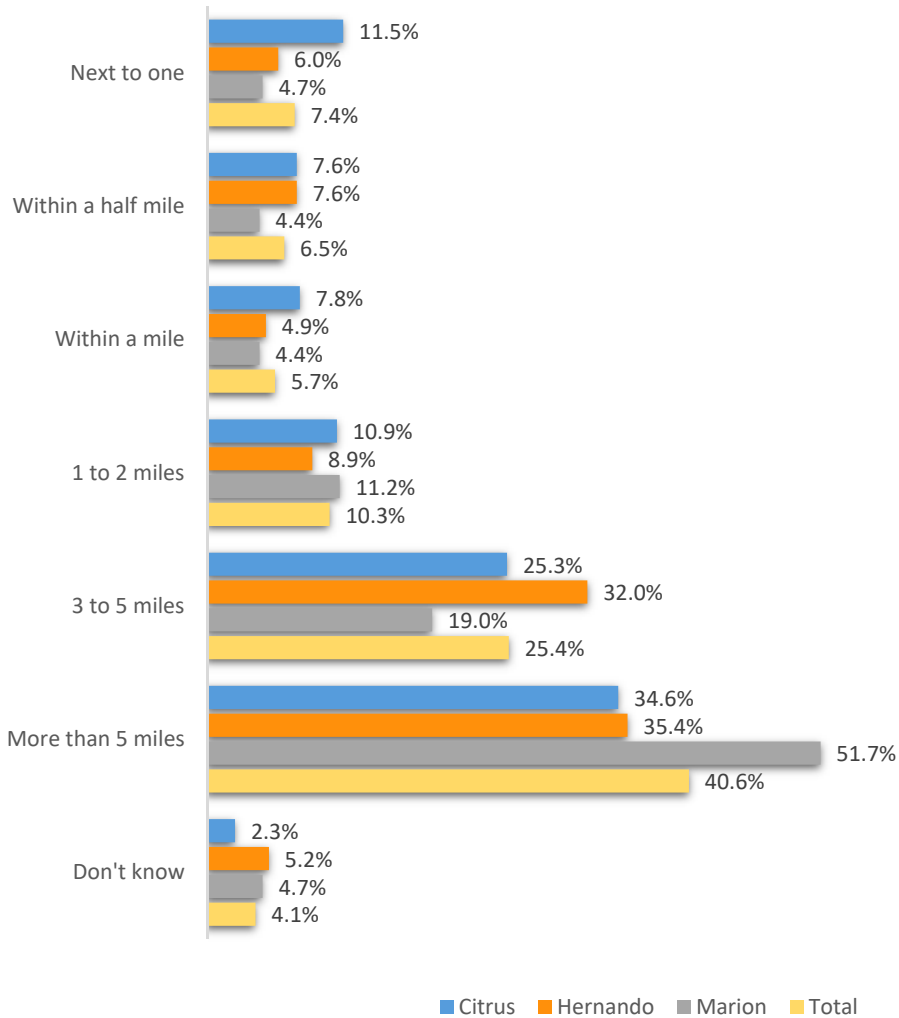
Statistical Differences Between the Counties

