



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

District Project Manager: Robin Grantham

This report represents data collected
between July 1 and 31, 2018

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Executive Summary

Introduction & Background

This study reviews the 2018 “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, 2018, Taproot conducted telephone interviews with 576 adult residents of the study area in Citrus County (n=192), Hernando County (n= 192) and the District’s portion of Marion County (n= 192). Online surveys were also completed by 576 adult residents of the study area in Citrus County (n=192), Hernando County (n= 192) and the District’s portion of Marion County (n= 192). 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.

This round of testing was also used to compare the data between traditional telephone surveys and an online panel survey comprised of a pool of residents representing the demographic makeup of the area. The overall goal of the comparison was to determine if the District could collect reliable and valid data from a more economical and versatile research method. Happily, there were marginal differences between the phone and web samples. Each of these differences are highlighted throughout the report.

In addition, Taproot references results from previous years for comparison purposes and statistically analyzes the differences between the counties. Performing both comparisons allows Taproot to provide actionable recommendations that could potentially affect future creative campaigns.

The reader will notice an asterisk (*) on some of the table headings. This mark signifies that the data in that table is statistically different. 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. Taproot uses the Chi Square test to understand if two or more groups (in this case, counties) are statistically different from each other. If there is no asterisk on the table, one can assume the groups are statistically the same.

Survey Sample Description

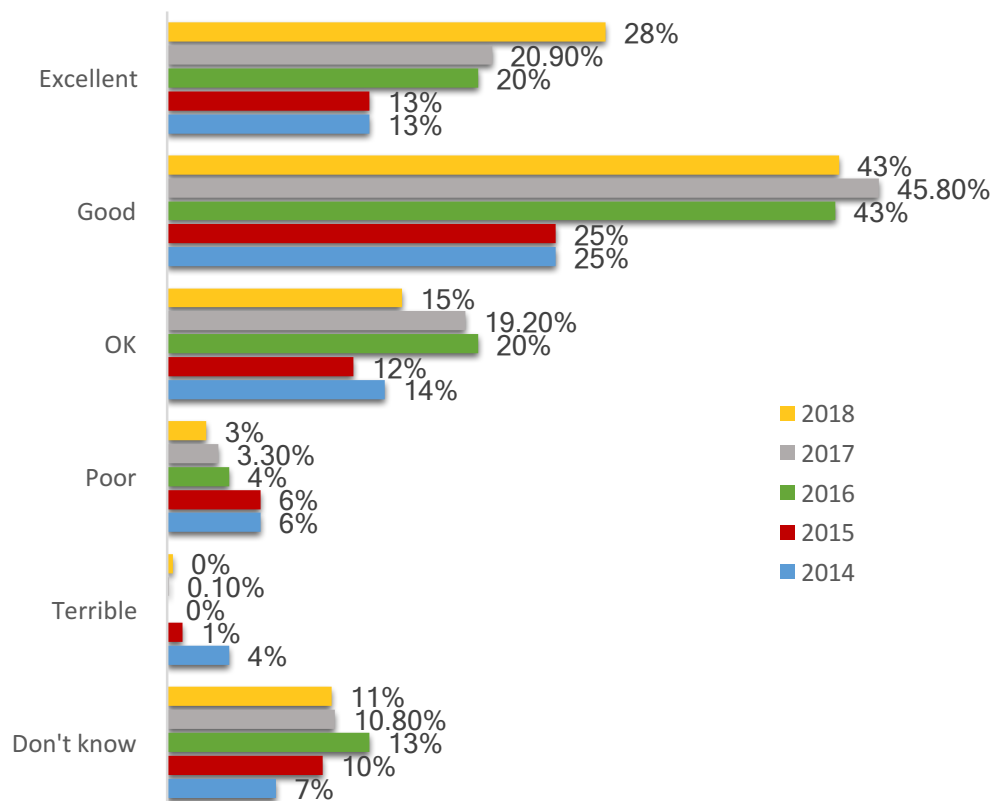
The typical person participating in this survey can be described as:

- More likely to be female
- Making between \$25,000 and \$74,999 annually
- Living in Florida full-time
- Likely between “35 to 64 years old”
- Visiting websites often, especially Weather.com, YouTube.com and Facebook.com

Key Findings: Health of the Springs

The percentage of the sample who rated the health of the springs in their area as ‘excellent’ or ‘good’ increased from 67% in 2017 to 71% in 2018. Over the same time frame, the percentage of ‘OK’ responses decreased slightly, and percentages of ‘Poor’, ‘Terrible’ and ‘Don’t Know’ responses stayed relatively the same. The graph below shows five years of springs health measures from the current survey and previous surveys.

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



Three-quarters (75.2%) of the overall sample reported visiting a spring in their area in the past five years. This figure is up slightly from the 73% of respondents who reported doing so in 2017. Seventy-six percent of the sample reported visiting a spring within the past 12 months - an increase from the 54.6% of 2017 respondents who reported doing so.

The health of springs in their area remained important to respondents. While the overall percentage of the sample who either strongly agreed or agreed with the statement about the importance of the health of the springs in their area stayed the same between 2017 and 2018 at about 83%, more respondents held stronger opinions in 2018; forty-five percent strongly agreed the health of the springs are important to them, up slightly from the 42.1% who responded the same way in 2017.

As we have seen in previous years, respondents are more likely to engage in behaviors to learn more about the springs that are less taxing like reading a brochure or website about springs rather than making an effort to reach out to officials in charge of protecting the springs.

Key Findings: Southwest Florida Water Management District

Familiarity with the District decreased from 54% of the overall sample in 2017 to 46.7% in 2018. The percentage of Marion County residents who reported having heard of the District dropped from 37.9% in 2017 to 29.2% in 2018. Hernando County respondents were most likely to have heard of the District with 57.6% of the sample responding in the affirmative to the question; this is a change from 2017 when Citrus County residents were most likely to have heard of the District.

Levels of agreement for opinion statements regarding the District either stayed the same or decreased slightly as the following chart shows. Overall, though there were slight increases in ratings of ‘strongly agree’ for many of the statements, ratings of ‘agree’ tended to decrease and while ‘don’t know’ also increased.

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	Strongly Agree + Agree 2018
Is the leader in taking the right actions to improve the health of the springs in your area.	28%	40%	41%	32%	31%	31%
Is committed to improving the health of the springs in your area.	32%	48%	45%	39%	43%	43%
Scientists have the expertise to maintain the springs in our area.	-	-	-	-	40%	39%
Cares about the health of the springs in my area.	-	-	-	-	46%	45%

These were asked to all respondents

Ratings of excellent or good for the District’s performance increased for most of the statements tested. The one exception was for ratings of the District’s performance in ‘ensuring that not too much water is drawn out of the ground for various uses’ which decreased by one percent.

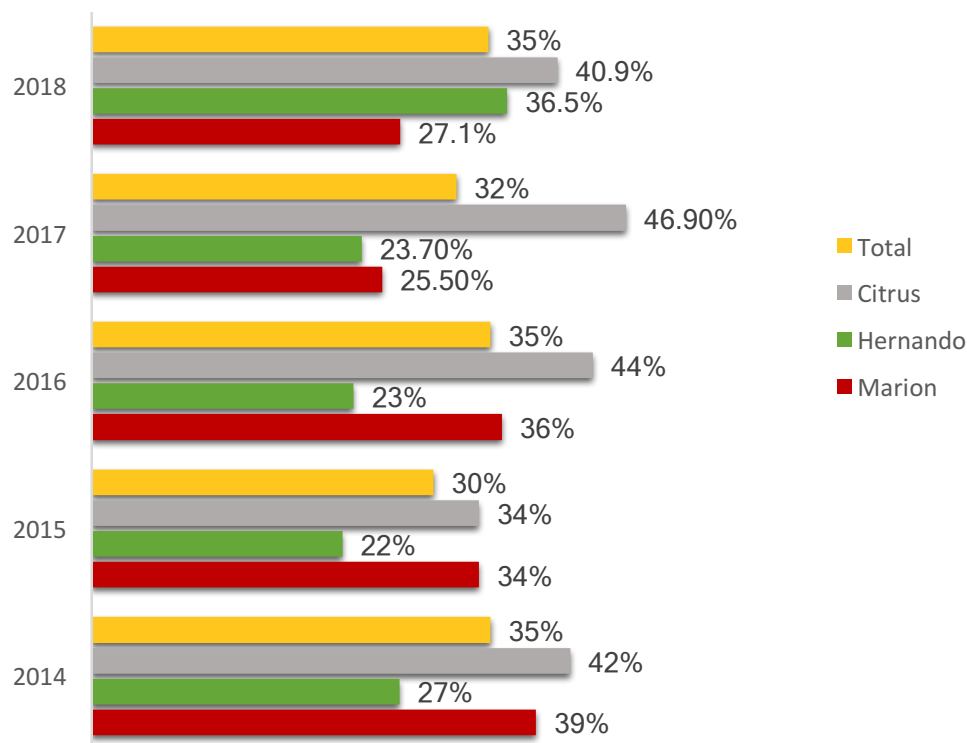
Southwest Florida Water Management District:	Excellent + Good 2013	Excellent + Good 2014	Excellent + Good 2015	Excellent + Good 2016	Excellent + Good 2017	Excellent + Good 2018
Protecting springs in your area	25%	32%	29%	38%	44%	45%
Educating people about the conditions of the springs	18%	29%	24%	31%	30%	32%
Educating people about what they can do to help protect the springs	20%	31%	24%	31%	35%	38%
Ensuring that not too much water is drawn out of the ground for various uses	16%	24%	23%	20%	28%	27%
Listening to community input that may benefit springs in your area	17%	27%	23%	22%	28%	31%

These were asked to respondents who had heard of the District

Key Findings: Springs Advertising

A little over one third (34.8%) 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)



Of the respondents who said they saw an ad about their local springs, nearly a fourth of the sample (24%) recalled the phrase, “My Home. My Spring.” and a little over 20% of the sample mentioned the District as being part of the ad. The media channel that was most cited was “Social media/Internet” at 27%. Overall, ad and channel recalls were lower than previous years.

Recommendations

In conclusion, Taproot posits the following three areas to consider for future advertising campaigns:

- The “My Home. My Springs.” outreach seems to be paying off. Continue to focus on innovative messaging strategies in those counties with low recall.
- We continue to support using “locals interacting with the springs” as an outreach tool. The goal is to inspire ownership and stewardship of the springs in their area.
- Social media is still the best channel for the District’s messages. Continue to engage the public with sustained two-way communication focusing on topics that matter to them, not the scientists.

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?
- When was your last visit to a spring in your area?
- 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 brochure about springs mailed to your house *
 - Subscribe to an online newsletter or mailing list *
 - Share a story about your local springs on social media
 - Send a text message to a friend about your local springs *
 - Attend a community meeting
 - Contact the government office in charge of protecting the springs *
 - Volunteer at a springs cleanup, planting or *Lyngbya* removal
 - Attend a community or springs event
 - Visit a spring

**As will be noted under the graphs, the wording of these statements changed slightly from 2017*

Three-quarters (75.2%) of the overall sample reported visiting a spring in their area in the past five years. Responses by county were statistically different with Citrus County having the highest percentage of respondents who reported visiting a spring in their area in the past five years at 82.0%.

There were statistically significant differences between counties and between the web and phone panel responses to the question "when was your last visit to a spring in your area?" Overall, 76% of the sample reported visiting a spring within the past 12 months. Marion County respondents were least likely to have gone to a spring in the past 12 months with just 71.8% reporting that they had compared to 79.7% of Citrus County respondents and 79.2% of Hernando County respondents. Seventy-nine percent of the web panel sample said they had visited a spring within the last year compared to 74.6% of the phone sample.

Most of the sample (83.3%) rated the health of the springs in their area as either 'excellent' or 'good.' Responses were not statistically different by county. The percentage of respondents who rated the health of the springs as "excellent" increased from 20.9% in 2017 to 28% in 2018. The percentage of respondents who rated the health of the springs in their area as 'terrible' or said they did not know stayed relatively the same between 2017 and 2018. These responses did not differ significantly according to when the respondent had last visited the spring.

The health of springs in their area remained important to respondents with 44.9% strongly agreeing with the statement tested - up slightly from the 42.1% who responded the same way in 2017. Fewer respondents responded with 'neither agree nor disagree' than did in 2017.

The percentage who agreed with the statement “too much water from the aquifer is being pumped out of the ground for various uses” decreased from 50.2% in 2017 to 43.7% in 2018. Citrus County was most likely to agree with the statement at 47.7% compared to 40.4% of Hernando County respondents and 43.2% of Marion County respondents.

The use of tax dollars to improve the health of the springs in their area remained important to respondents with 67% of the sample either strongly agreeing or agreeing with the statement tested, a slight drop from the 68.9% who responded the same way in 2017.

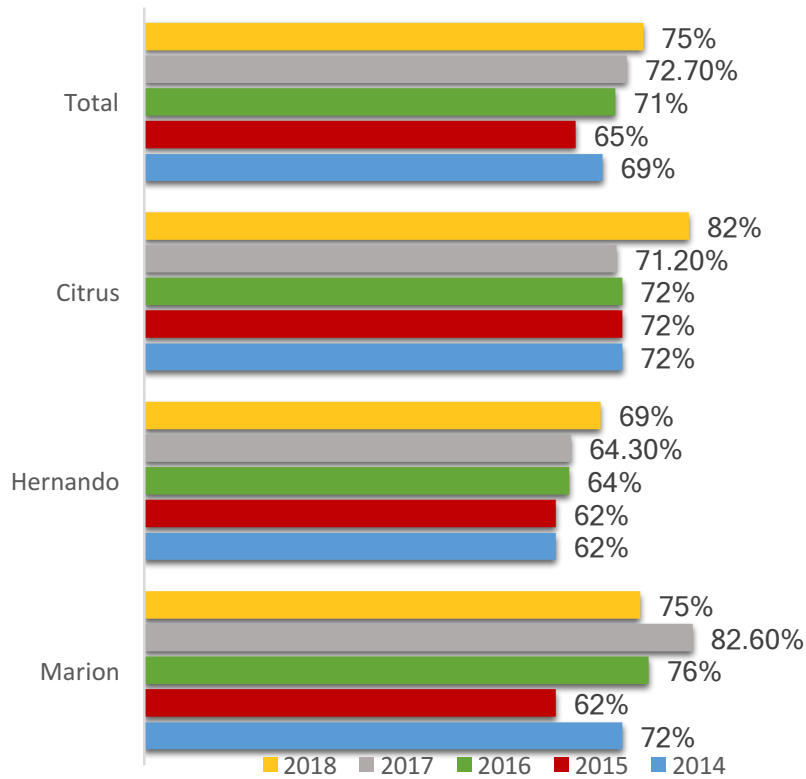
Respondents also remain committed to the springs. Disagree and strongly disagree responses to the question “too much money is spent on restoring springs in your county” increased from 30.9% and 24.9%, respectively, in 2017 to 33.2% and 25.3% in 2018.

Fewer respondents were aware of springs restoration projects happening in their area in this year’s sample. ‘No’ responses for the question increased from 63.0% in 2017 to 71.2% in 2018 for the overall sample and also increased for each of the counties. Responses by county were statistically different with Citrus County respondents most likely to say yes at 24.3% compared to the 7.6% of Hernando County respondents and 6.5% of Marion County respondents who answered the same.

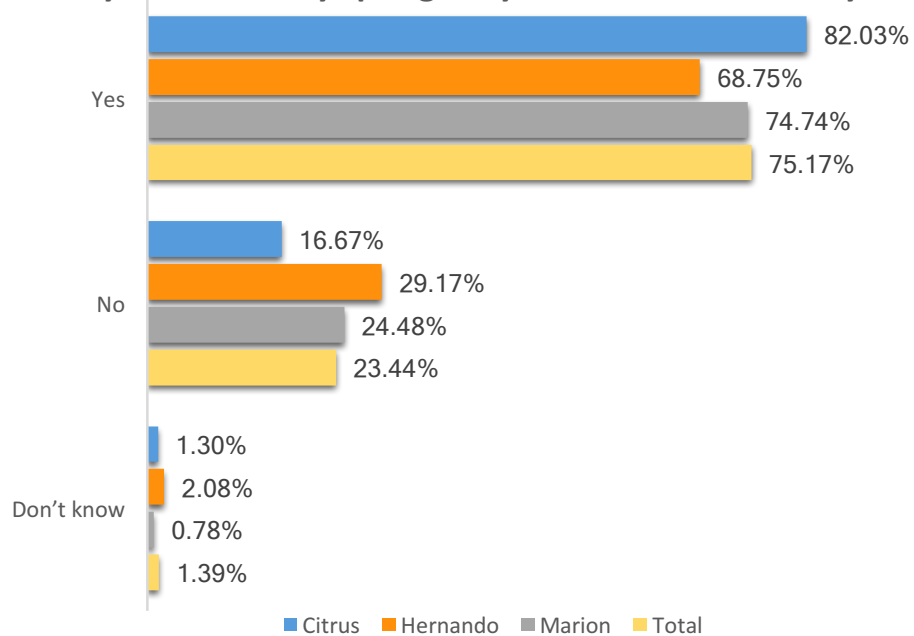
As has been observed in previous years, the likelihood of taking an action to learn more about the springs drops as more effort is required for said action. A little less than half of the sample said they would be willing to visit a website (43.4%) or read a brochure (46.2%) to learn more about local springs. Worth noting is that well over half of the sample (62.5%) reported being either very likely or somewhat likely to share a story about their local springs on social media. Unsurprisingly, over 60% of the sample said they are ‘not at all likely’ to contact the government office in charge of protecting the springs or attend a community meeting to learn more about the springs.

There were some differences in responses by panel type. Forty-nine percent of phone panel respondents responded that they were ‘very likely’ to read a brochure mailed to their house compared to 43.2% of the web panel which responded that way. Phone panel respondents were also slightly more willing to visit a spring with 92.5% of the sample responding that they were either ‘very likely’ or ‘somewhat likely’ to do so compared to 90.6% of the web panel who responded in the same way. Web panel respondents were more likely to volunteer at a cleanup, planting or *Lyngbya* removal with 53.6% either responding ‘very likely’ or ‘somewhat likely’ to compared to 45% of the phone panel who responded in the same way.

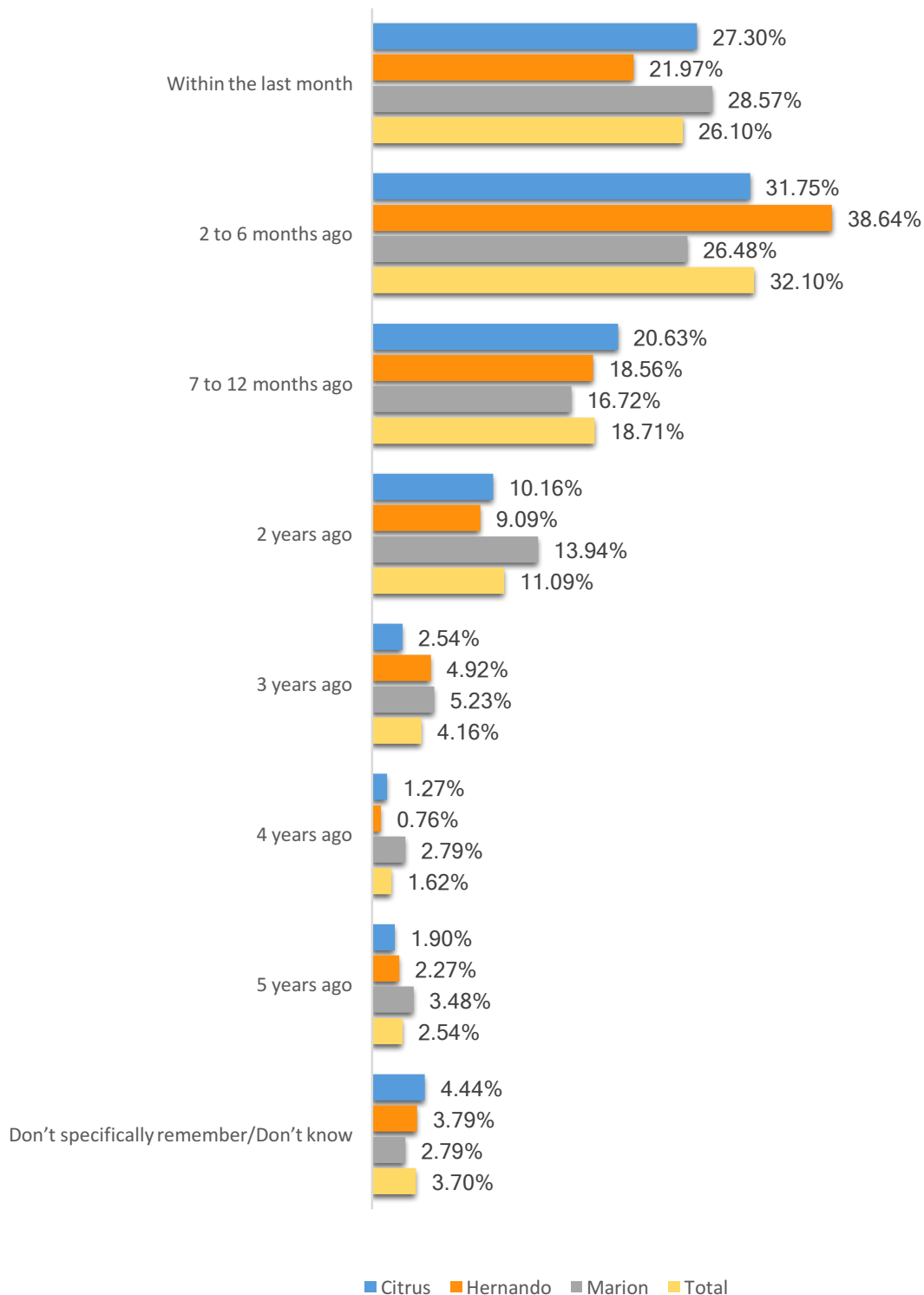
Have you visited any of the springs in your area in the last 5 years?