FloridaSprings.org



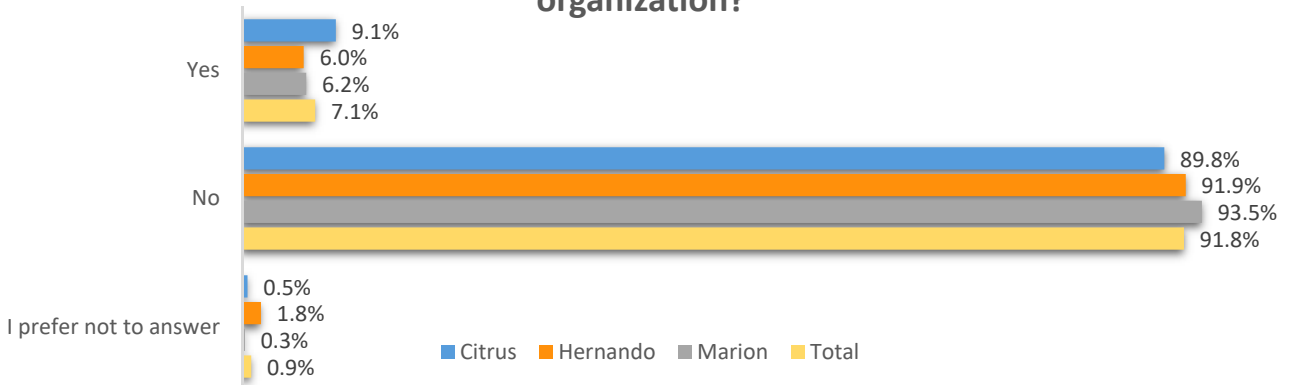
Demographics

About how far from a water body (river, lake, stream, springs) do you live?

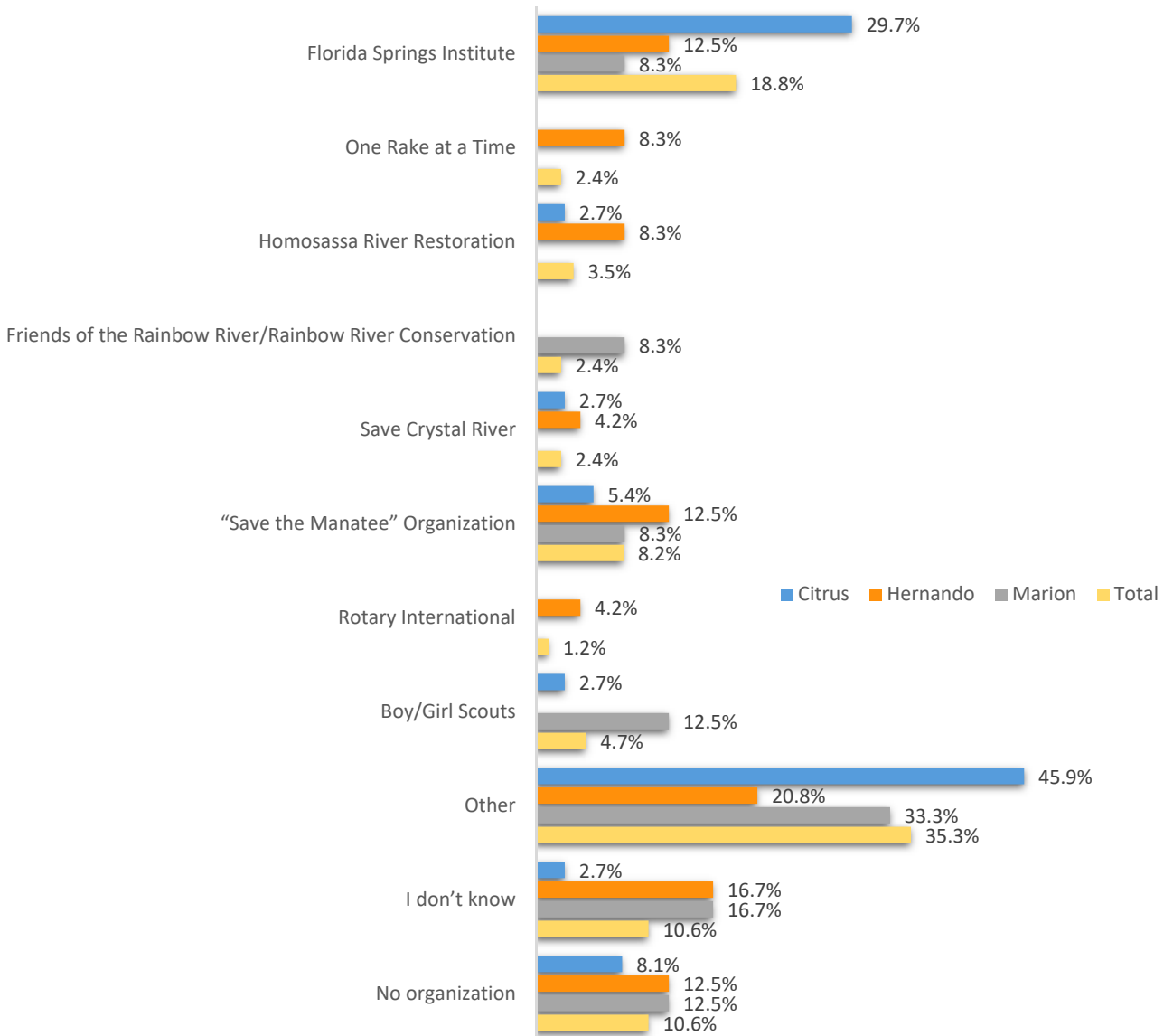


Statistical Differences Between the Counties

Are you a member in a community or environmental organization?

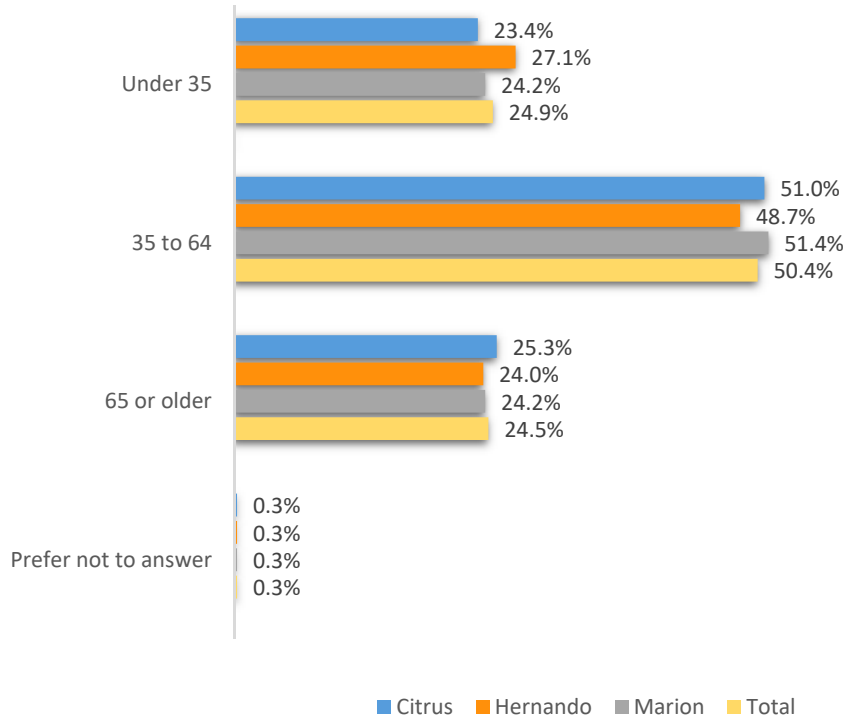


What is the name of the organization?