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

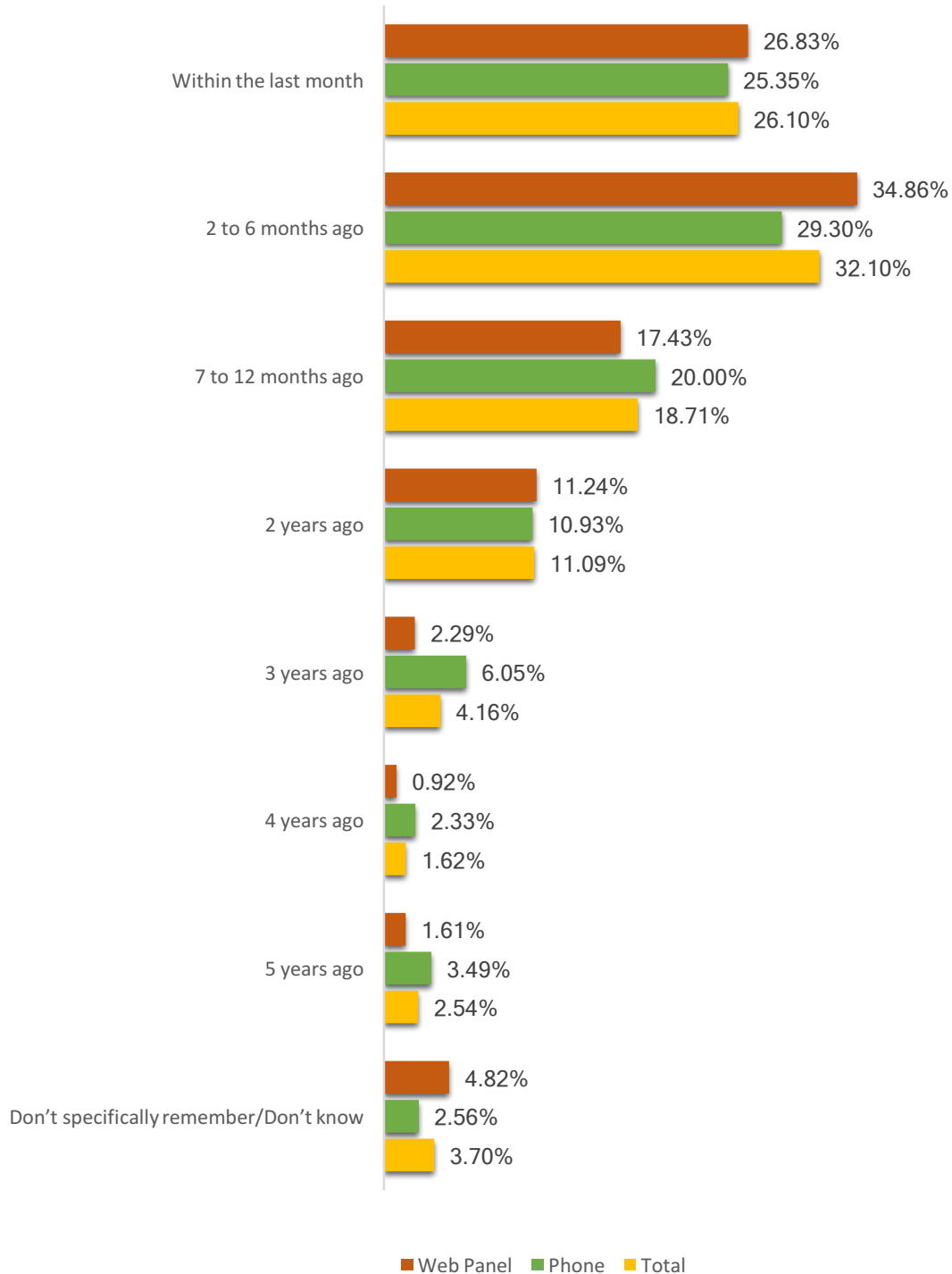


When was your last visit to a spring in your area?*

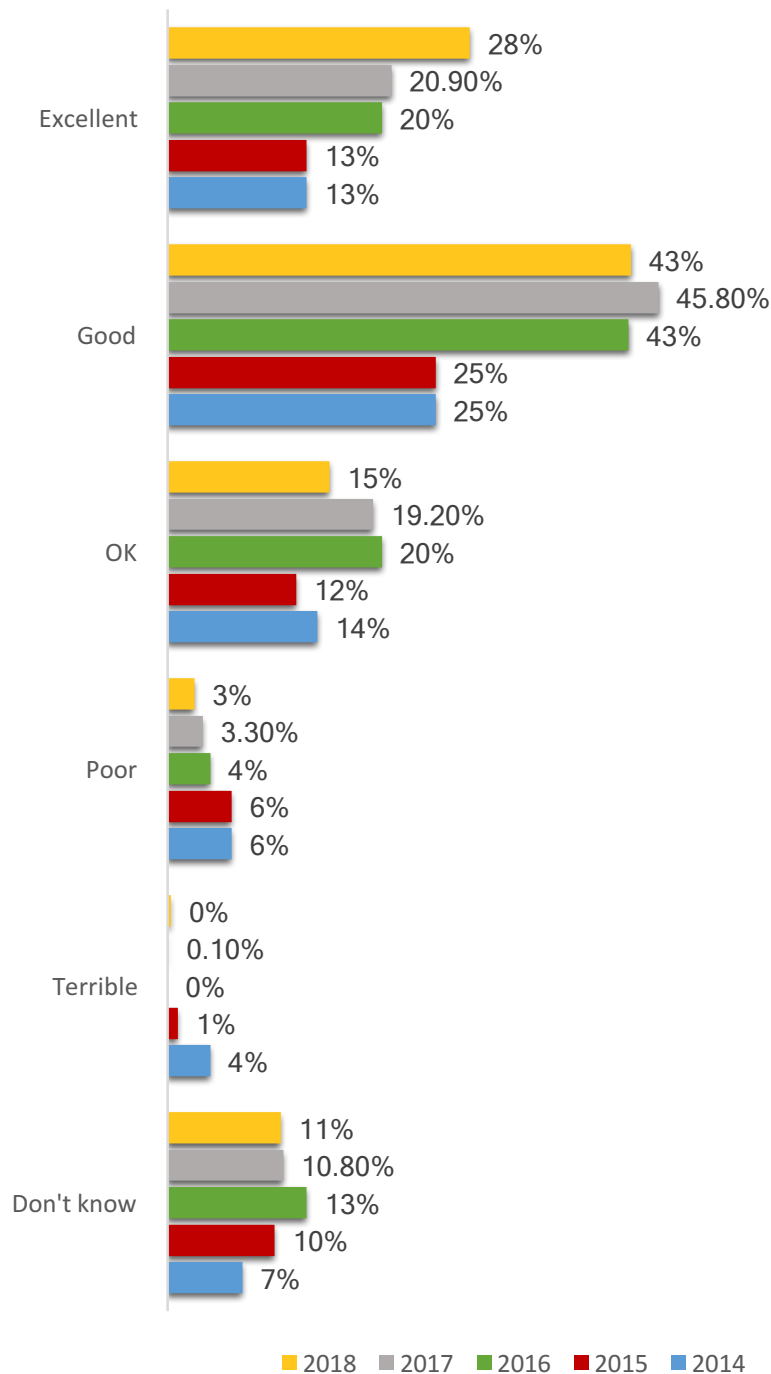


Phone and Web Differences – Last Visit to a Spring

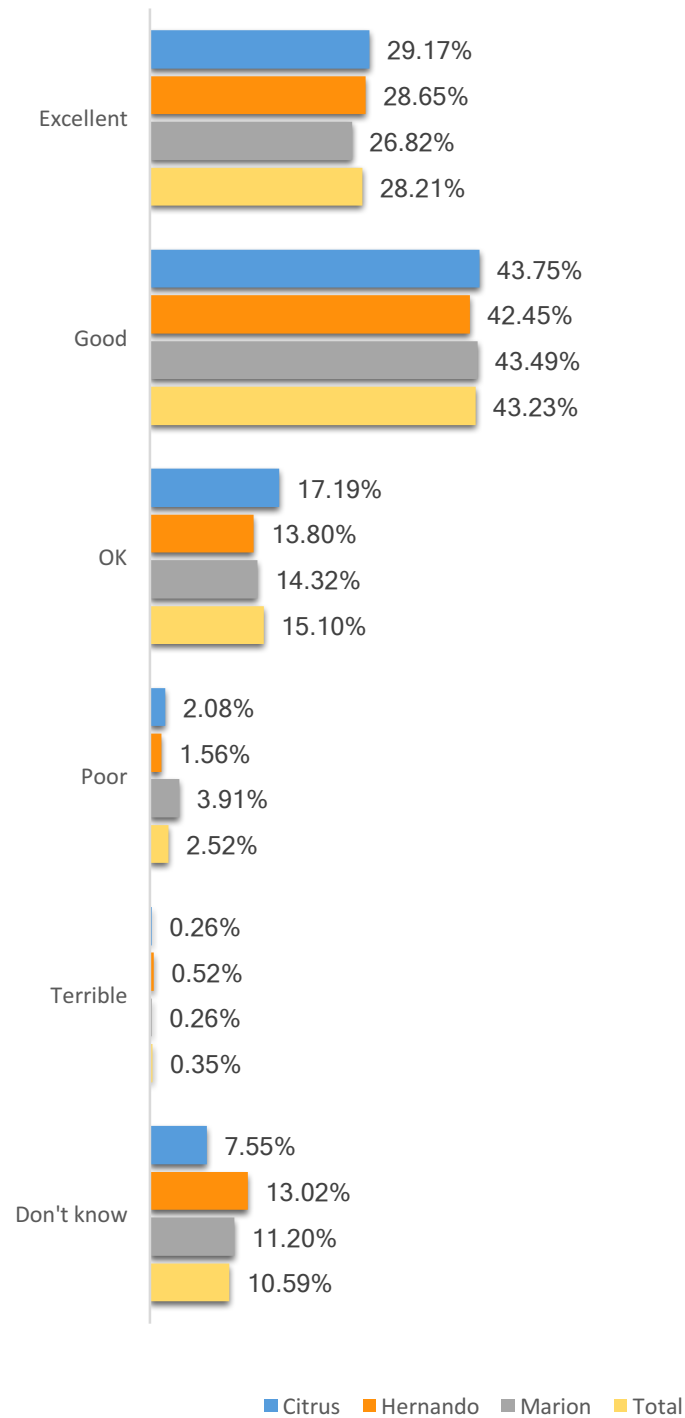
When was your last visit to a spring in your area?



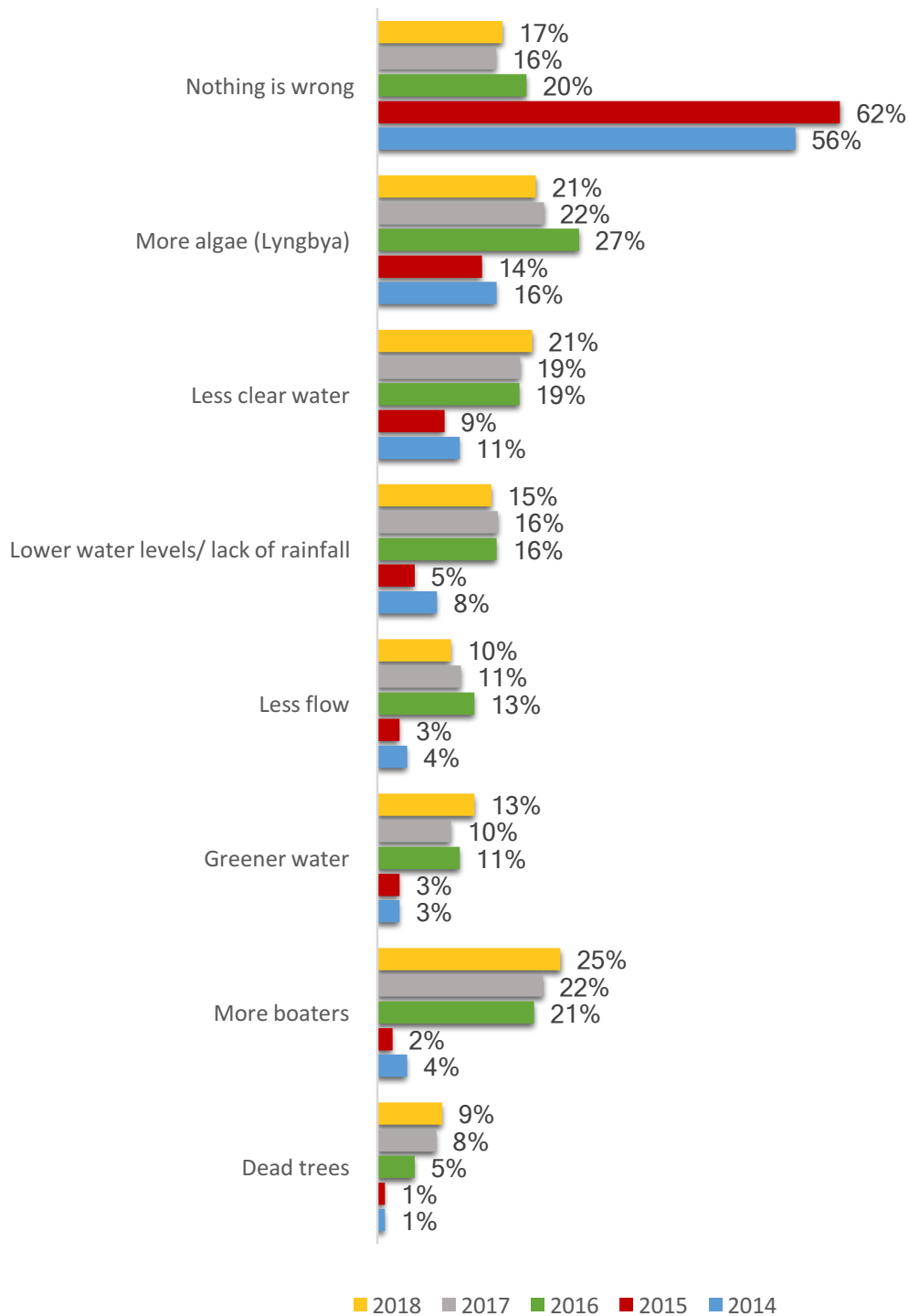
How would you rate the health of the springs in your area - would you say they are:



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

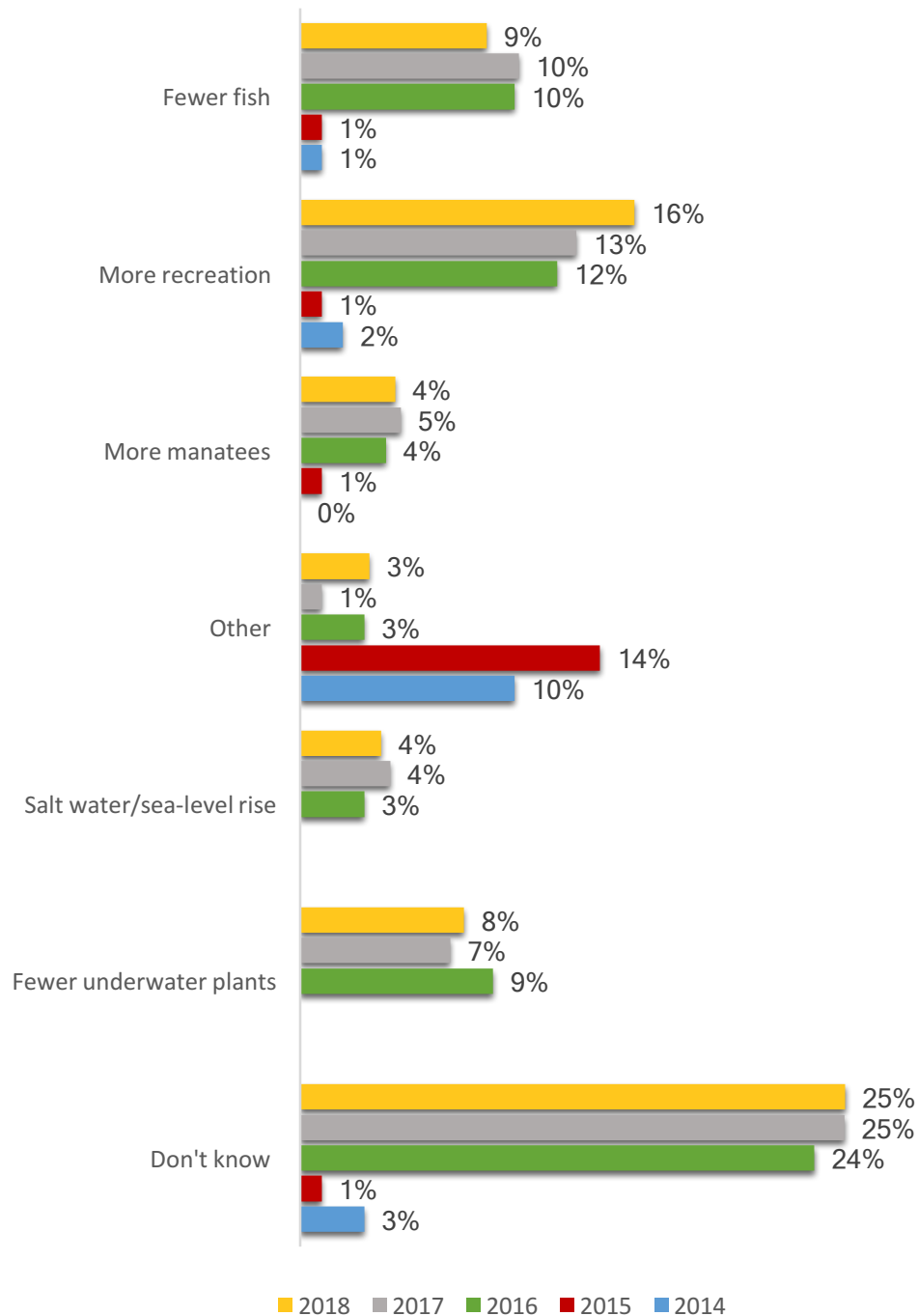


Based on what you know or have heard, what is wrong with the springs in your area?*



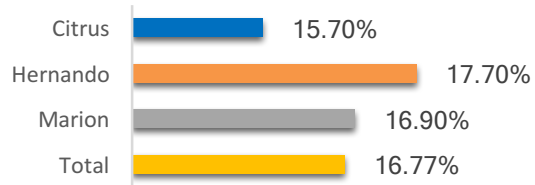
*Multiple responses permitted

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

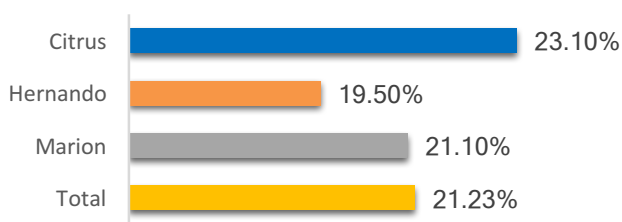


*Multiple responses permitted

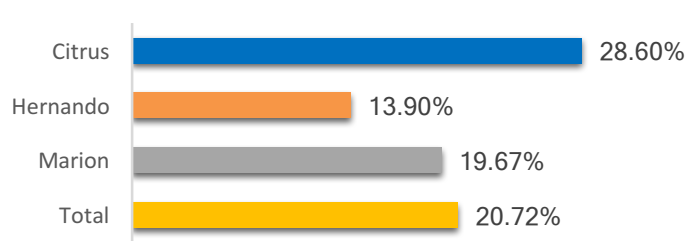
Nothing is wrong



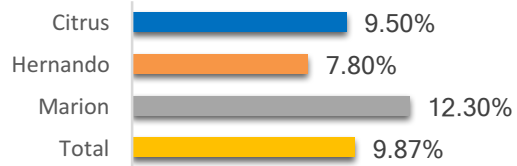
More algae (Lyngbya)



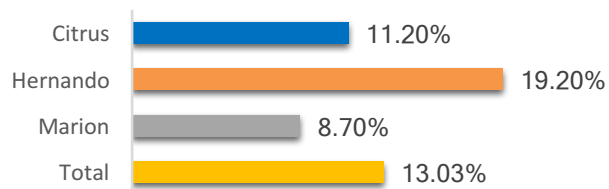
Less clear water



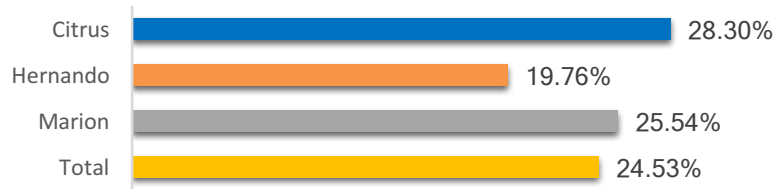
Less flow



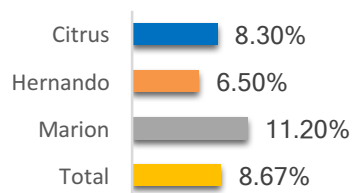
Greener water



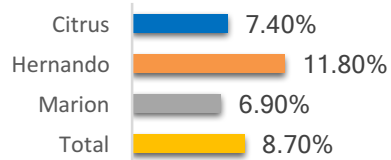
More boaters



Dead trees



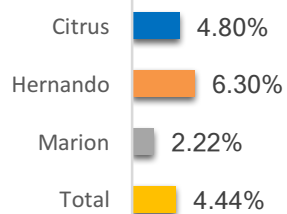
Fewer fish



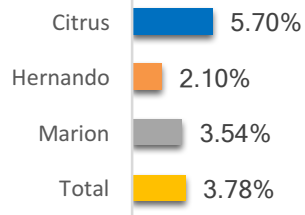
More recreation



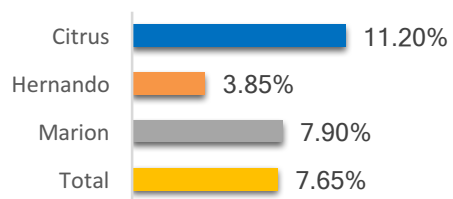
More manatees



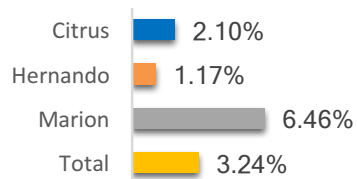
Salt water/sea-level rise



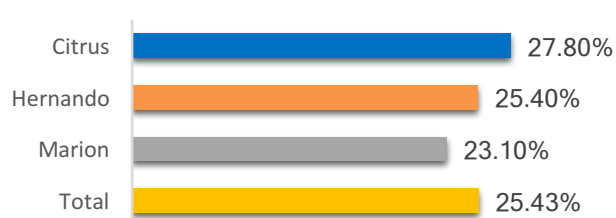
Fewer underwater plants



Other

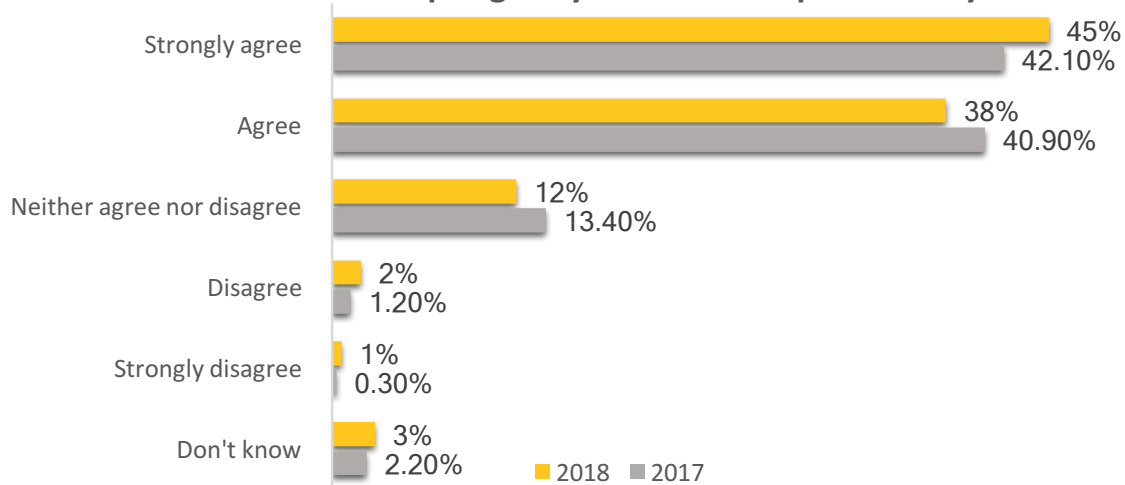


Don't know

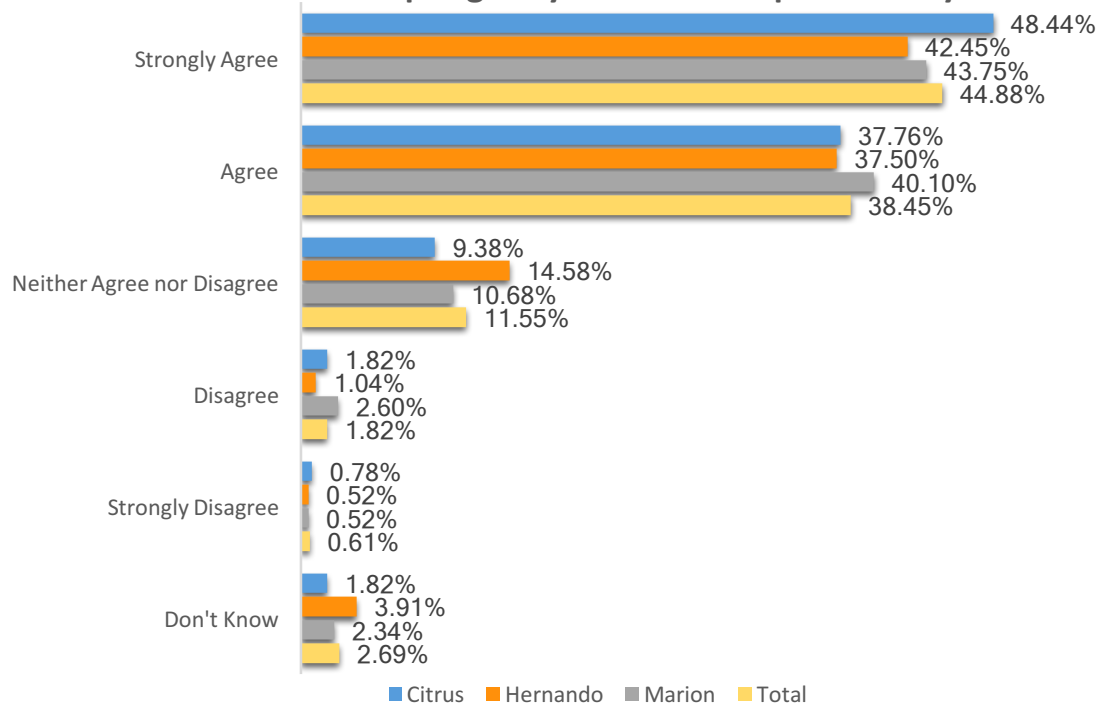


Next, I'm going to read a list of statements. I want you to tell me how much you agree or disagree with each statement. Use the scale Strongly Agree, Agree, Neither Agree nor Disagree, Disagree, or Strongly Disagree after I finish each statement. If you don't know, simply say so.

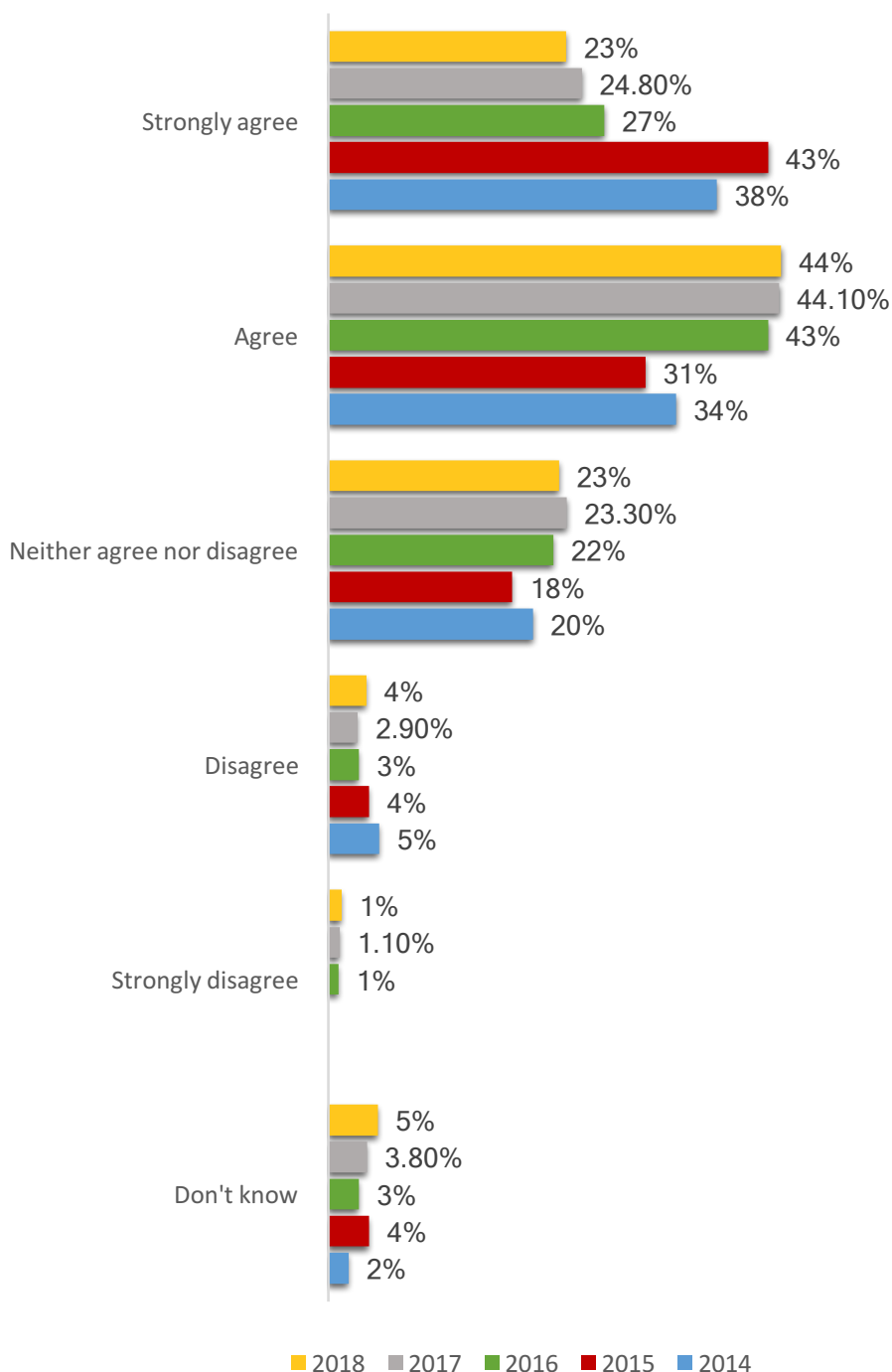
The health of springs in your area is important to you.