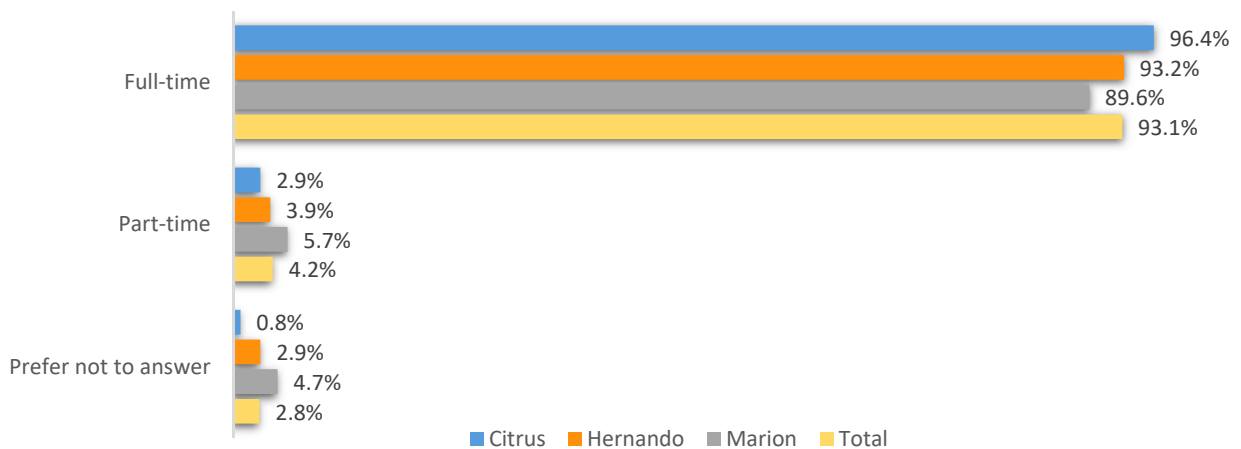


“Other environmental organizations” included: The Audubon Society, Boys and Girls Clubs, Florida Trails, Humane Society, National World Wildlife Rescue, the Masons, and multiple mentions of their homeowners’ association.

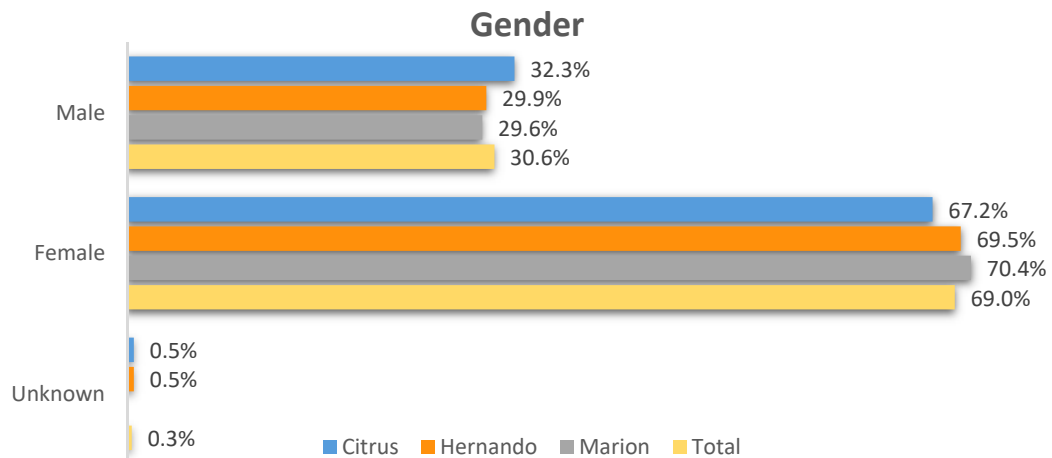
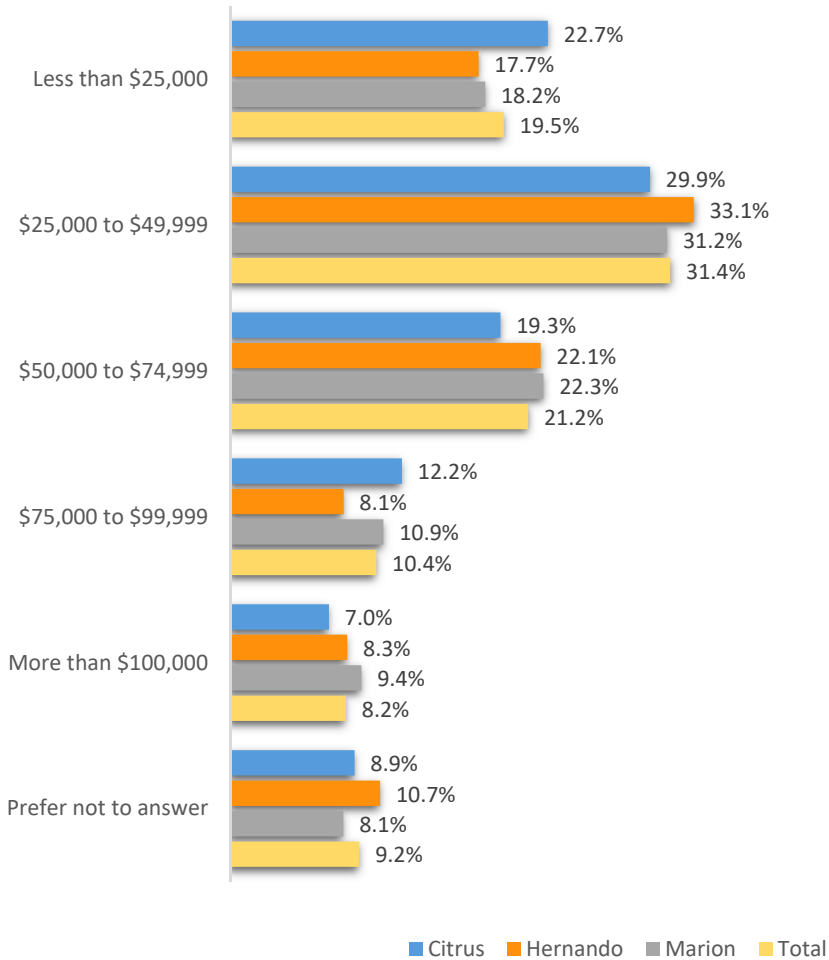
Which category best fits your age?