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

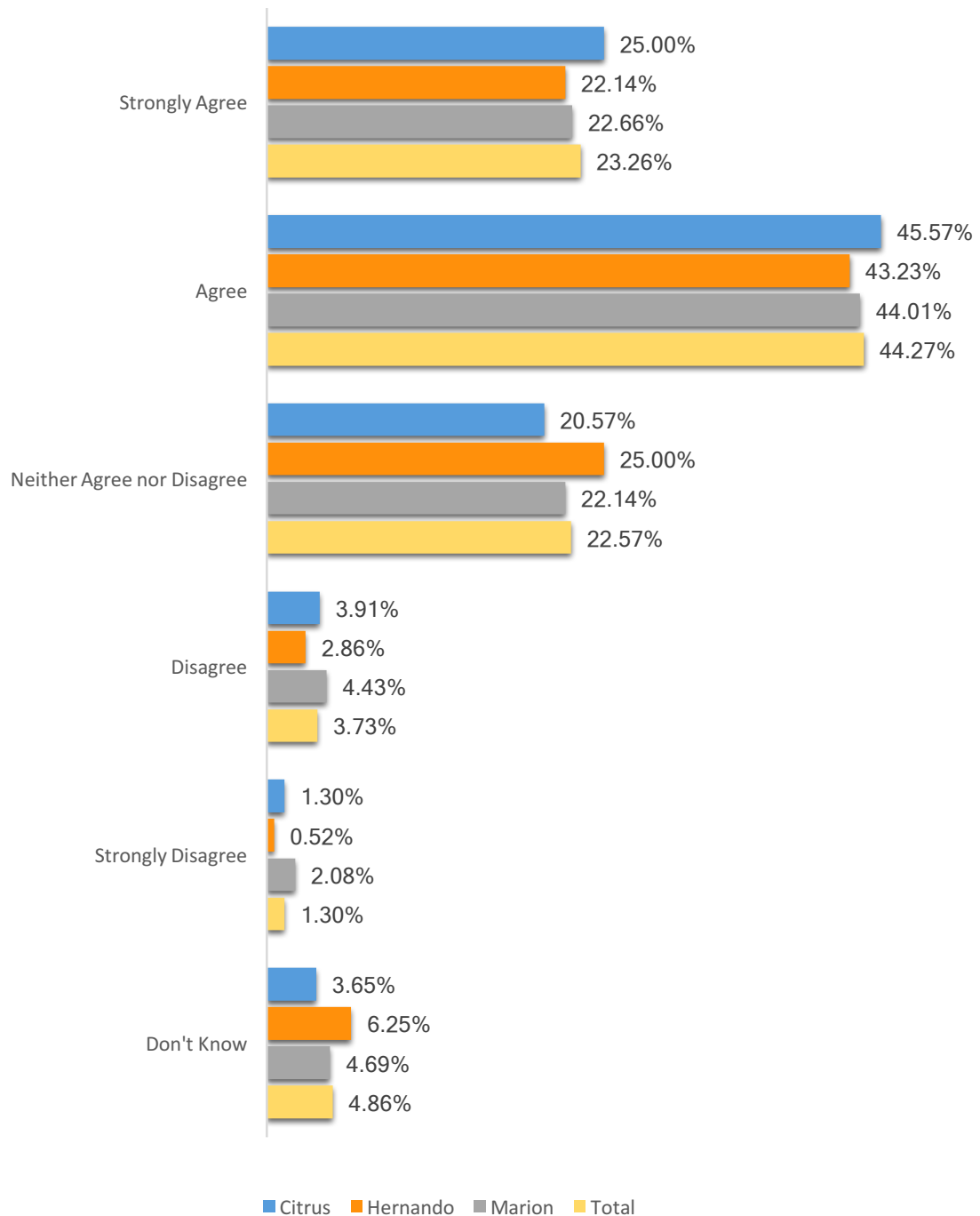


How important to you is it that your tax dollars be used to improve the health of the springs in your area?

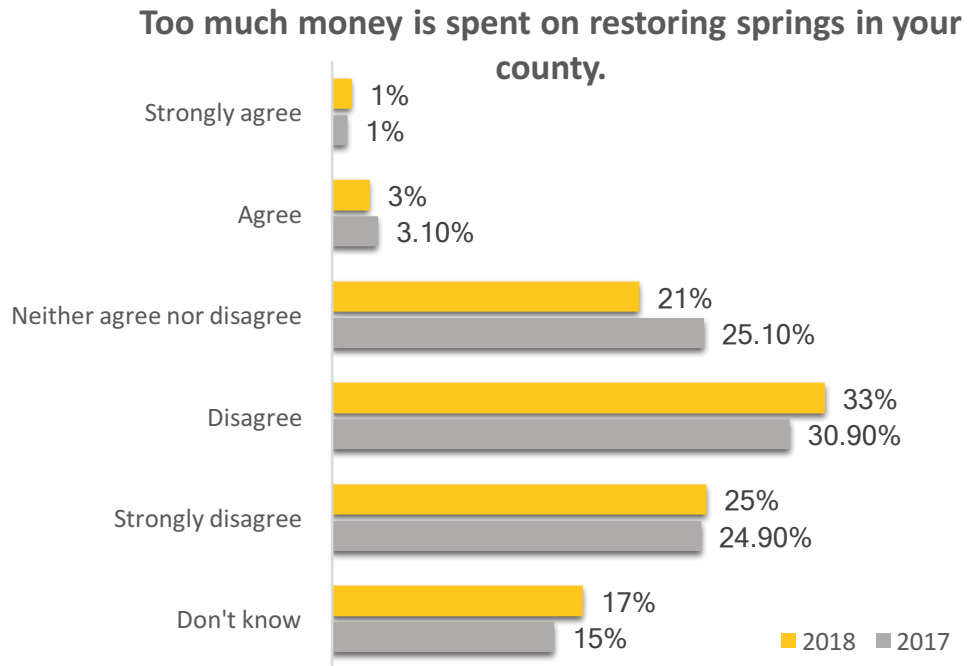


This question was worded differently in the previous surveys. From 2013 to 2015, the response scale was Very important, Important, Somewhat Important, Not at all important and Don't know. We decided to change the scale to a more definitive measure, thus making it less confusing for the respondent.

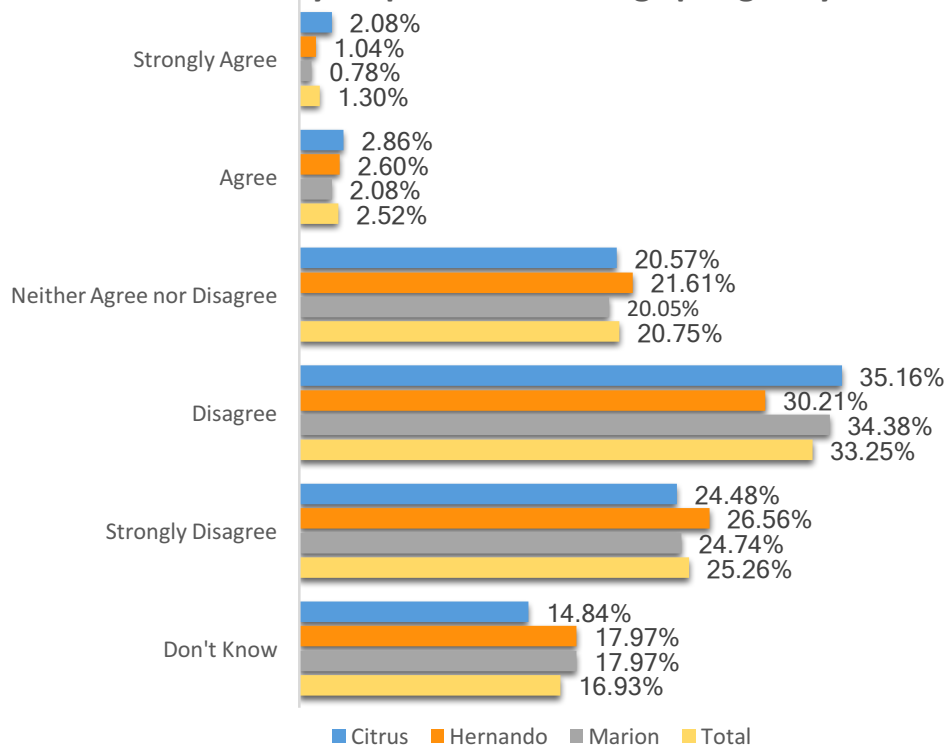
It is important for your tax dollars to be used to improve the health of the springs in your area.



Springs Restorations

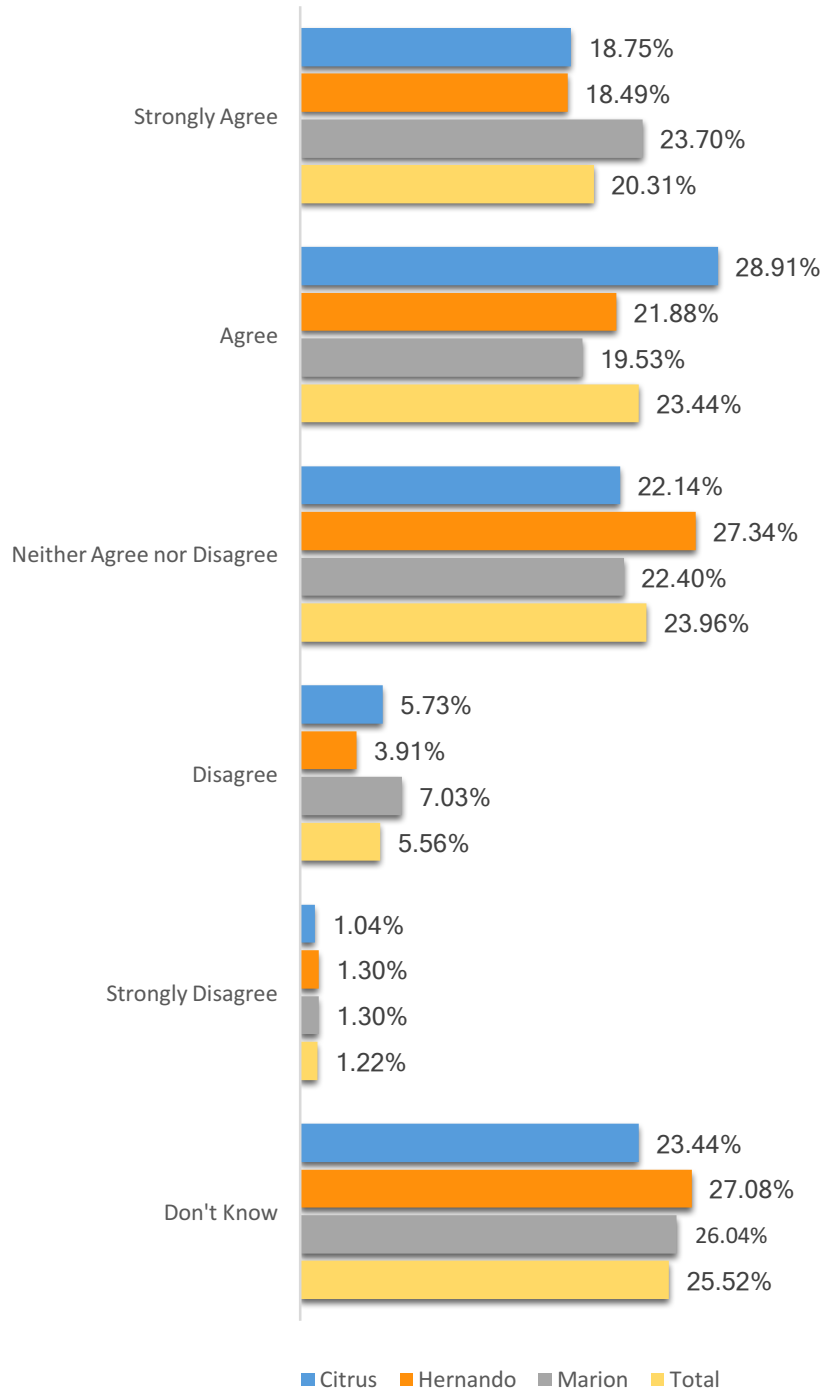


Too much money is spent on restoring springs in your county.

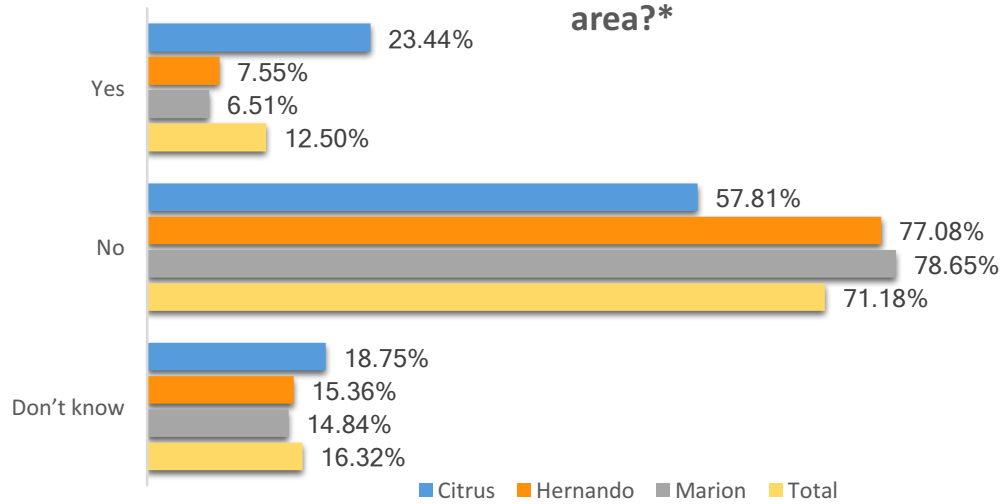


New Question for 2018

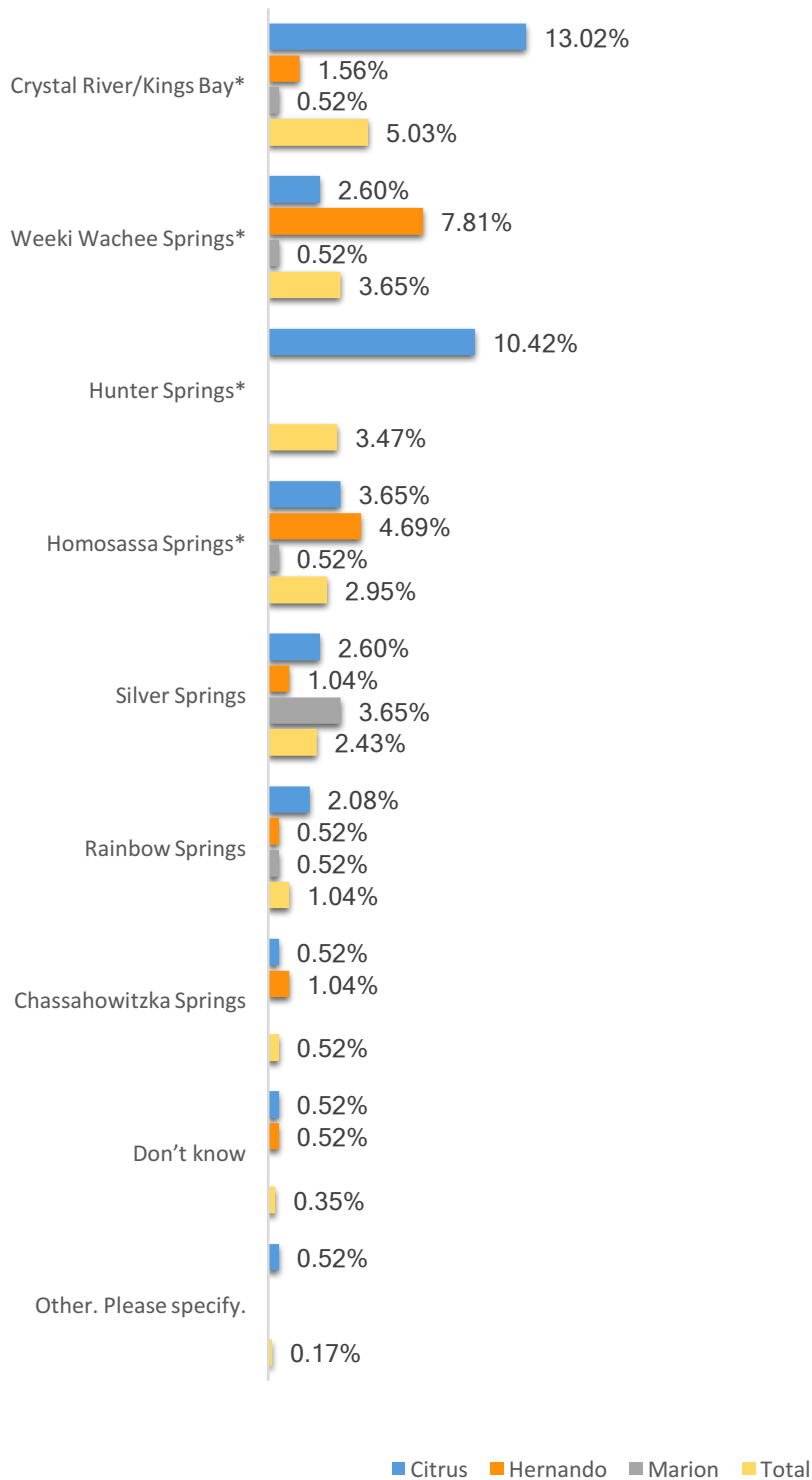
Too much water from the aquifer is being pumped out of the ground for various uses.*



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



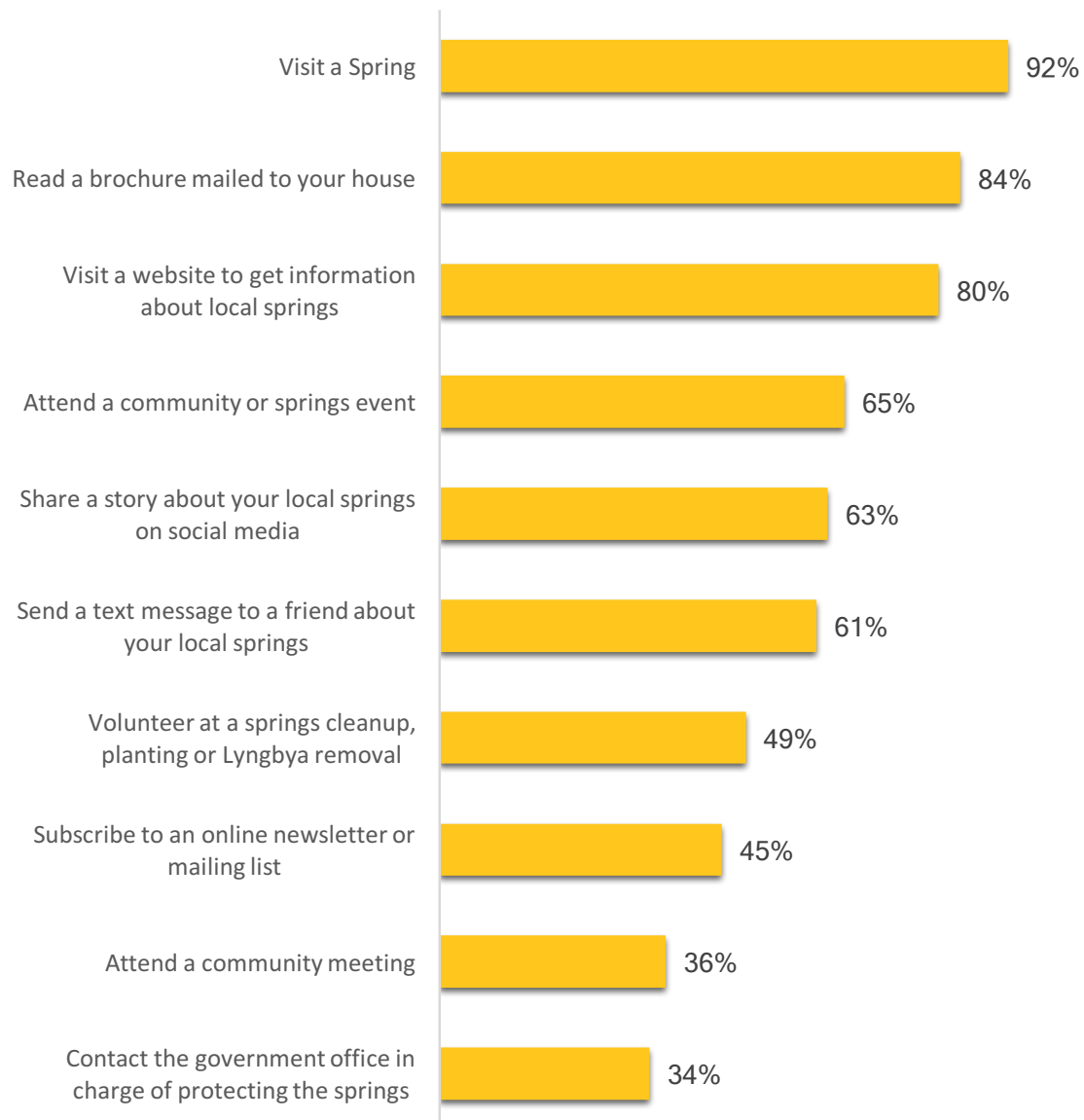
Where were the springs restorations?

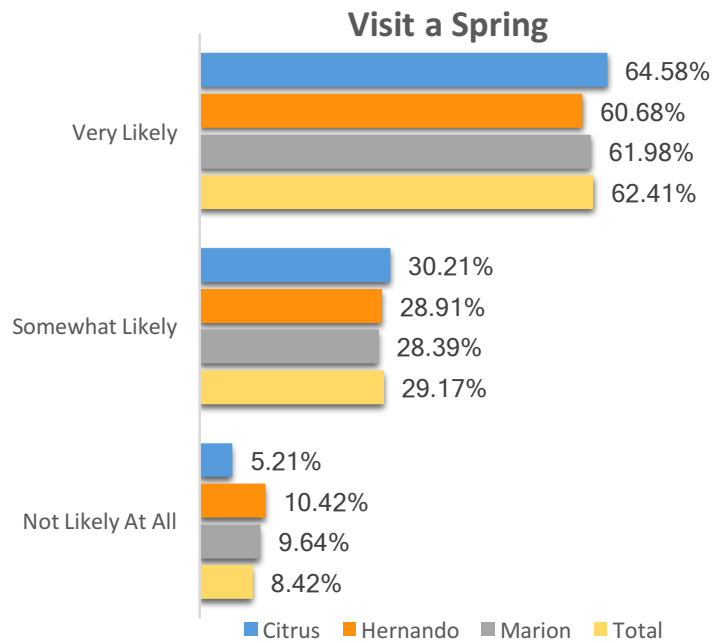


Behaviors to Learn About Springs in Their Area

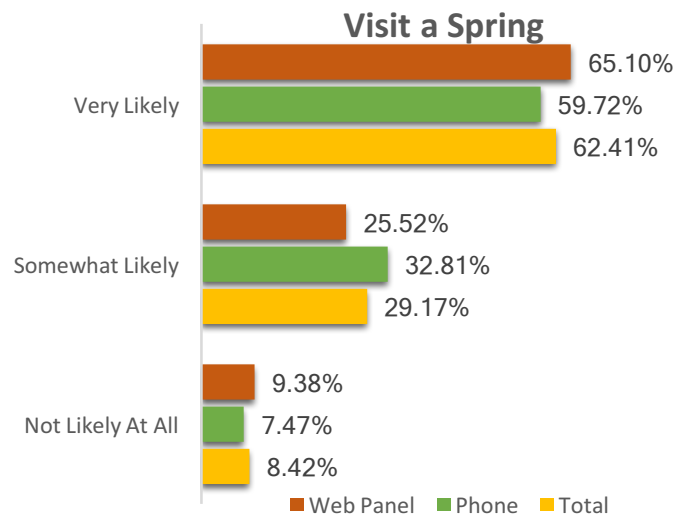
How likely are you to do the following to find out more about the springs in your area? For each one of the items on the list, tell me Very Likely, Somewhat Likely or Not Likely at All.

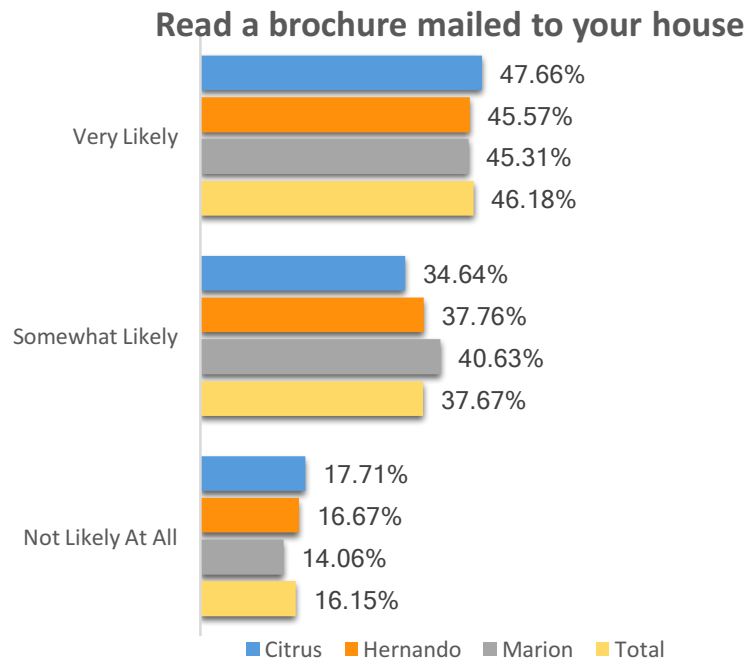
Very & Somewhat Likely Measures Combined



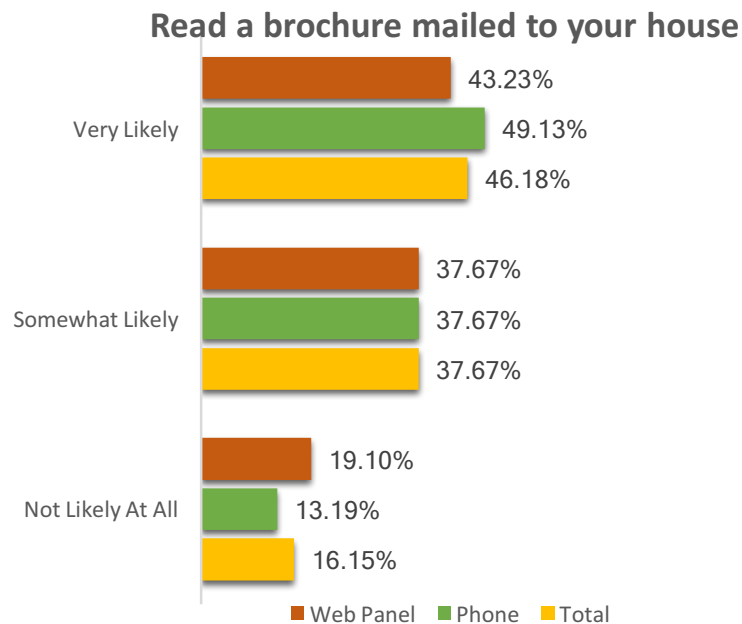


Phone and Web Differences – Likelihood to Visit a Spring

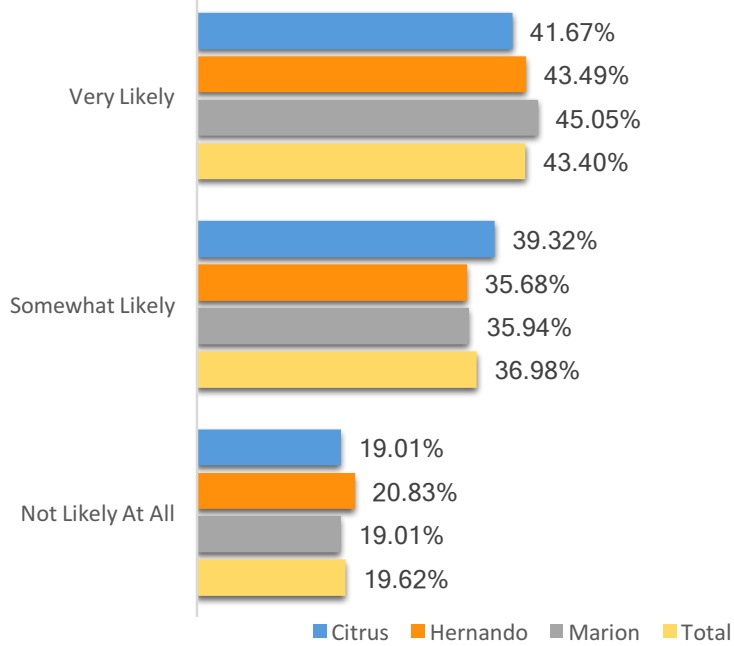




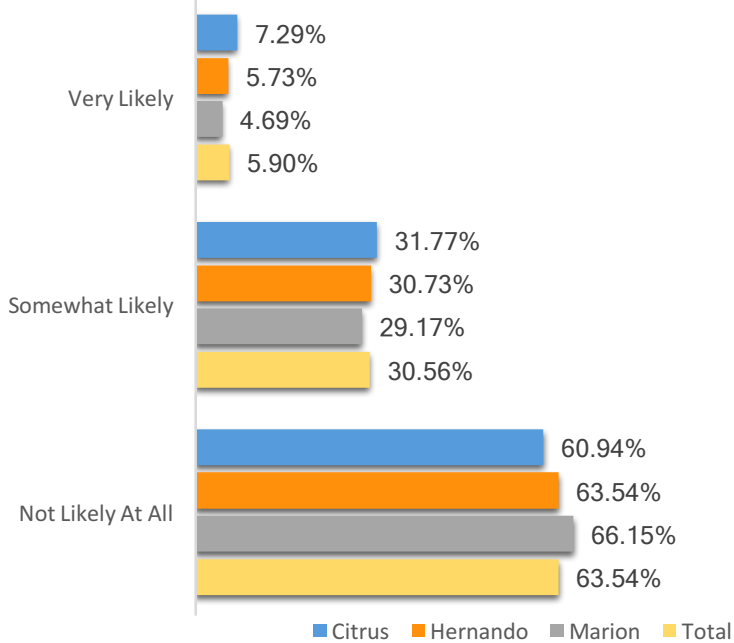
Phone and Web Differences – Likelihood to Read a Brochure