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



Which of the following best represents your total household income in 2016 from all sources?



Appendix

2017 “My Home. My Springs.” Post Test Instrument Final 6/24/2017

Q1. In which county do you live?

1. Citrus
2. Hernando
3. Marion
4. Other [TERMINATE]

Q2. Have you visited any springs in your area in the last 5 years?

1. Yes [Go to Q2a]
2. No [Go to Q3]
3. Don't know - DO NOT READ

Q2a. When was your last visit to a spring in your area?

DO NOT READ

1. Within the last month
2. 2 to 6 months ago
3. 7 to 12 months ago
4. 2 years ago
5. 3 years ago
6. 4 years ago
7. 5 years ago
8. Don't specifically remember/Don't know

Q3. How would you rate the health of the springs in your area - would you say they are:

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

Q4. Based on what you know or might have heard, is there anything wrong with the springs in your area? IF YES - “such as...” OR “what specifically is wrong”

DO NOT READ; CATEGORIZE; PROBE FOR UP TO 3

- | | |
|----------------------------------------|------------------------------|
| 1. Lower water levels/lack of rainfall | 9. Fewer underwater plants |
| 2. Less flow | 10. More boaters |
| 3. More algae (Lyngbya) | 11. More recreation |
| 4. Less clear water | 12. More manatees |
| 5. Greener water | 13. Nothing is wrong |
| 6. Dead trees | 14. Other [RECORD] |
| 7. Saltier water/sea-level rise | 15. Don't know - DO NOT READ |
| 8. Fewer fish | |

Q5. Have you recently seen or heard advertisements about springs or springs restoration in your area?

1. Yes
2. No [GO TO Q9]
3. Don't Know – [DO NOT READ] [GO TO Q9]

Q6. Where did you see or hear this advertising? (Select all that apply)

DO NOT READ

PROBE FOR UP TO 3

1. Radio
2. Internet [May respond as Online or Social Media]
3. Billboard
4. Television
5. Newspaper
6. Movie theater
7. Community events
8. Utility bill insert
9. Don't know – [DO NOT READ]

Q7. What do you remember about the advertisement?