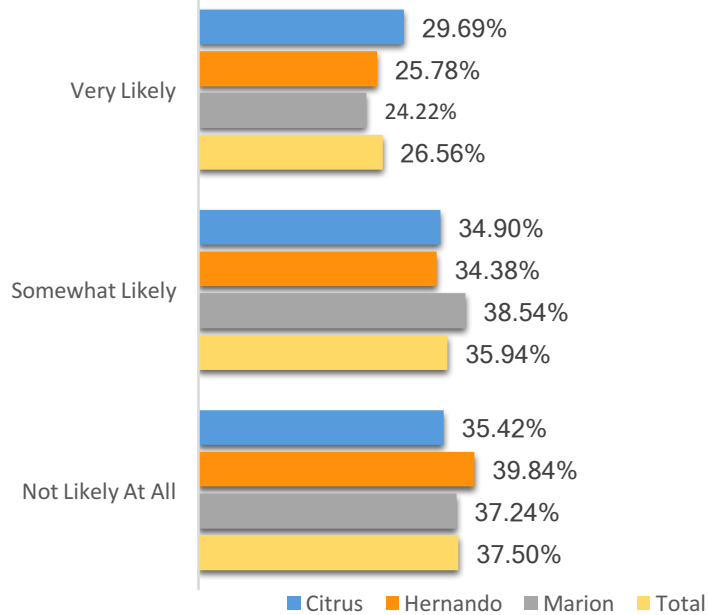
Visit a website to get information about local springs



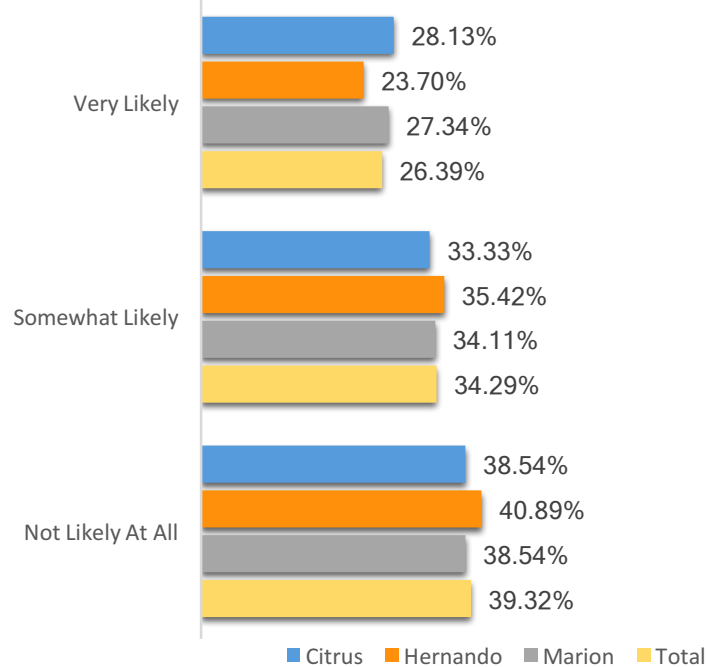
Attend a community meeting



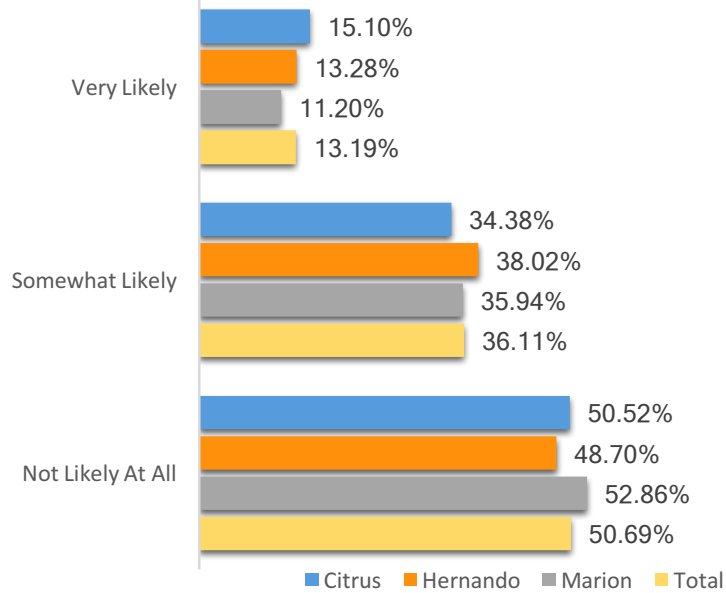
Share a story about your local springs on social media



Send a text message to a friend about your local springs

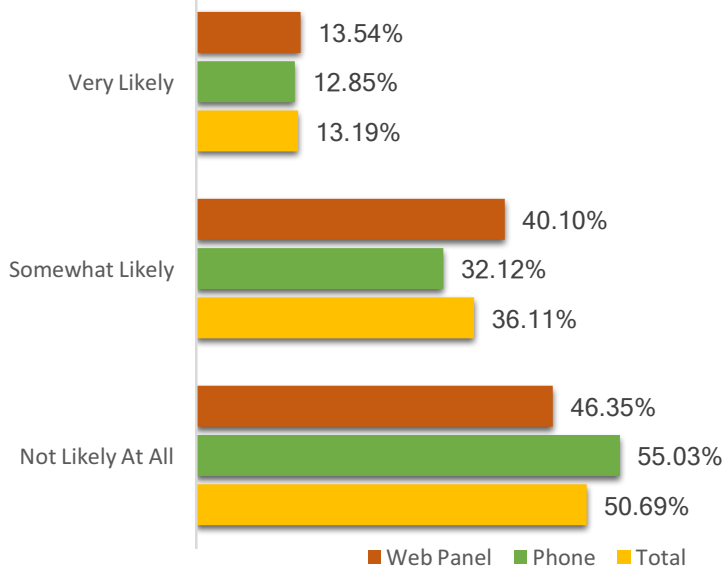


Volunteer at a springs cleanup, planting or Lyngbya removal

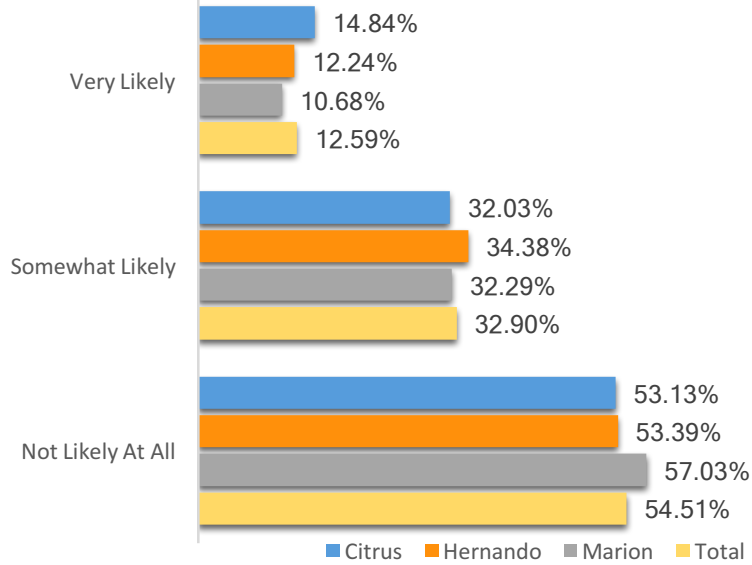


Phone and Web Differences – Likelihood to Volunteer

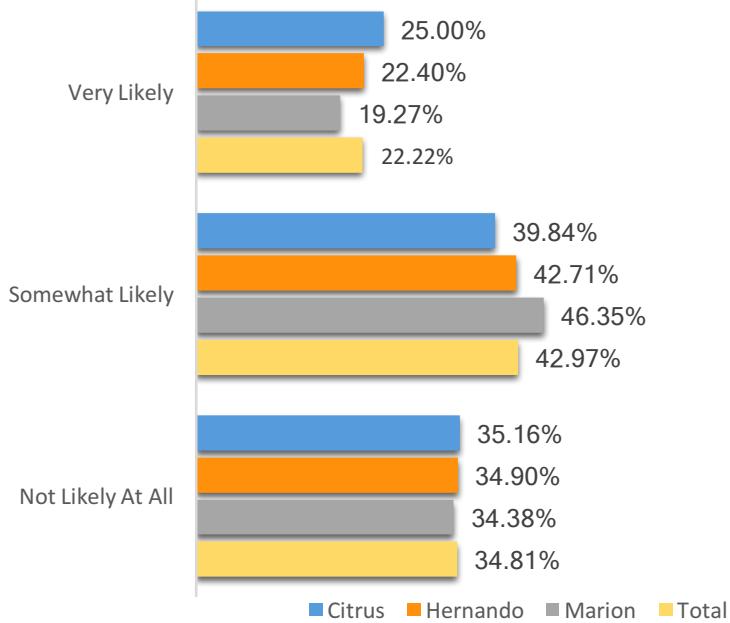
Volunteer at a springs cleanup, planting or Lyngbya removal



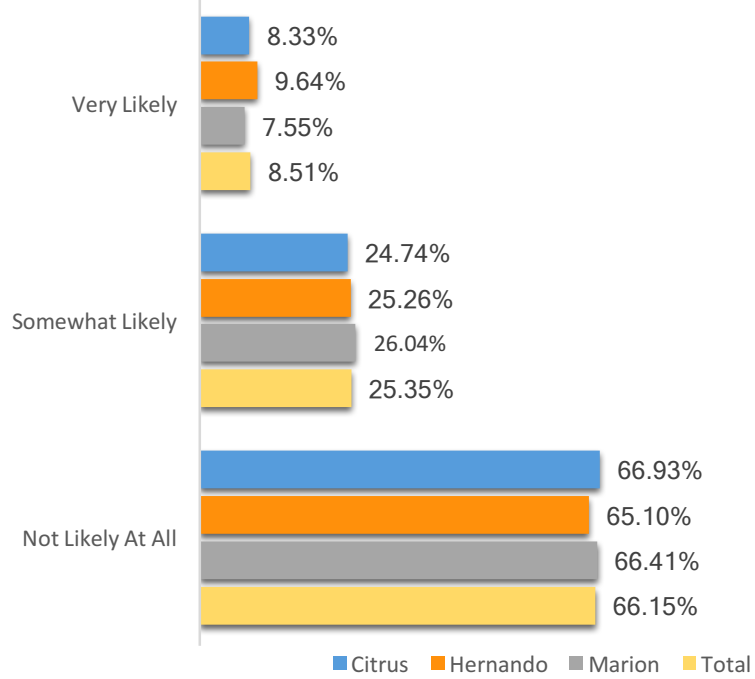
Subscribe to an online newsletter or mailing list



Attend a community or springs event



Contact the government office in charge of protecting the springs



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.
- Below is a list of statements. Tell us how much you agree or disagree with each statement using the scale Strongly agree, Agree, Neither Agree nor Disagree, Disagree, Strongly Disagree, or 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.
 - The Southwest Florida Water Management District scientists have the expertise to maintain the springs in our 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

Familiarity

Familiarity with the District decreased from 54% of the overall sample in 2017 to 46.7% in 2018. Responses by county were significantly different. The percentage of Marion County residents who reported having heard of the District dropped from 37.9% to 29.2% in 2018. Hernando County was most likely to have heard of the District with 57.6% of the sample reporting 'yes.' This was a change from 2017 when Citrus County residents were most likely to have heard of the District.

Credibility

The percentage of the sample who rated the District as very or somewhat credible decreased from 69% in 2017 to 66% in 2018. Statistical differences are observed between counties with 59% of Marion County rating the District as very or somewhat credible compared to 69% of Hernando County and 70% of Citrus County. Slight statistical differences were observed between the web and phone panel; 29.3% of web panel respondents rated the District as "Very Credible" 29.3% compared to 23.6% of the phone sample.

Between 2017 and 2018, ratings of 'very credible' or 'somewhat credible' dropped for each of the organizations tested. Notably, ratings of 'very credible' or 'somewhat credible' for local city or county government dropped from 96% to 81%. With this decrease, the U.S. Fish and Wildlife Conservation Commission moved from the second most credible organization in 2017 to the most credible in 2018 with 92.7% of the sample rating it as 'very credible' or 'somewhat credible.' Levels of credibility for the Florida Springs Council, a 2018 addition to the survey, were near the bottom of the ratings at 37.6%.

Web panel respondents were slightly less likely to rate the US Environmental Protection Agency as 'not at all credible' at 8.7% compared to 12.0% of phone panel respondents.

Statement about the District

The percentage of respondents who strongly agreed with the statement that the District "is the leader in taking the right actions to improve the health of the springs in your area" increased from 7% in 2017 to 8.5% in 2018 while the percentage who responded with 'don't know' also increased from 25.3% of the total sample in 2017 to 28.6% of the sample in 2018. Of the counties surveyed, Citrus County was most likely to either disagree or strongly disagree with the statement at 11% compared to 6% of Hernando County respondents and 8% of Marion County respondents.

'Strongly agree' responses also increased for the statement "the Southwest Florida Water Management District is committed to improving the health of the springs in your area", up from 8.8% in 2017 to 10.2% in 2018. 'Don't know' responses to the statement also increased from 20.8% in 2017 to 24.9% in 2018, while "strongly disagree" and "disagree" responses decreased.

Similar differences in responses between the 2017 and 2018 surveys were observed for the statement "the Southwest Florida Water Management District scientists have the expertise to maintain the springs in our area." Disagrees and strongly disagrees decreased slightly from 2017 while the percent of respondents who replied either 'strongly agree' or 'don't know' increased.

For the statement "the Southwest Florida Water Management District cares about the health of the springs in my area," responses of disagreement decreased slightly from a combined total of 8.1% in 2017 to 5.7% in 2018. As was seen with other statements tested, there was an increase in 'don't know' responses as well as an increase in 'strongly agrees.'

District Performance

Ratings of the District's performance in protecting springs were relatively unchanged from 2017 except for a minor increase in 'terrible' ratings up from 2% in 2017 to 4.5% in 2018.

For the District's performance in educating people about the condition of the springs, there was a slight increase in ratings of 'excellent' from 9% in 2017 to 11.7% in 2018, otherwise the results were similar to 2017 results.

'Excellent' ratings for the District's performance in educating people about what they can do to help protect the springs increased from 9% in 2017 to 13.9% of the overall sample in 2018. Between the counties, Hernando County was most likely to rate the District's performance in educating people about what they can do to help protect the springs as 'terrible' with 8.1% responding in that way compared to 2.4% of Citrus County respondents and 1.8% of Marion County respondents. Hernando County respondents also had the highest percentage of respondents who answered 'don't know' with 15.8% responding that way compared to 9.8% of Citrus County and 8.9% of Marion County respondents. A little over a third of web panel respondents (35.2%) rated the District as "Excellent" or "Good" at educating people about the condition of the springs compared to 29.7% of the phone sample.

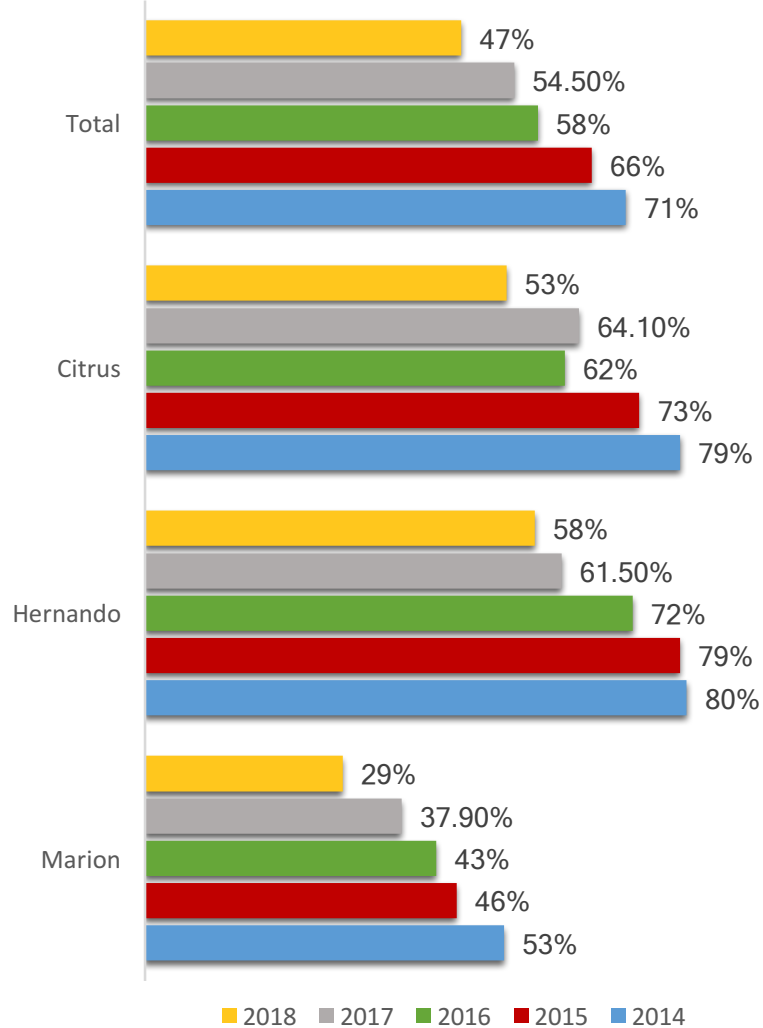
For the statement "ensuring that not too much water is drawn out of the ground for various uses," there was a slight increase in the percentage of 'excellent' ratings from 7% in 2017 to 8.2% in 2018. The percentage of 'good' ratings decreased from 21% in 2017 to 18.8% in 2018. There was also a slight increase in 'don't know' responses, up to 22.5% from 21% in 2017.

Opinions of the District's performance in "listening to community input that may benefit the springs in your area" were little changed from 2017. Ratings of "excellent" increased slightly from 7% in 2017 to 8.6% in 2018. Negative ratings and 'don't know' responses decreased slightly.

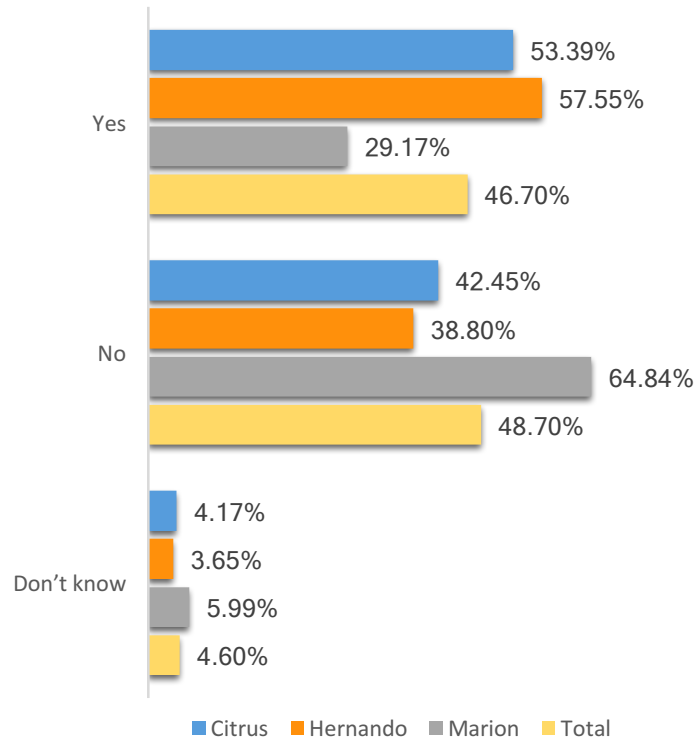
A note on the following graphs:

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. Other questions, such as “Scientists at the Southwest Florida Water Management District have the scientific knowledge necessary to improve the health of the springs in your area”, were asked to every respondent with the assumption that if they didn't know about the District, they would respond “Don't know.”

Have you ever heard of Southwest Florida Water Management District, sometimes called Swiftmud? (Yes responses)

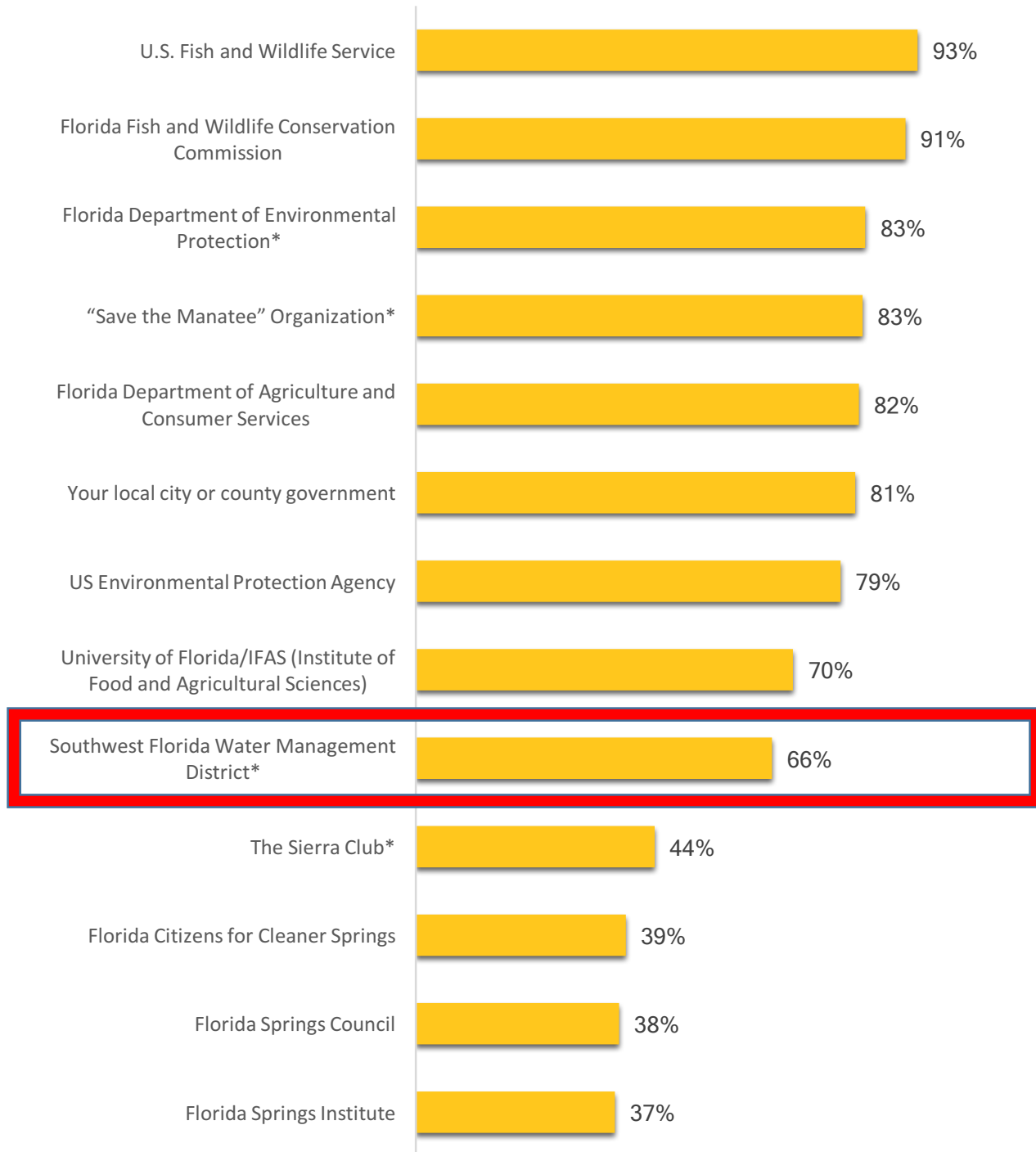


Before today's survey, had you ever heard of the Southwest Florida Water Management District, sometimes called Swiftmud?*

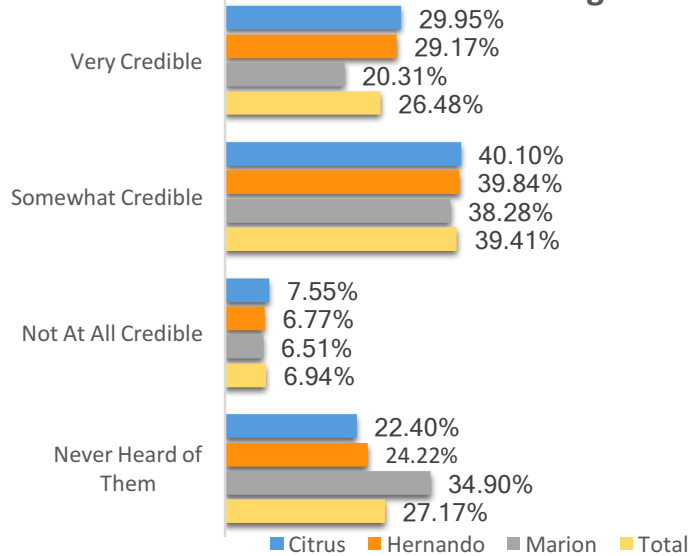


I'm going to read a list of groups you may have heard of. Please tell me if you believe they are Very Credible, Somewhat Credible, or Not at all Credible. If you have never heard of them, let me know that too.