DO NOT READ

CATEGORIZE

PROBE FOR UP TO 3

1. My Home. My Springs. - New addition in post test
2. My springs - New addition in post test
3. Kayaks - New addition in post test
4. Pictures of springs/activities - New addition in post test
5. MFLs or minimum flows and levels - New addition in post test
6. Water restrictions - New addition in post test
7. Drought - New addition in post test
8. The springs have been changing for nearly a century
9. It will take time to restore our springs
10. Restoring our Springs!
11. Mother and baby manatee
12. Southwest Florida Water Management District
13. Springs are natural wonders that flow through Florida
14. Springs are unique and complex
15. Circles with pictures of the springs
16. Each spring system is different
17. Springs Team
18. District experts are committed to improving the health of major springs in our region
19. Join us in the community effort
20. Department of Transportation Projects
21. Springs closures in my area
22. Other [RECORD]
23. Don't remember anything about the ad

Q8. Think about the last advertisement about springs or springs restoration you heard or saw. What organization sponsored the message? [DO NOT READ]

- a) Southwest Florida Water Management District
- b) Florida Springs Institute - New addition in post test
- c) One Rake at a Time - New addition in post test
- d) Duke Energy - New addition in post test
- e) Homosassa River Restoration - New addition in post test
- f) U.S. Fish & Wildlife Service - New addition in post test
- g) Friends of the Rainbow River/Rainbow River Conservation - New addition in post test
- h) Save Crystal River - New addition in post test
- i) Florida Department of Environmental Protection
- j) University of Florida/IFAS (Institute of Food and Agricultural Sciences)
- k) Florida Department of Agriculture and Consumer Services
- l) "Save the Manatee" Organization or other local environmental nonprofit organization
- m) Your local city or county government
- n) Other [RECORD]
- o) I don't know

Q9. How likely are you to do the following? For each one of the items on the list, tell me Very Likely, Somewhat Likely or Not Likely at All. [RANDOMIZE]

How likely are you to:

- | | | |
|----------------|--------------------|----------------------|
| 1. Very Likely | 2. Somewhat Likely | 3. Not Likely At All |
|----------------|--------------------|----------------------|
- a) Visit a website to get information about local springs
 - b) Read a brochure mailed to your house
 - c) Subscribe to an online newsletter or mailing list
 - d) Share a story about your local springs on social media
 - e) Send a text message to a friend about your local springs
 - f) Attend a community meeting
 - g) Call the government office in charge of protecting the springs
 - h) Volunteer at a springs cleanup, planting or *Lyngbya* removal
 - i) Attend a community or springs event
 - j) Visit a spring - New addition in post test

Q10. I'm going to read a list of groups you may have heard of. Please tell me if you believe they are Very Credible, Somewhat Credible, or Not at all Credible. If you have never heard of them, let me know that too. [RANDOMIZE]

- | | |
|----------------------|------------------------|
| 1. Very Credible | 3. Not At All Credible |
| 2. Somewhat Credible | 4. Never Heard of Them |

- a) Southwest Florida Water Management District
- b) Florida Department of Environmental Protection
- c) Florida Citizens for Cleaner Springs [RED HERRING]
- d) University of Florida/IFAS (Institute of Food and Agricultural Sciences)
- e) Florida Department of Agriculture and Consumer Services
- f) U.S. Fish and Wildlife Service
- g) "Save the Manatee" Organization
- h) US Environmental Protection Agency
- i) The Sierra Club
- j) Florida Springs Institute
- k) Florida Fish and Wildlife Conservation Commission
- l) Your local city or county government

Q11. Next, I'm going to read a list of statements. I want you to tell me how much you agree or disagree with each statement. Use the scale Strongly agree, Agree, Neither Agree nor Disagree, Disagree, or Strongly Disagree after I finish each statement. If you don't know, simply say so. [RANDOMIZE]

- | | | |
|-------------------|----------------------|----------------------|
| 1) Strongly Agree | 3) Neither Agree nor | 4) Disagree |
| 2) Agree | Disagree | 5) Strongly Disagree |

- a) The health of springs in your area is important to you.
- b) Too much water from the aquifer is being pumped out of the ground for various uses.
- c) It is important that your tax dollars be used to improve the health of the springs in your area.
- d) The Southwest Florida Water Management District is the leader in taking the right actions to improve the health of the springs in your area.
- e) The Southwest Florida Water Management District has the scientific knowledge necessary to improve the health of the springs in your area.
- f) The Southwest Florida Water Management District is committed to improving the health of the springs in your area.
- g) Too much money is spent on restoring springs in your county.
- h) The Southwest Florida Water Management District scientists have the expertise to maintain the springs in our area.
- i) The Southwest Florida Water Management District cares about the health of the springs in my area. - New addition in post test
- j) Springs closures in my area affected me personally. - Being asked to all counties in post test
- k) Springs closures in my area put a damper on my recreation plans. - Being asked to all counties in post test