Total Credibility (Very & Somewhat Credible Combined)

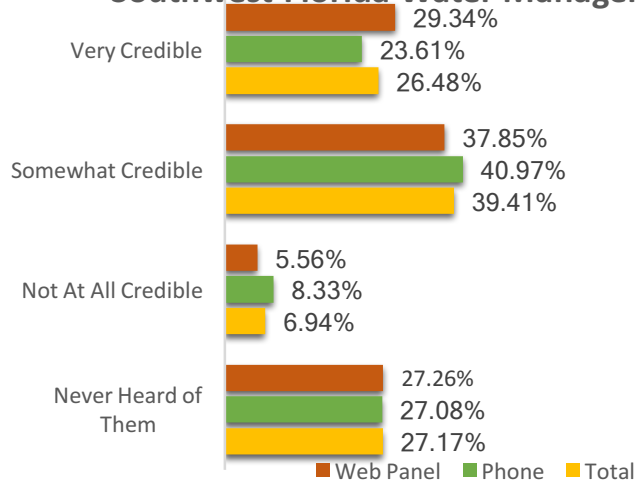


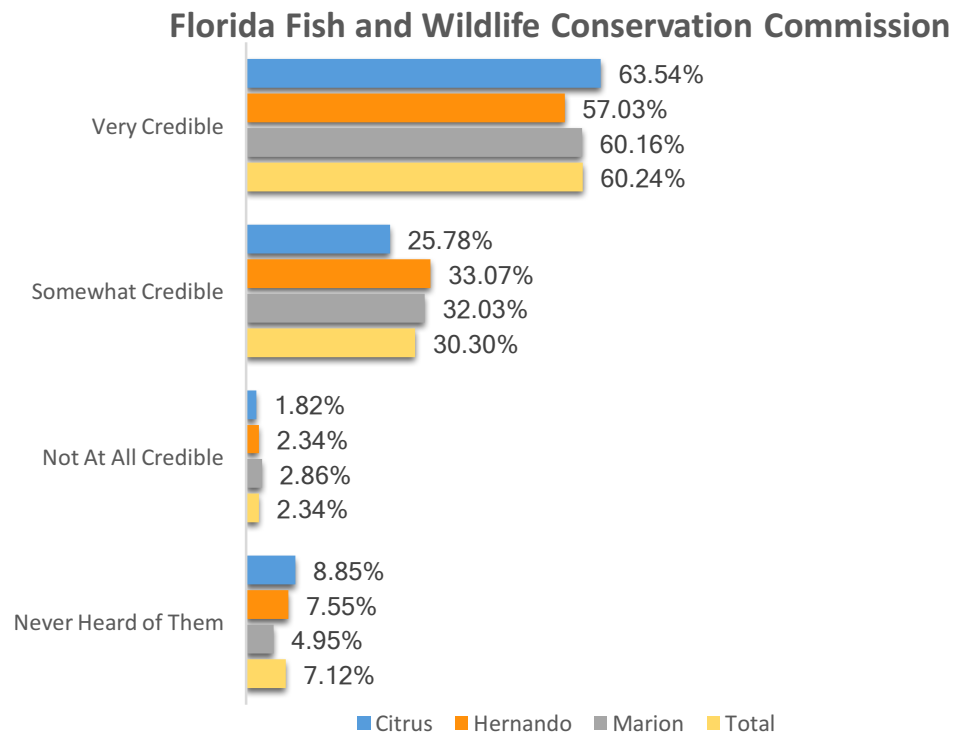
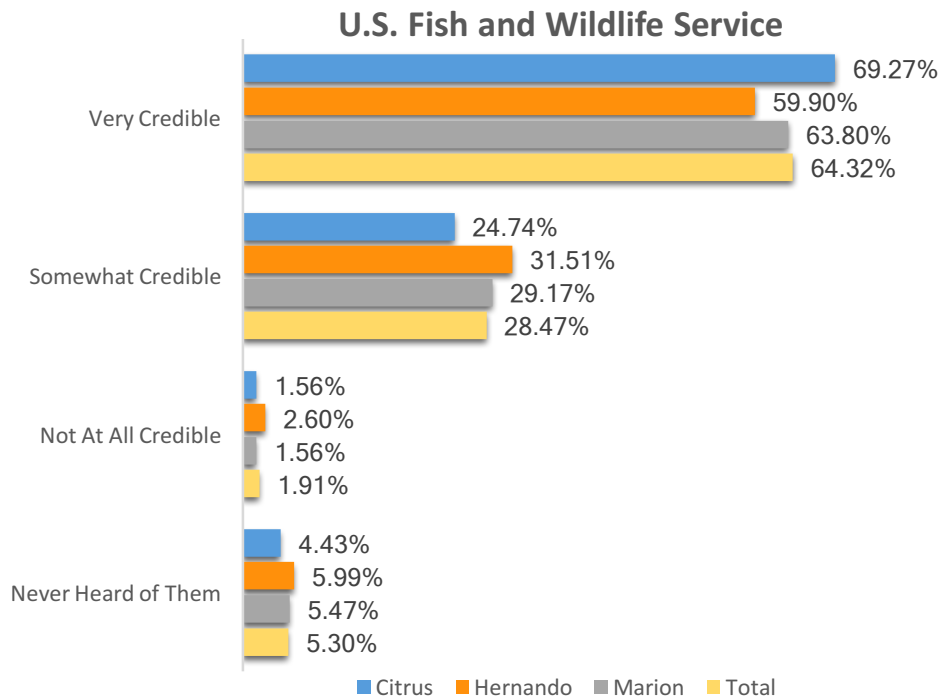
Southwest Florida Water Management District*



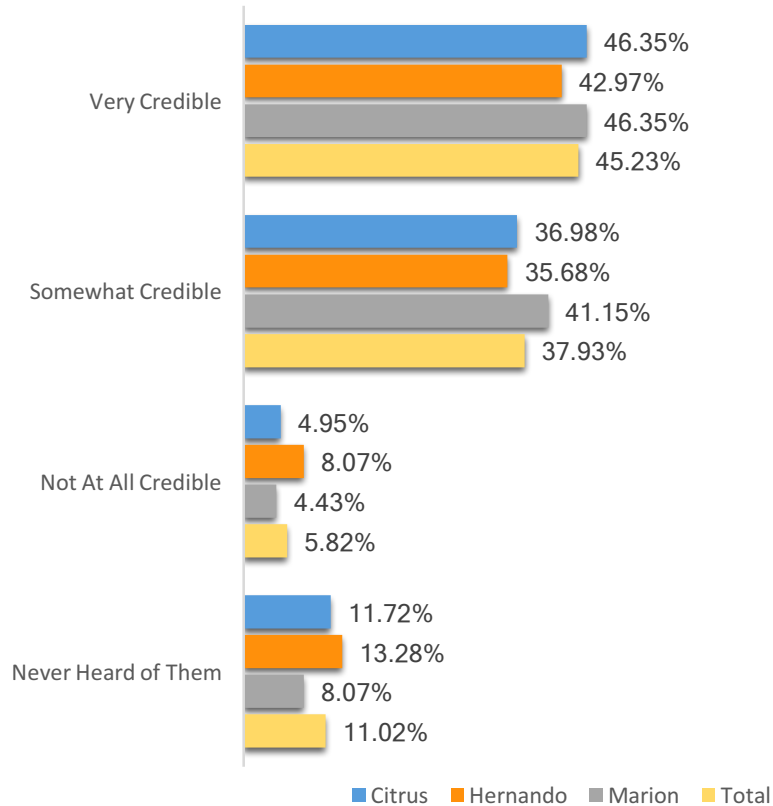
Phone and Web Differences – SWFWMD Credibility

Southwest Florida Water Management District

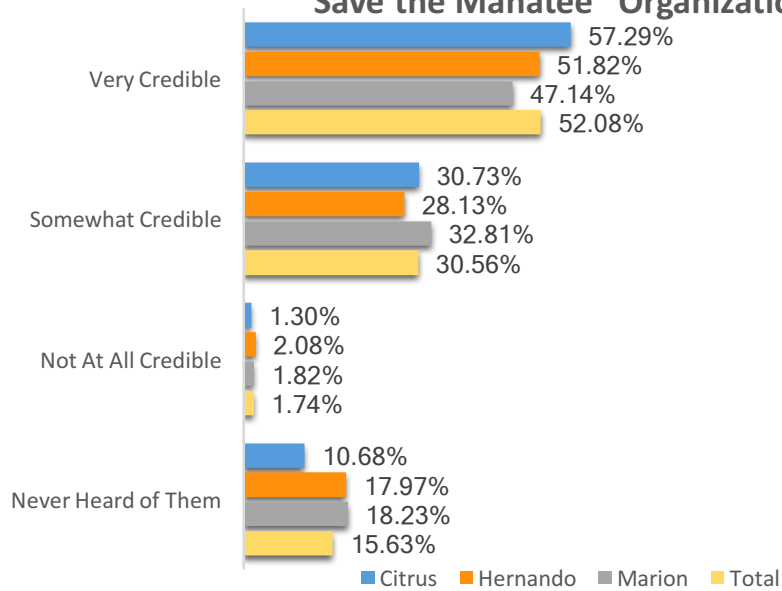




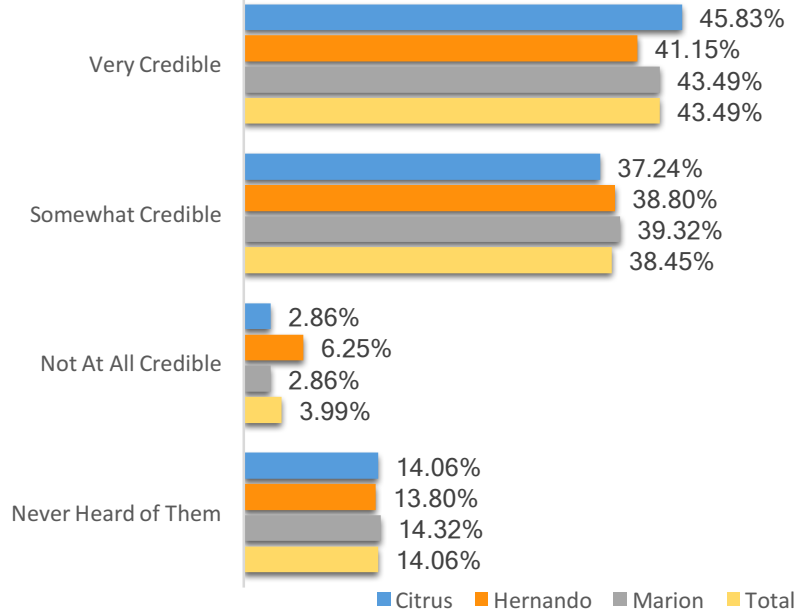
Florida Department of Environmental Protection*



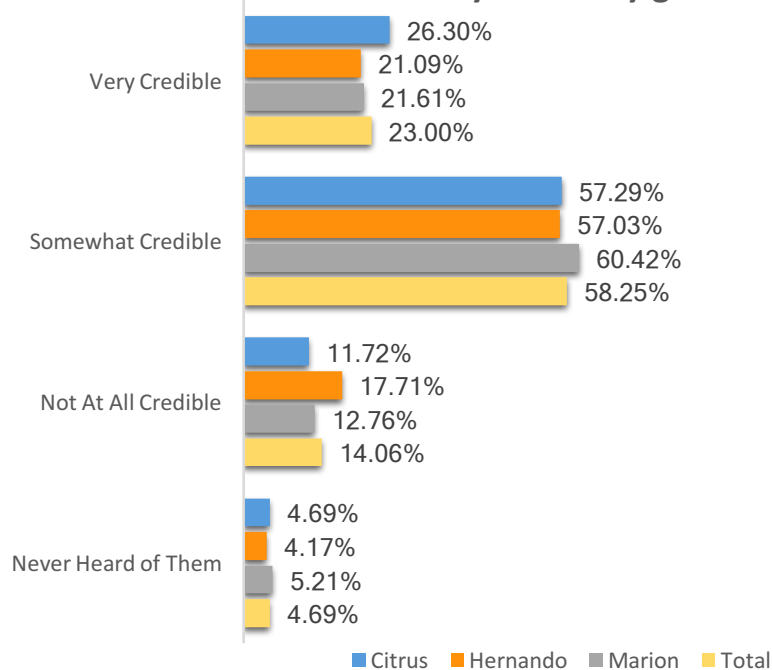
"Save the Manatee" Organization*

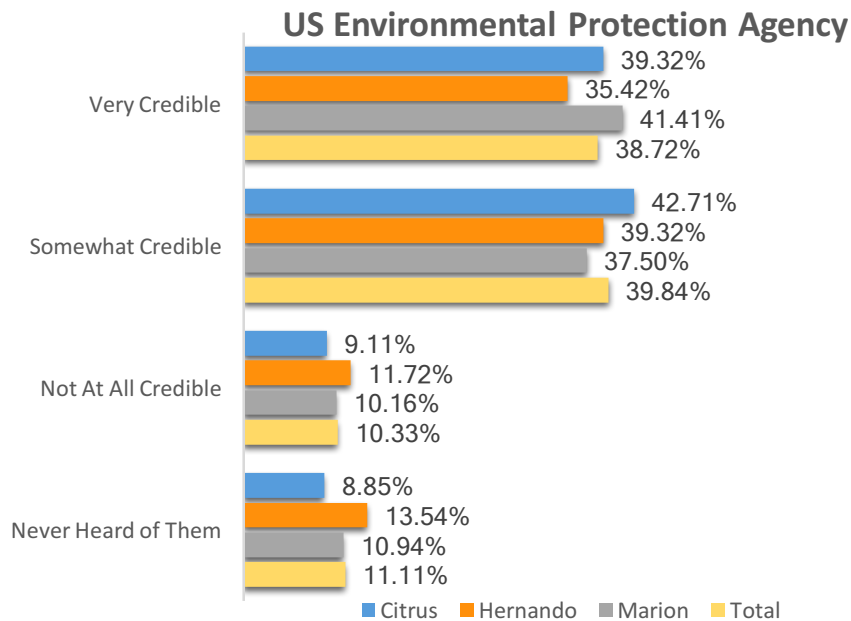


Florida Department of Agriculture and Consumer Services

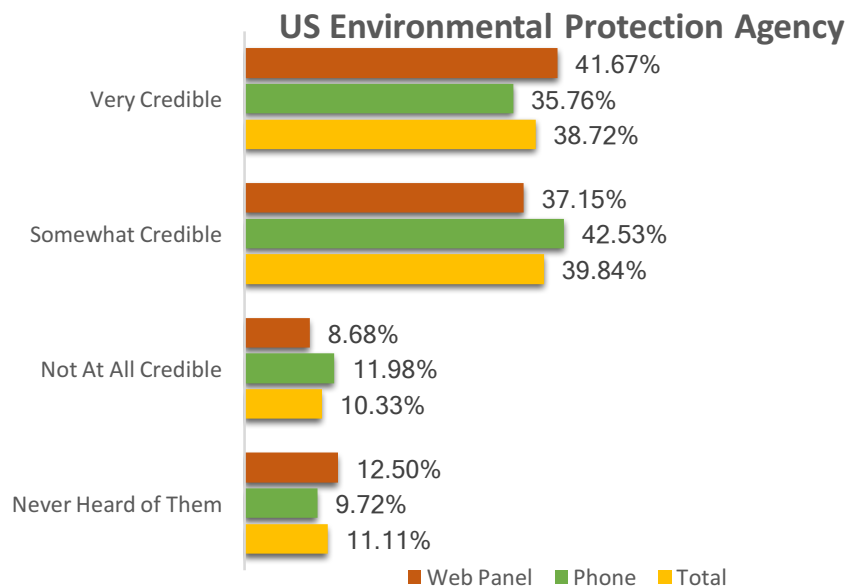


Your local city or county government

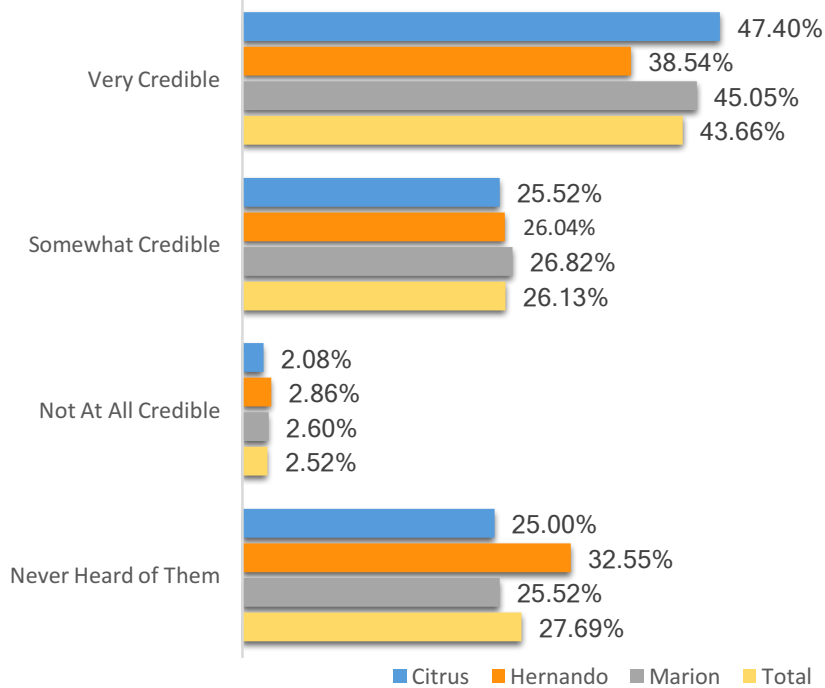




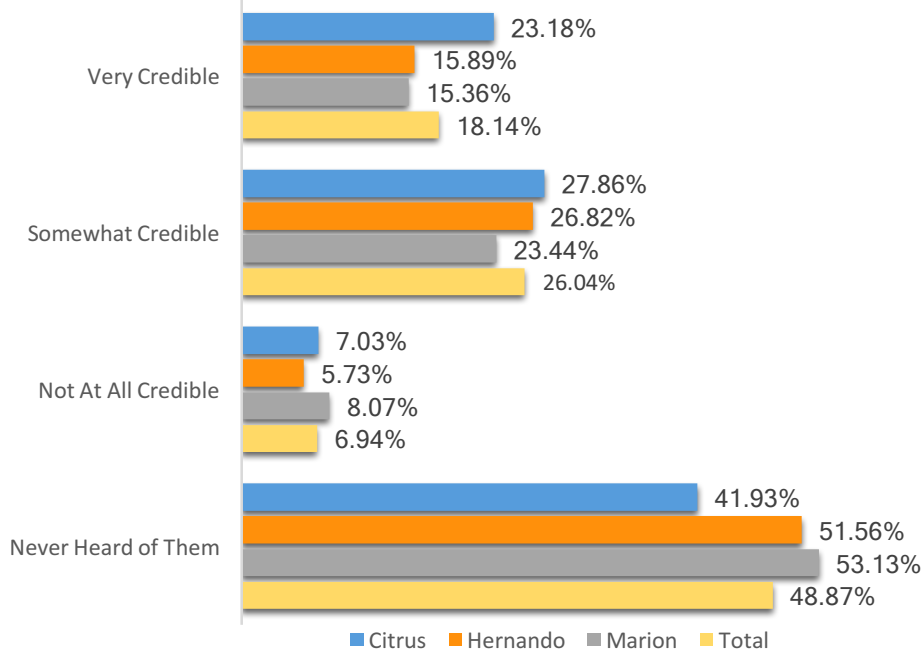
Phone and Web Differences – US EPA Credibility

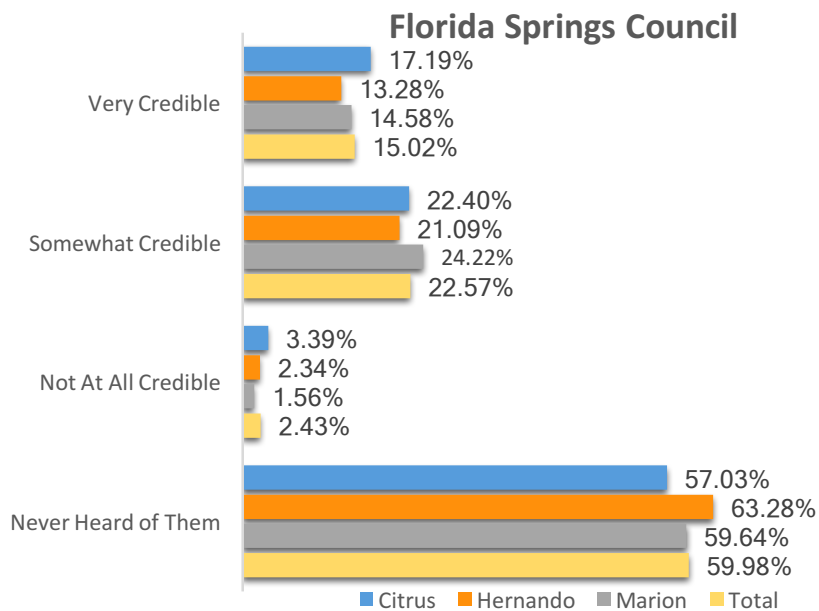
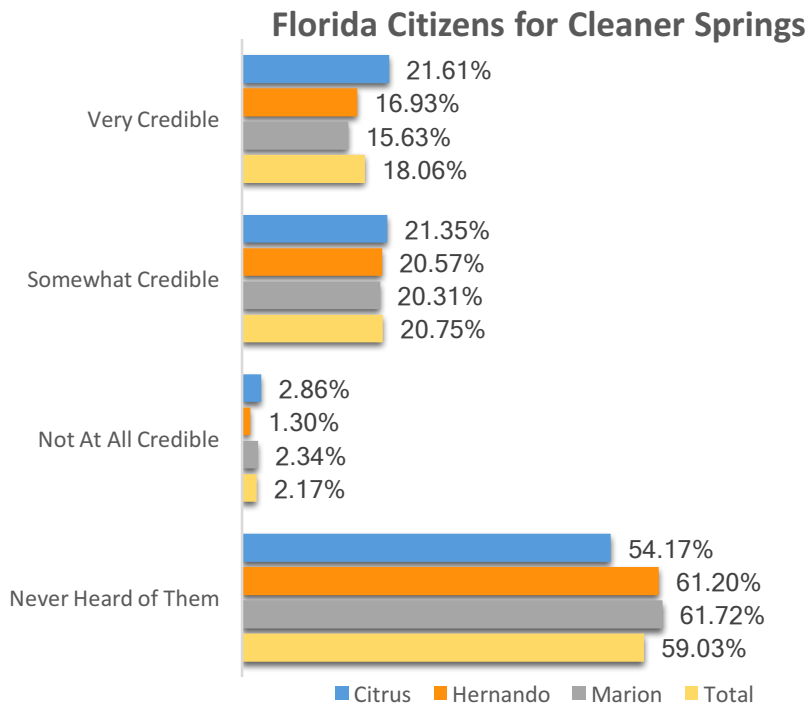


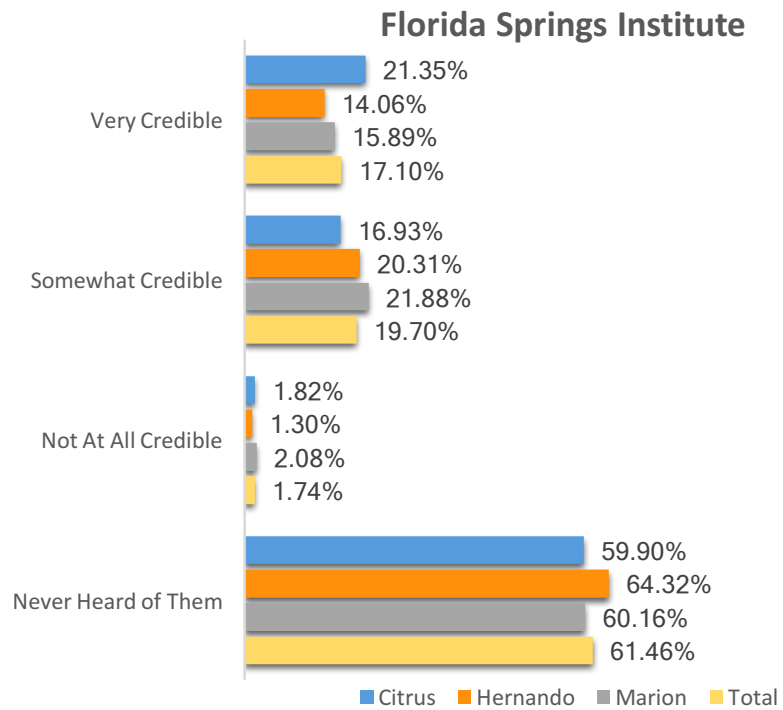
University of Florida/IFAS (Institute of Food and Agricultural Sciences)



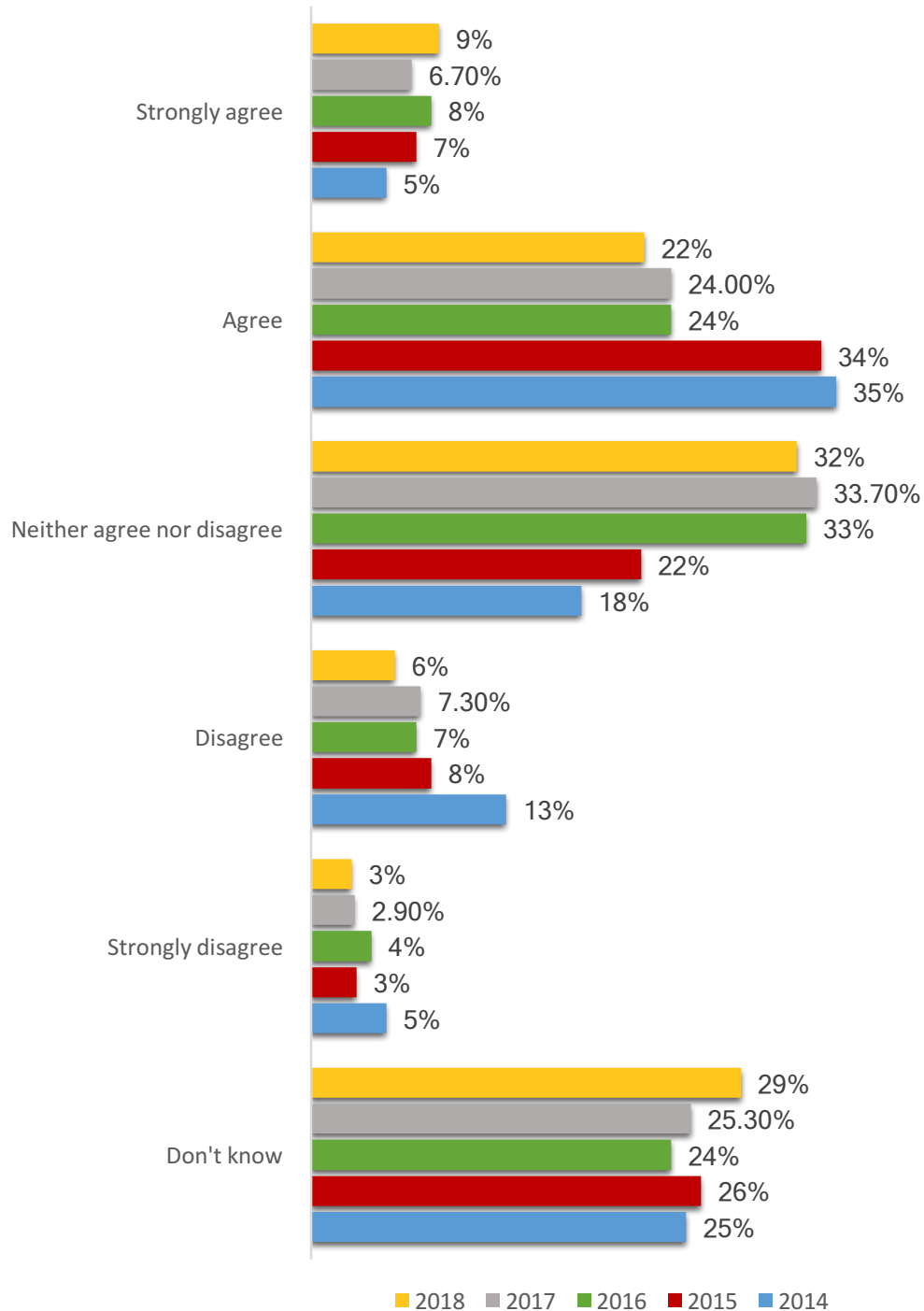
The Sierra Club*





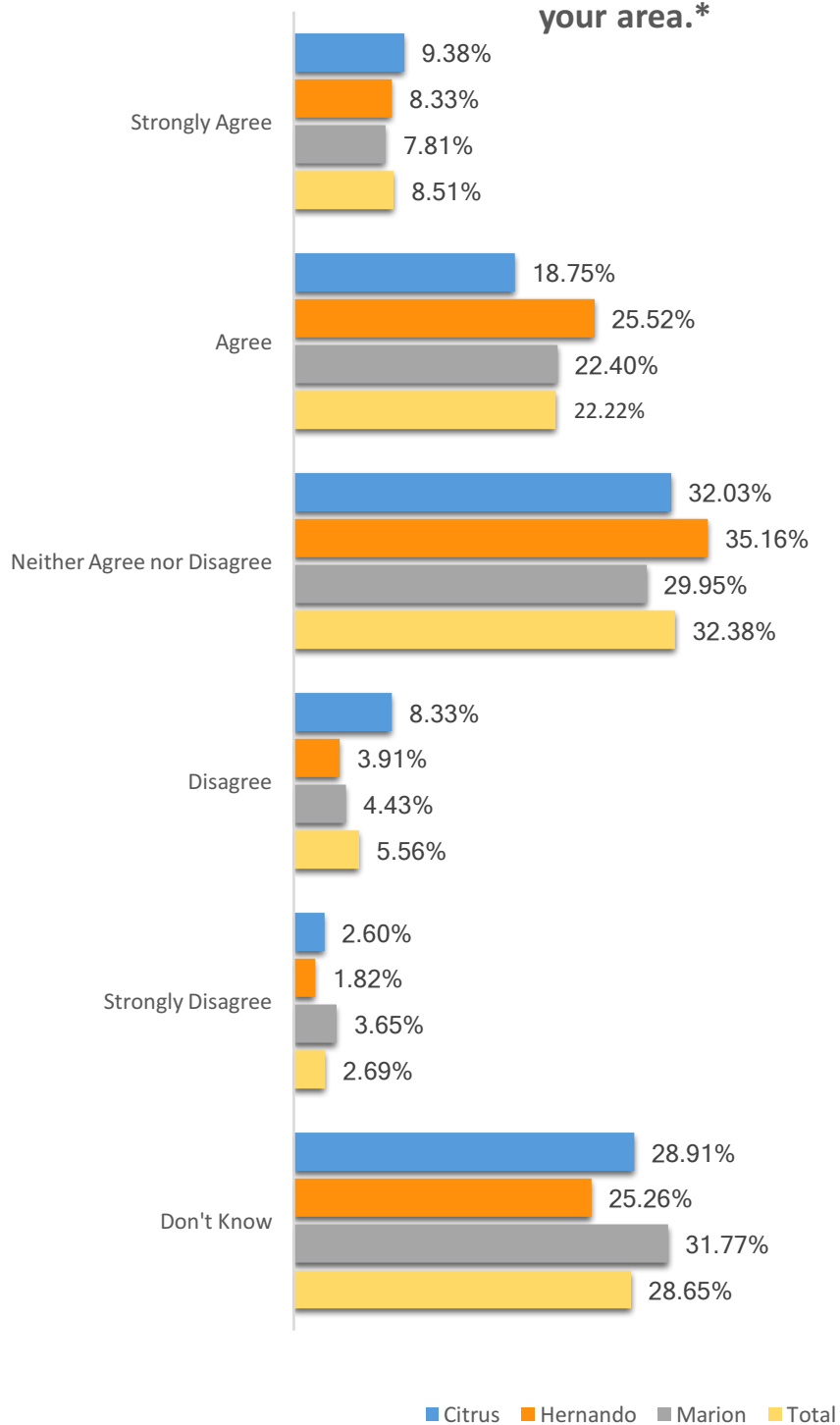


**The Southwest Florida Water Management District is the leader
in taking the right actions to improve the health of the springs in
your area.**



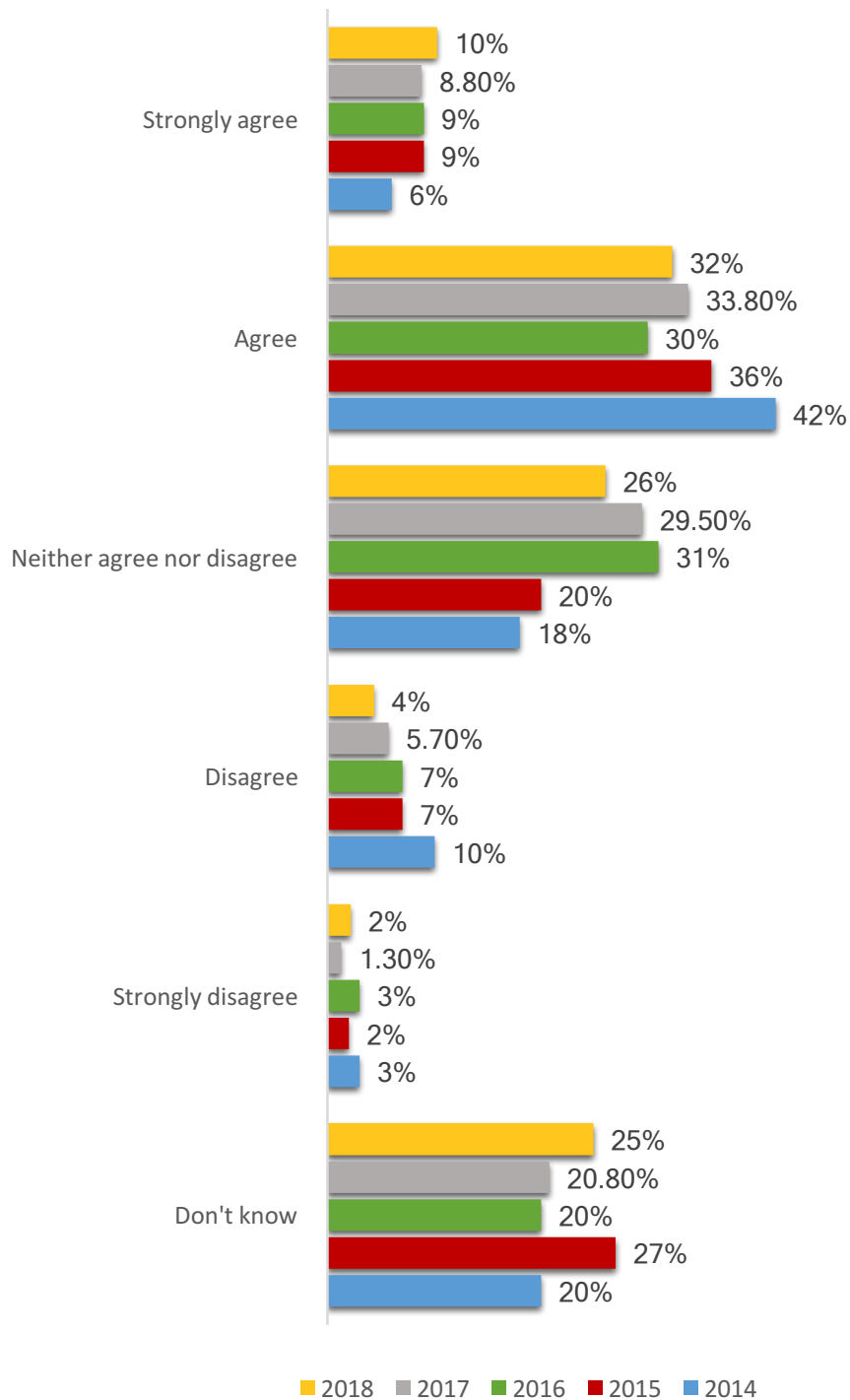
This was asked to every respondent with the assumption that if they didn't know about the District, they would respond "Don't know."

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



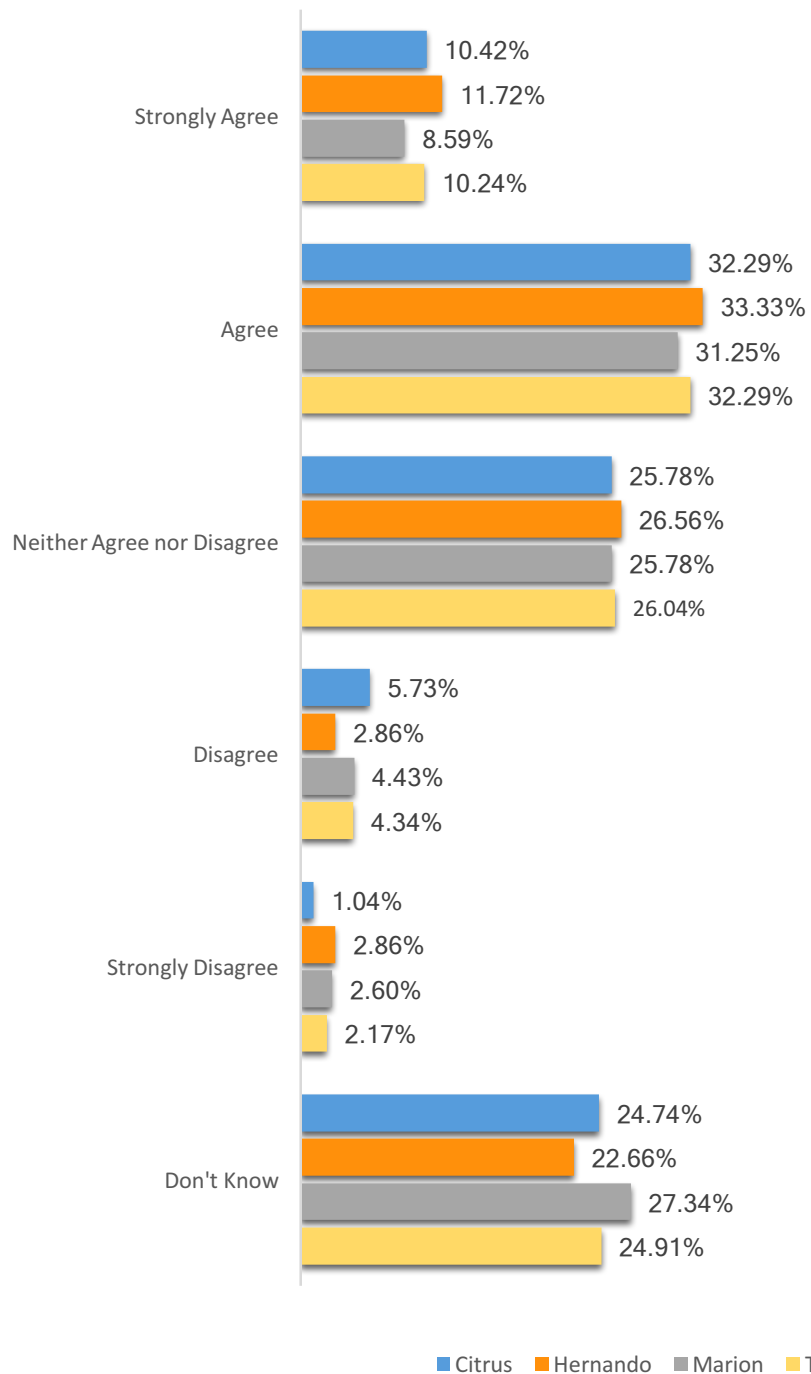
This was asked to every respondent with the assumption that if they didn't know about the District, they would respond "Don't know."

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



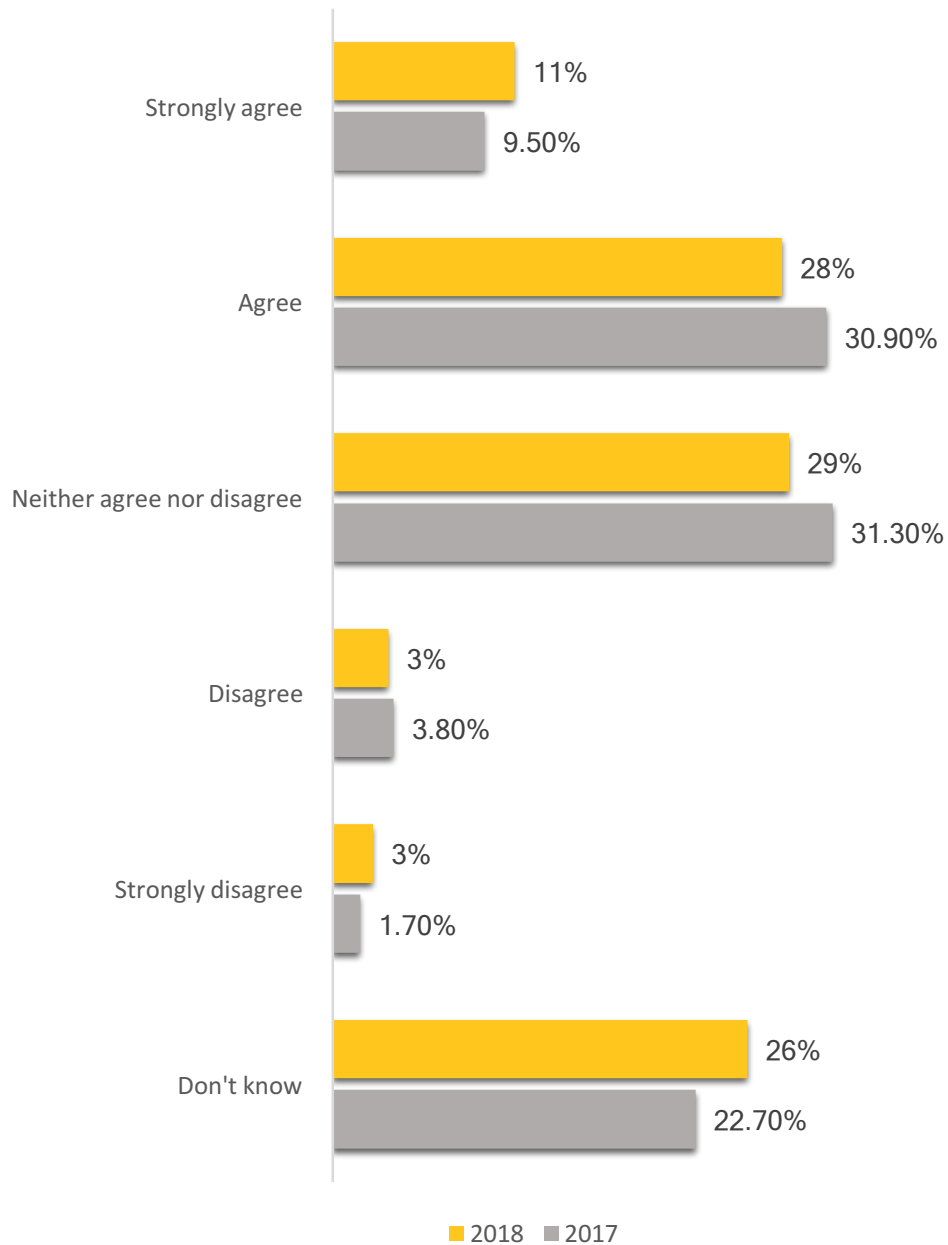
This was asked to every respondent with the assumption that if they didn't know about the District, they would respond "Don't know."

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



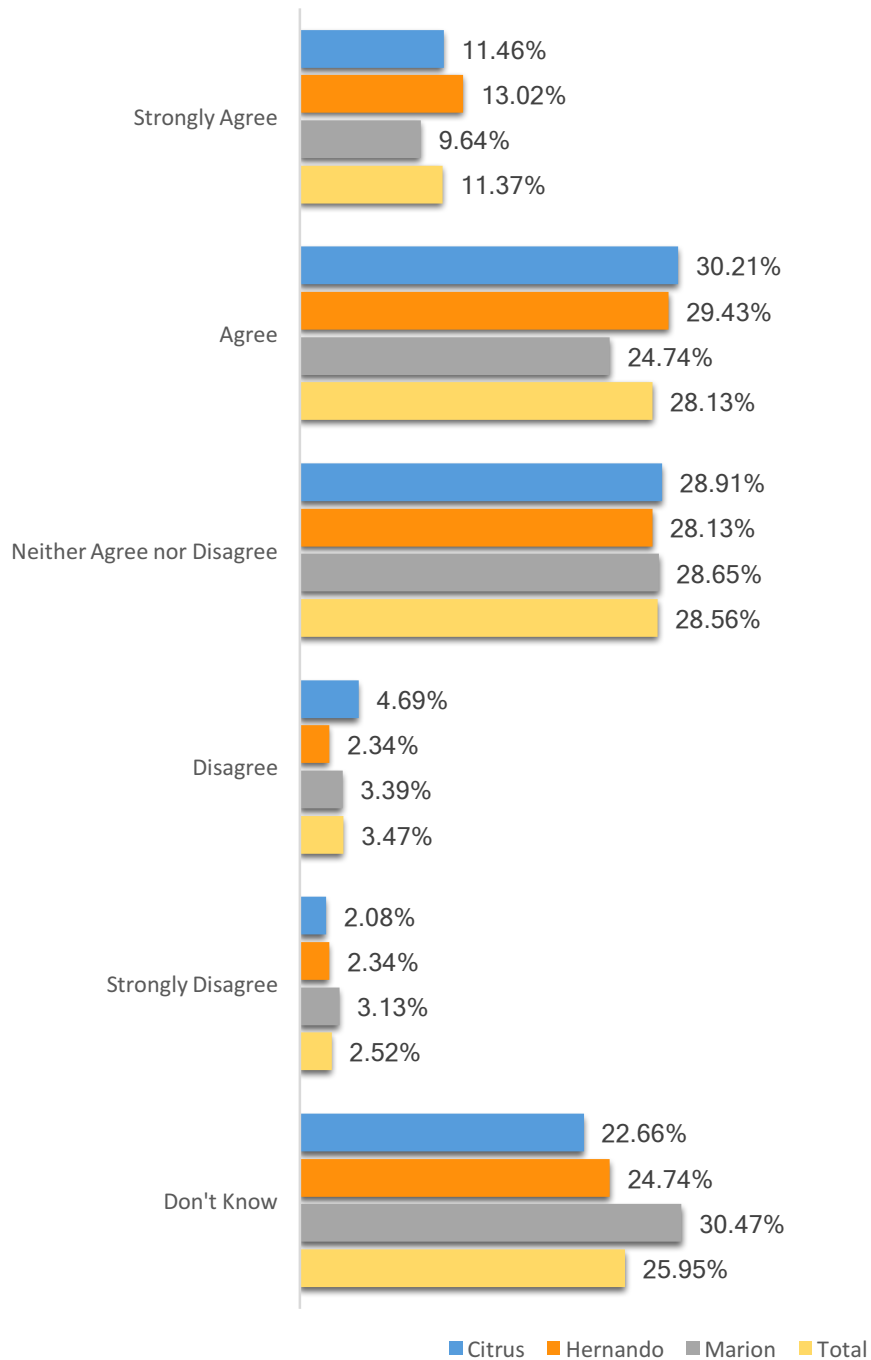
This was asked to every respondent with the assumption that if they didn't know about the District, they would respond "Don't know."

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



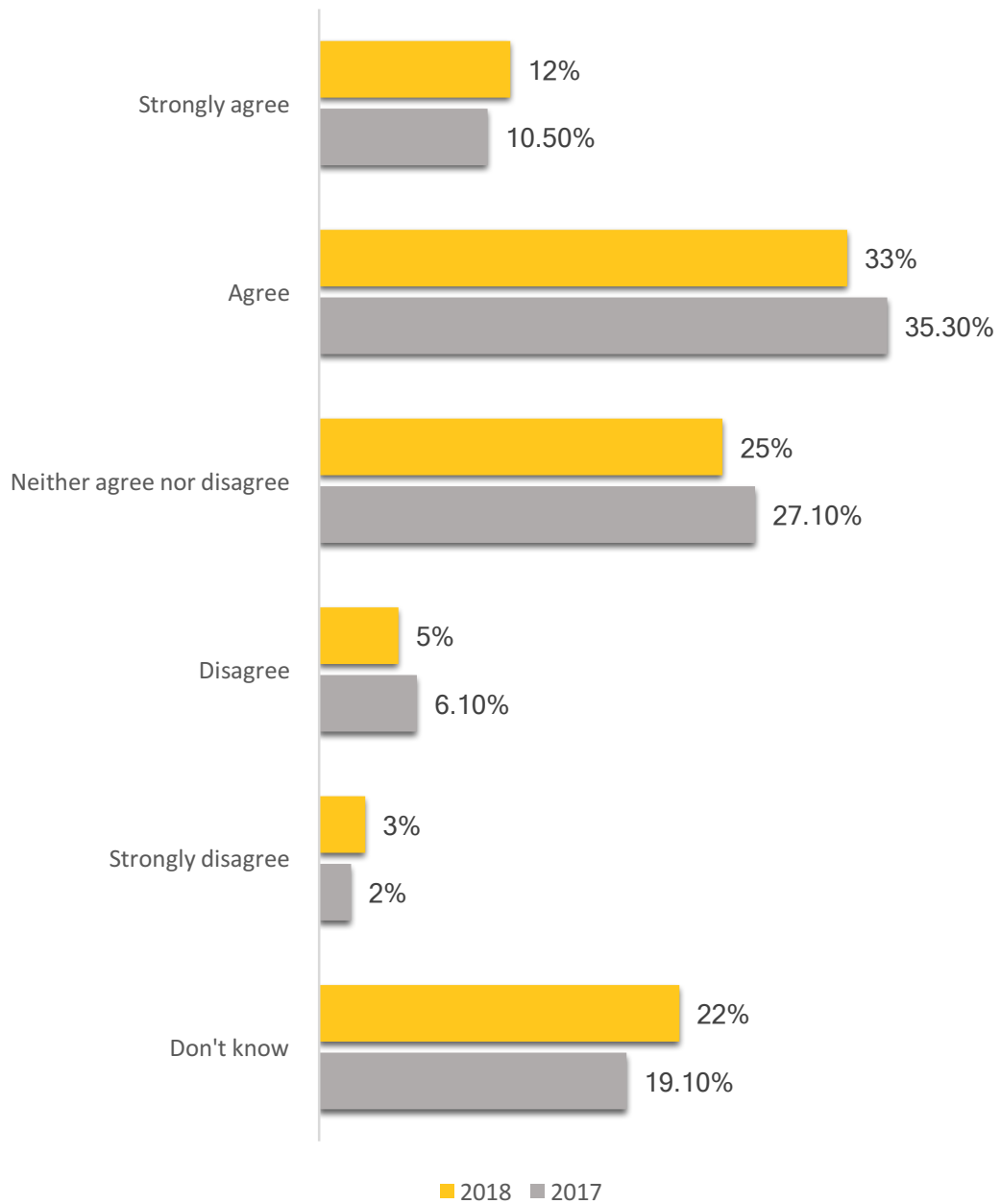
This was asked to every respondent with the assumption that if they didn't know about the District, they would respond "Don't know."

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



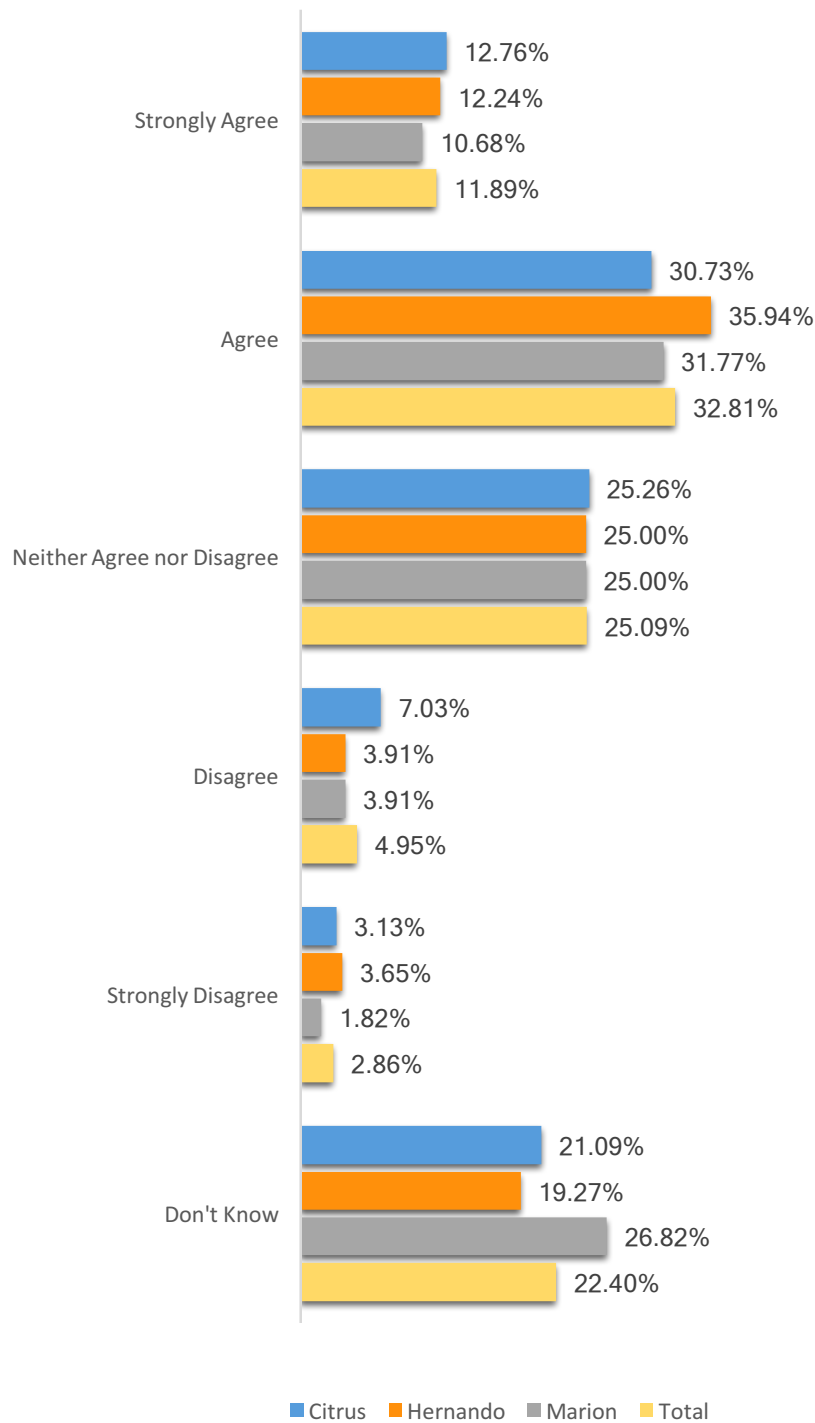
This was asked to every respondent with the assumption that if they didn't know about the District, they would respond "Don't know."