Testing emotional connections/Springs Usefulness

- l) Visiting springs was an important part of my childhood.
- m) I have many good memories about visiting the springs in my area.
- n) A day at the springs is a day well spent.
- o) The springs in my area are overrated.
- p) Going to the springs in my area is more fun than going to the beach.
- q) When describing where I live, I am likely to mention the springs in my area.
- r) Visiting the springs in my area is a source of relaxation.

Q12. Are you aware of any springs restoration or improvement projects happening in your area?

- 1. Yes
- 2. No [GO TO Q14]

3. Don't know - DO NOT READ [GO TO Q14]

Q13. Where is the springs project taking place? [DO NOT READ]

1. Weeki Wachee Springs
2. Chassahowitzka Springs
3. Crystal River/Kings Bay
4. Rainbow Springs
5. Homosassa Springs
6. Three Sisters Springs
7. Hunter Spring
8. Silver Springs
9. Other [RECORD]
10. Don't know or don't recall [DO NOT READ]

Q14. Before today's survey, had you ever heard of the Southwest Florida Water Management District, sometimes called Swiftmud?

1. Yes
2. No [GO TO Q16]
3. Don't know - DO NOT READ [GO TO Q16]

Q15. Using a scale of Excellent, Good, OK, Poor and Terrible, how would you rate the Southwest Florida Water Management District's performance in:

- | | | |
|--------------|---------|---------------|
| 1. Excellent | 3. OK | 5. Terrible |
| 2. Good | 4. Poor | 6. Don't know |
-
- a) Protecting springs in your area
 - b) Educating people about the condition of the springs
 - c) Educating people about what they can do to help protect the springs
 - d) Ensuring that not too much water is drawn out of the ground for various uses
 - e) Listening to community input that may benefit the springs in your area

Q16. I'm going to list some websites. Please tell me if you have visited each website in the past six months.

[RANDOMIZE]

- | | |
|--------|-----------------------------------|
| 1. Yes | 3. Never heard of them |
| 2. No | 4. Don't remember - [DO NOT READ] |
-
- | | |
|---------------------|------------------------|
| a) VisitFlorida.com | f) Weather.com |
| b) WaterMatters.org | g) SaveTheManatee.org |
| c) Facebook.com | h) TampaBay.com |
| d) Twitter.com | i) ChronicleOnline.com |
| e) Youtube.com | j) FloridaSprings.org |

Q17. About how far from a water body (river, lake, stream, springs) do you live?

[READ IF NECESSARY]

1. Next to one
2. Within a half mile
3. Within a mile

4. 1 to 2 miles
5. 3 to 5 miles
6. More than 5 miles
7. Don't know - **DO NOT READ**

Q18. Are you a member in a community or environmental organization? - New addition in post test

1. Yes **[GO TO Q20]**
2. No
3. Refused

Q19. What is the name of the organization? - New addition in post test

- | | |
|------------------------------------------------------------|------------------------------------|
| a) Florida Springs Institute | f) "Save the Manatee" Organization |
| b) One Rake at a Time | g) Rotary International |
| c) Homosassa River Restoration | h) Boy/Girl Scouts |
| d) Friends of the Rainbow River/Rainbow River Conservation | i) Other [RECORD] |
| e) Save Crystal River | j) I don't know |

Q20. Which category best fits your age?

1. Under 35
2. 35 to 64
3. 65 or older
4. Refused **[DO NOT READ]**

Q21. Do you live full-time or part-time in Florida?

1. Full-time
2. Part-time
3. Don't know - **[DO NOT READ]**

Q22. Which of the following best represents your total household income in 2016 from all sources?

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]**

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

Q23. Was the respondent male or female?

1. Male
2. Female
3. Indeterminate