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

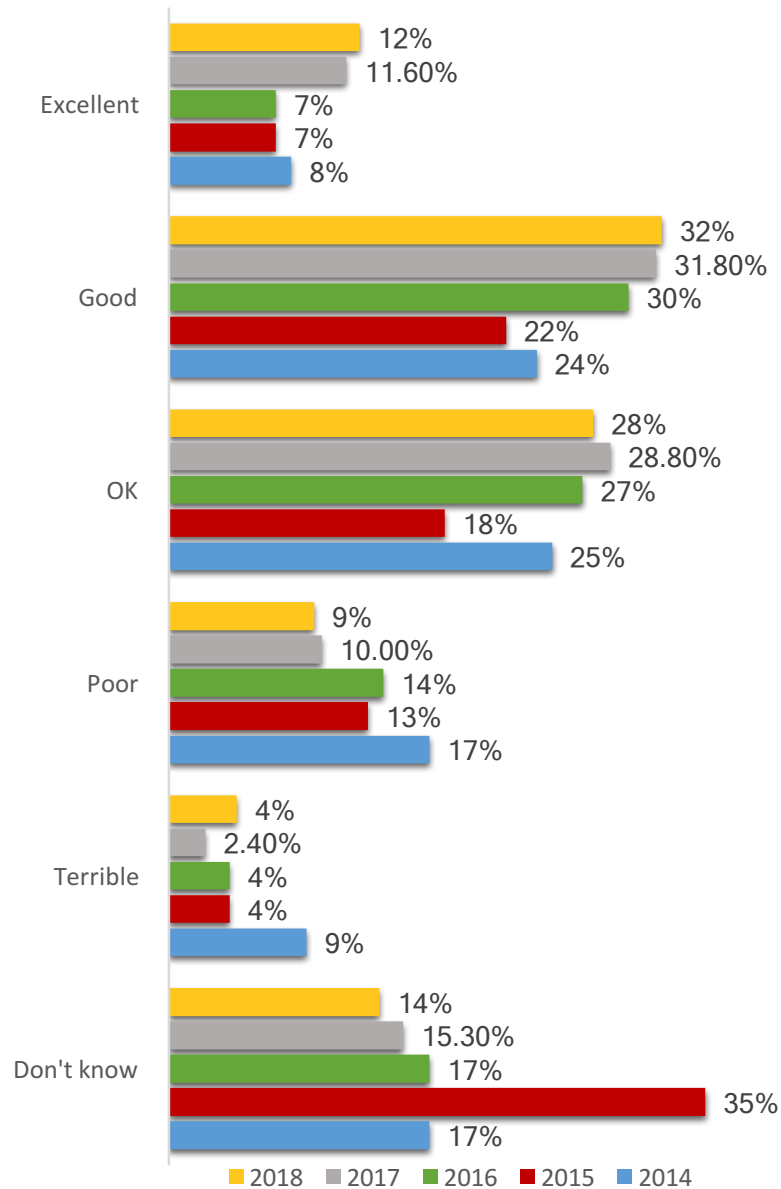
The Southwest Florida Water Management District cares about the health of the springs in my area.



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

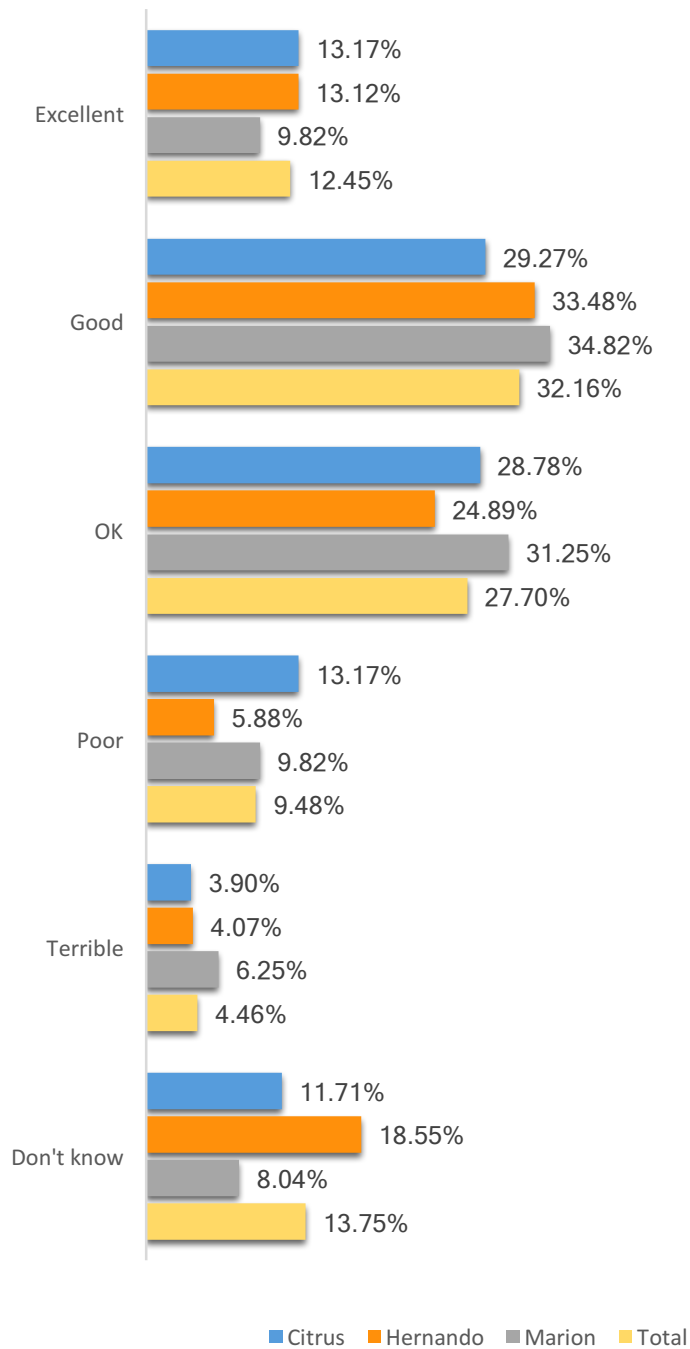
Using a scale of Excellent, Good, OK, Poor and Terrible, how would you rate the Southwest Florida Water Management District's performance in:

How would you rate the Southwest Florida Water Management District's performance in protecting springs in your area?



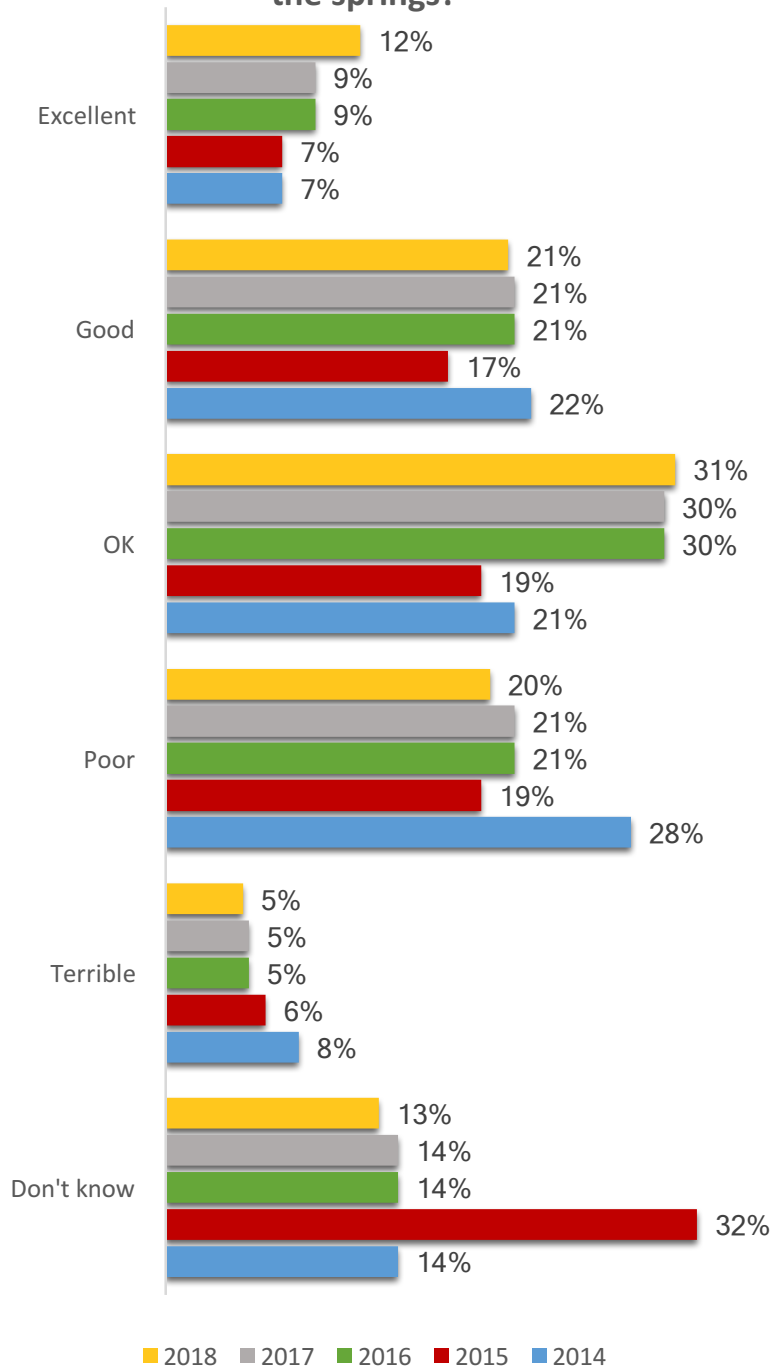
Only respondents who had heard of the District responded.

Protecting springs in your area



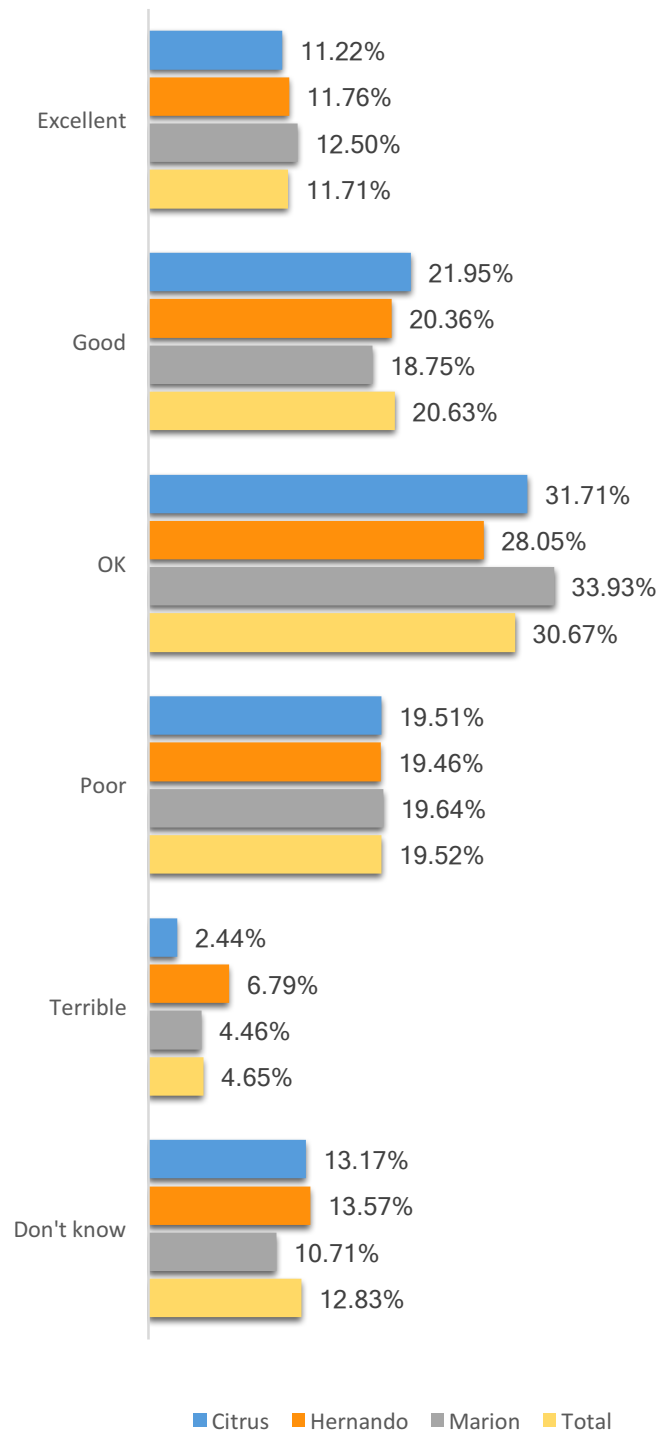
Only respondents who had heard of the District responded.

How would you rate the Southwest Florida Water Management District's performance in educating people about the condition of the springs?



Only respondents who had heard of the District responded.

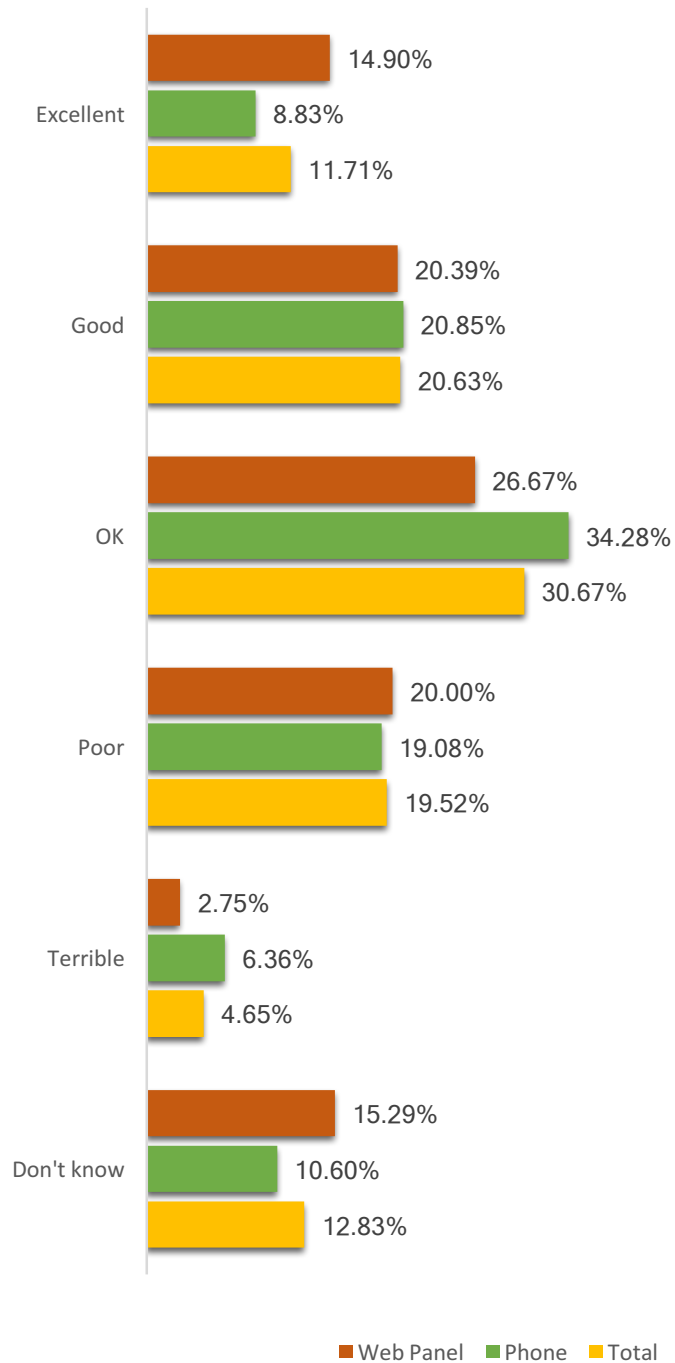
Educating people about the condition of the springs



Only respondents who had heard of the District responded.

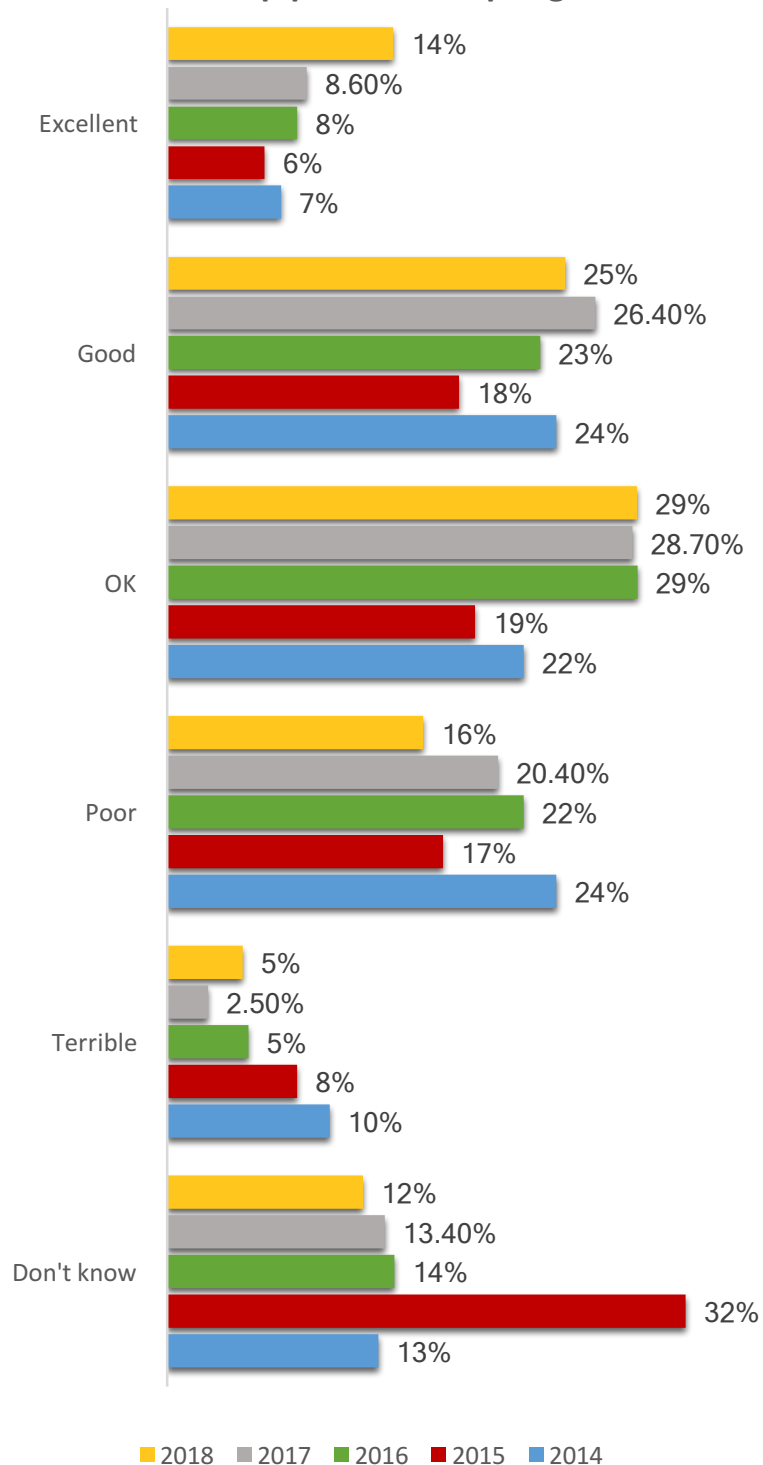
Phone and Web Differences – SWFWMD Educating About Condition of Springs

Educating people about the condition of the springs



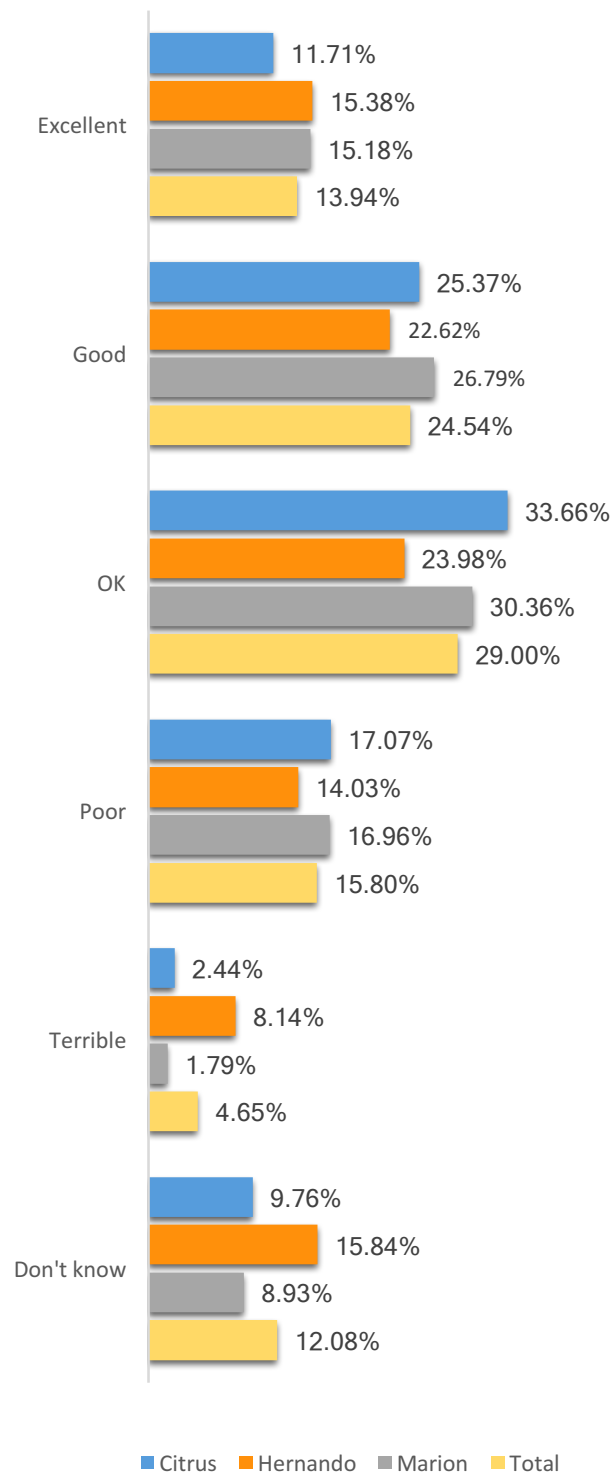
Only respondents who had heard of the District responded.

How would you rate the Southwest Florida Water Management District's performance in educating people about what they can do to help protect the springs?



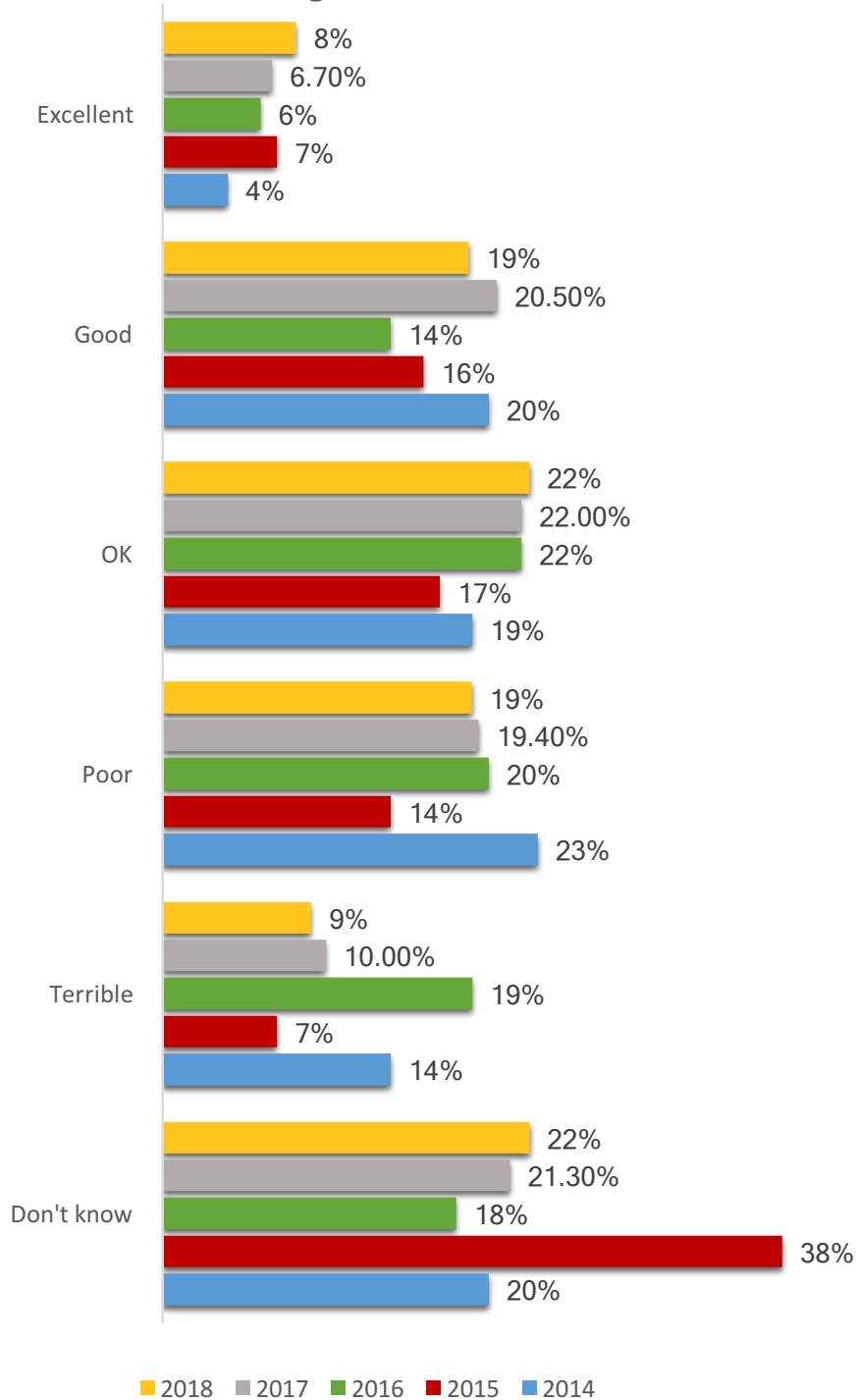
Only respondents who had heard of the District responded.

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



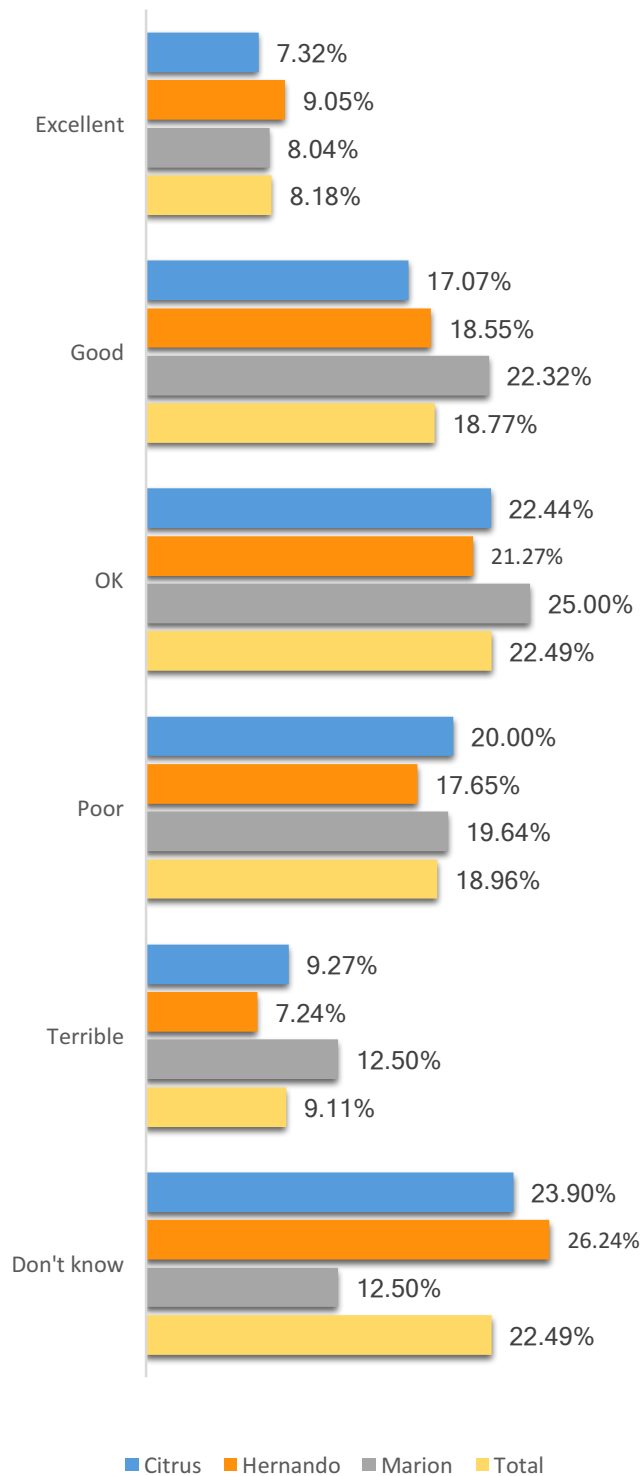
Only respondents who had heard of the District responded.

How would you rate the Southwest Florida Water Management District's performance in ensuring that not too much water is drawn out of the ground for various uses?



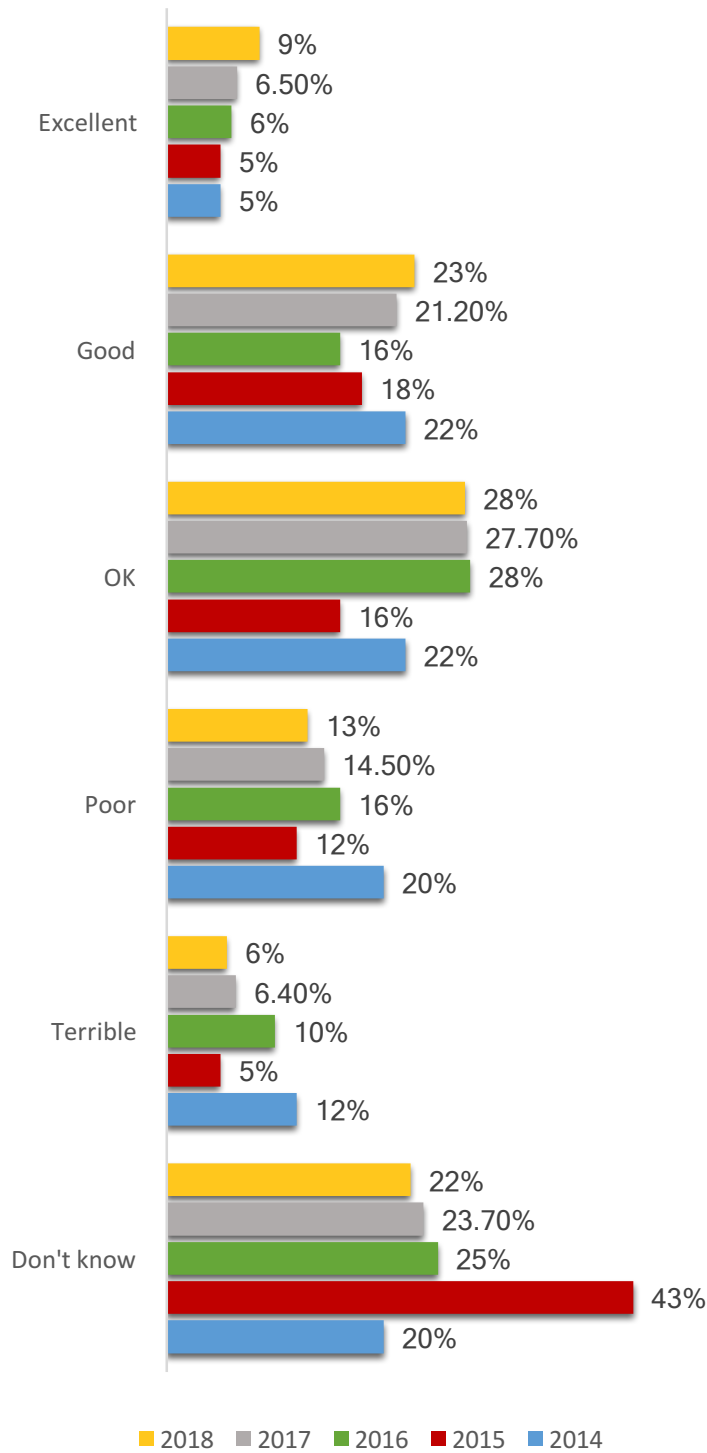
Only respondents who had heard of the District responded.

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



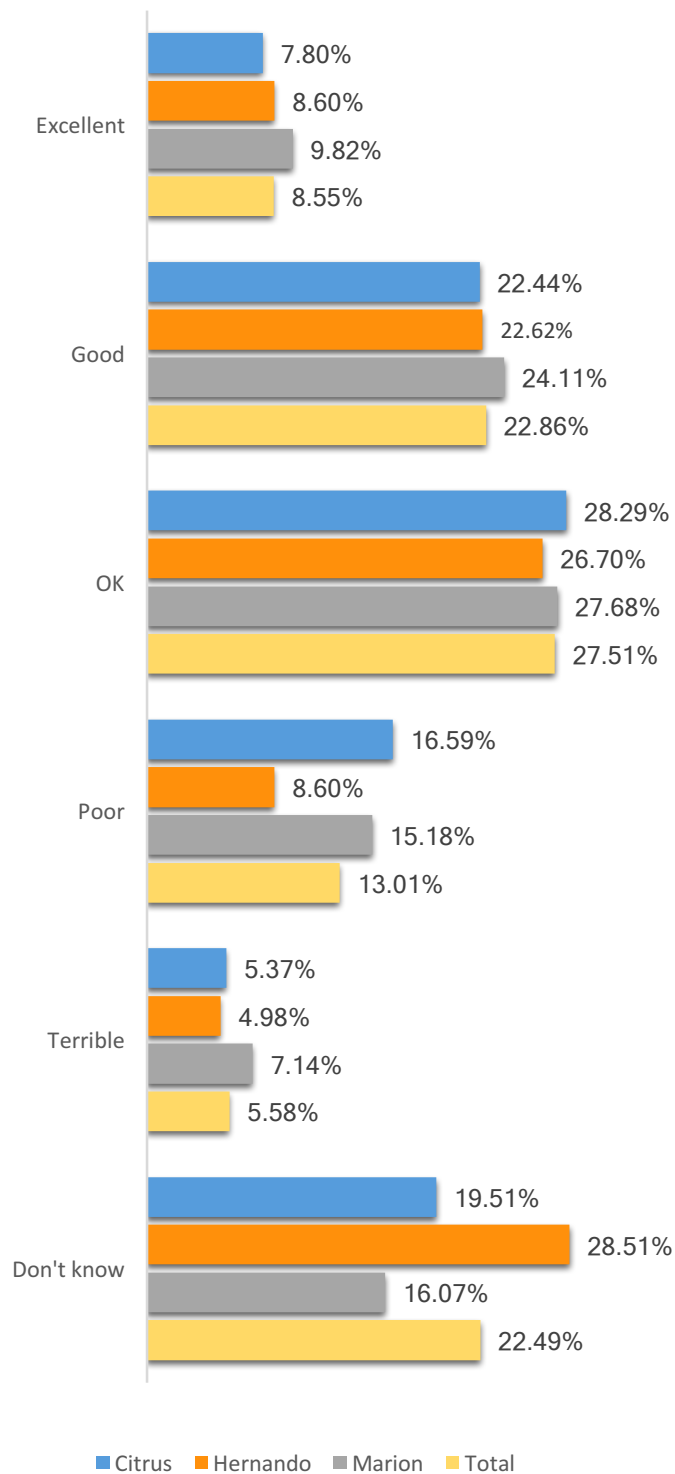
Only respondents who had heard of the District responded.

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



Only respondents who had heard of the District responded.

Springs Advertising Recall & Evolution

This was the second test of the “My Home. My Springs.” campaign. To measure against the 2017 baseline, the following questions were re-used:

- In the past few months, have you seen or heard advertisements about springs 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?

The following question was added to help discern between messaging about springs that the respondent may have heard either through a news outlet or advertisement:

- In the past few months, have you seen or heard news stories about the springs in your area?

Less than a quarter of the sample (22.0%) said they had seen or heard a news story about the springs in their area. Conversely, 34.8% of respondents said they had seen an advertisement about springs in their area – a slight increase over the 32% who responded the same way in 2017. Respondents in Citrus County most likely to say they had seen an advertisement at 40.9% saying yes compared to 36.5% of Hernando County respondents and 27.1% of Marion County respondents.

Worth noting here is that the wording of the question changed from “In the past few months, have you seen or heard advertisements about springs or springs restoration in your area” to “In the past few months, have you seen or heard advertisements about springs in your area?” This does not appear to have had a major impact on the results.

Out of the channels provided, respondents were most likely to say they had seen the advertisement on social media (16.1%); this percentage was a notable decrease from 2017 when 42% responded that they had seen the advertisement through that medium. The percentage who reported hearing or seeing the advertisement on television or in a newspaper also both dropped notably from 2017.

Marion County was significantly less likely to report having seen or heard the advertisement through the following mediums:

- On a billboard (2.3%)
- Television (5.5%)
- Newspaper (3.9%)
- Community event (4.4%)

Of the respondents who said they saw an ad about their local springs, nearly a fourth of the sample (24%) recalled the phrase, “My Home. My Springs.” and a little over 20% of the sample mentioned the District as being part of the ad. An interesting finding was although the District was named as a component of the ad, they were not cited as being the sponsor of the message – respondents believed local city or county government was sponsor of most messages. Overall, ad and channel recalls were lower than previous years.

The data presented in this section can assist the District in honing future creative concepts. Specific campaign guidance will accompany the pertinent data tables.

2018 “My Home. My Springs.” Campaign Collateral Examples

Here are three example collateral pieces that were used for the 2018 “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. The campaign collateral from 2017 was used for all advertisements except for those completed on social media.

Sample Radio Scripts

My Home. My Springs. 2018 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 [?] · March 29 ·

#MySprings Learn how a new parking lot at Rogers Park near the Weeki Wachee River will help improve water quality.



 36,587 people reached 

Boost Again

Recent Activity

Boosted on Mar 29

Audience: Springs

By Michele Sager · Completed

[View Results](#)

   227

23 Comments 128 Shares

 Like

 Comment

 Share



Southwest Florida Water Management District



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

#MySprings The District's Governing Board recognized Earnie Olsen, supervisor of the Marine Science Station, with the District's Springs Community Partner Award. Learn how Earnie is helping protect our springs through education.



👤 21,286 people reached ⓘ

Boost Again

Recent Activity

Boosted on May 22

Audience: Springs

By Michele Sager · Completed

[View Results](#)

👍❤️😮 194

59 Comments 73 Shares

👍 Like

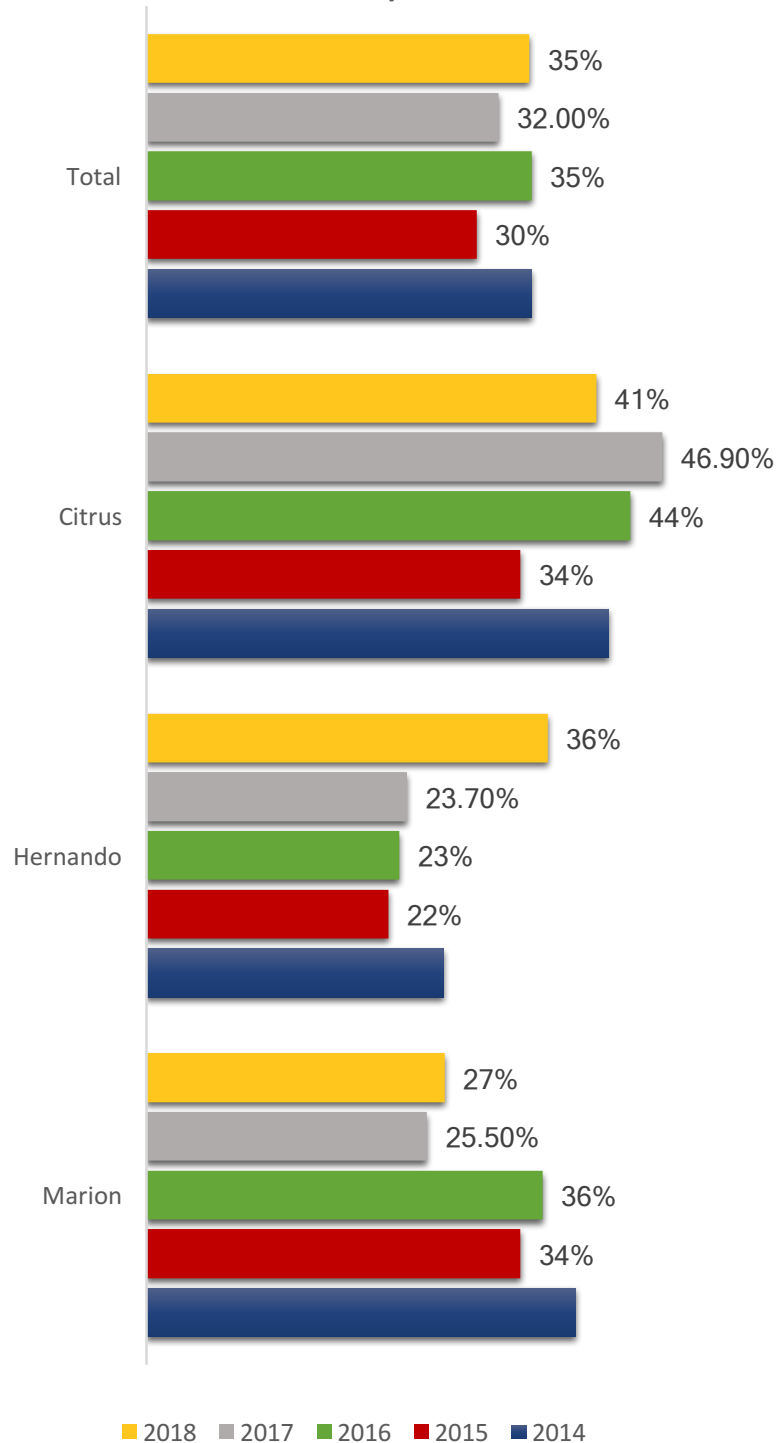
💬 Comment

➦ Share

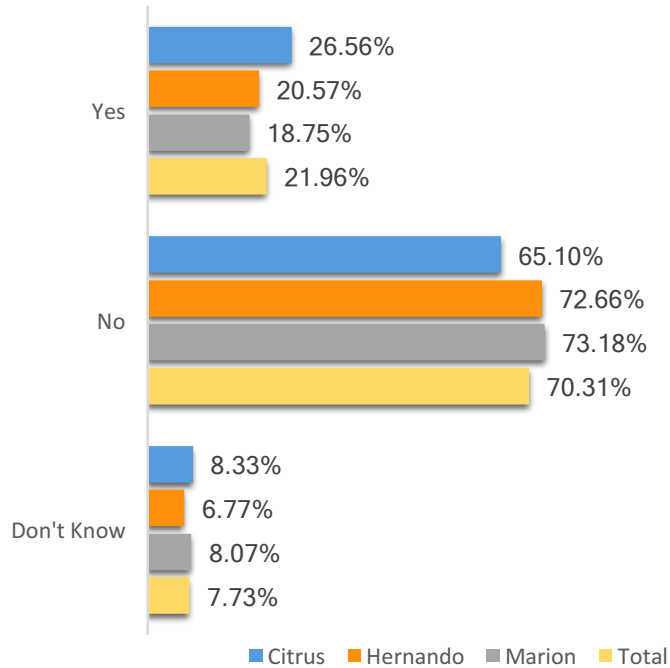


Springs Advertising Recall

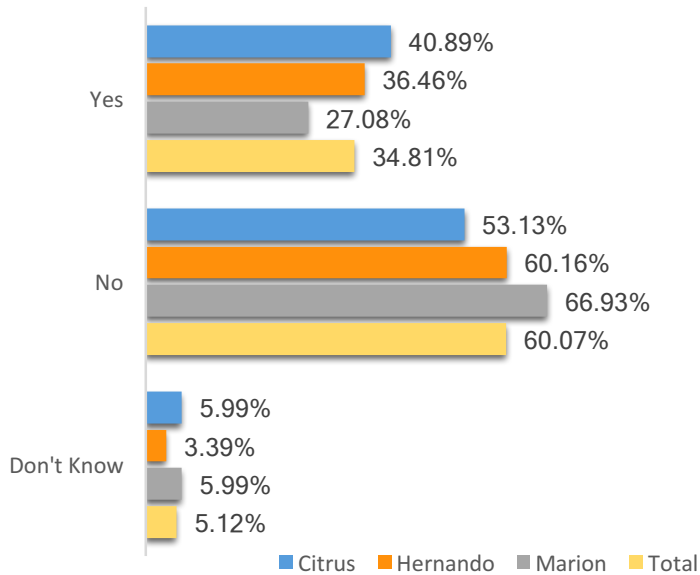
In the past few months, have you seen or heard any advertisements about springs or springs restoration? (Unaided Recall)



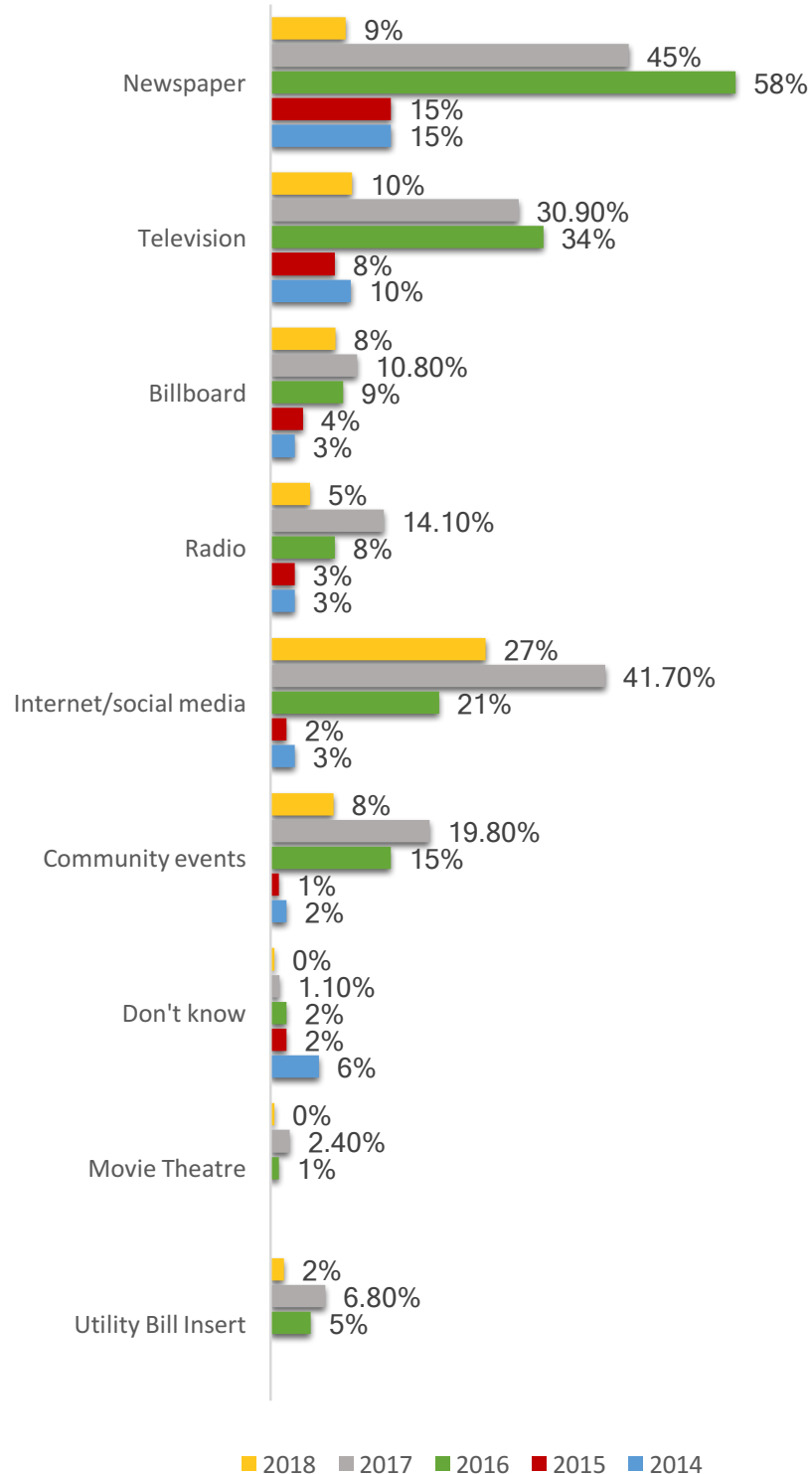
In the past few months, have you seen or heard NEWS STORIES about the springs in your area?



In the past few months, have you seen or heard ADVERTISEMENTS about springs in your area?*

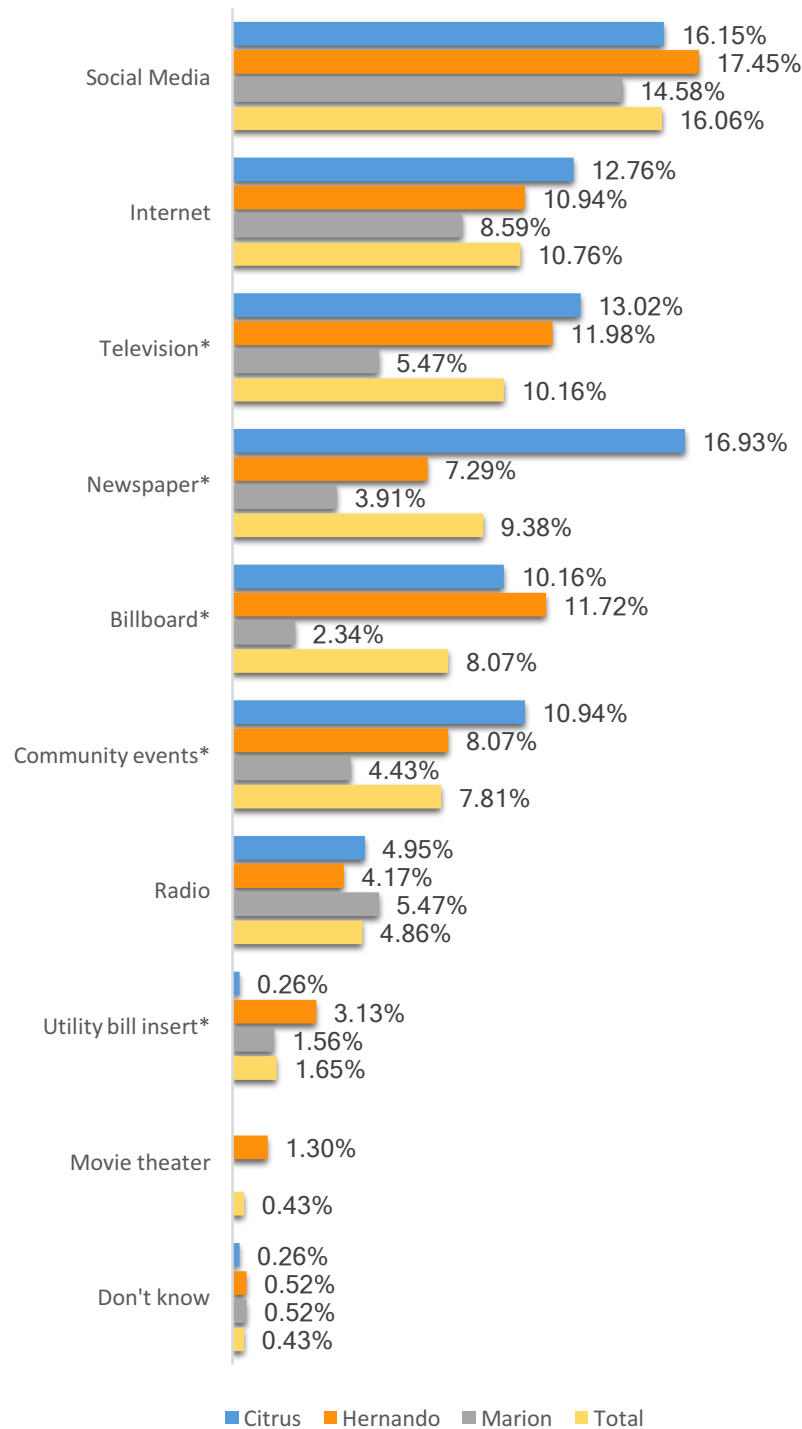


Where did you see or hear this advertising?*



*Multiple responses permitted

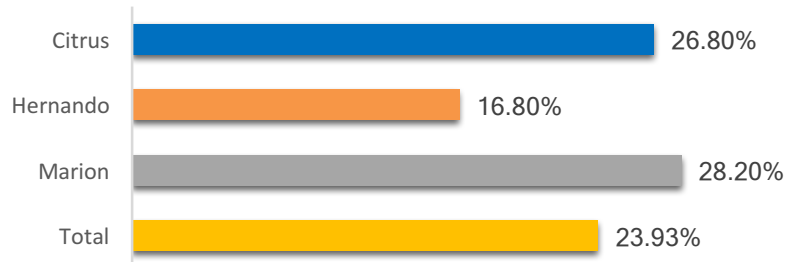
This section presents the results for each medium individually to better understand where people believe they are receiving the springs advertisements.



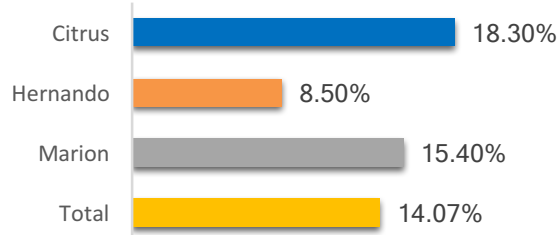
*Multiple responses permitted

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

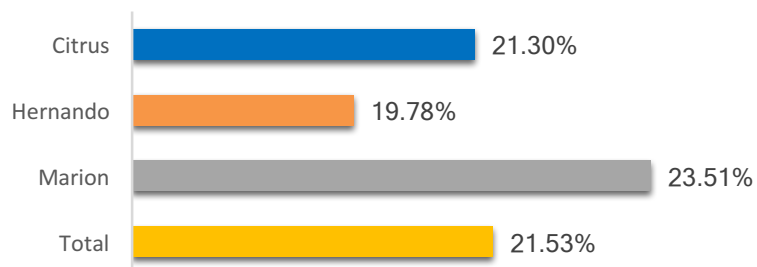
My Home. My Springs.



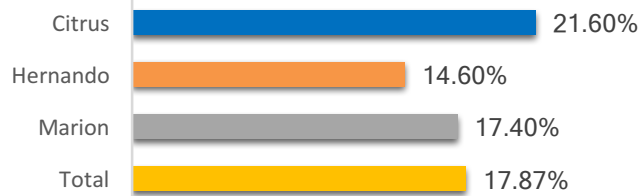
My Springs



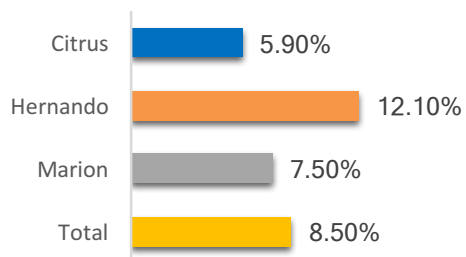
Southwest Florida Water Management District



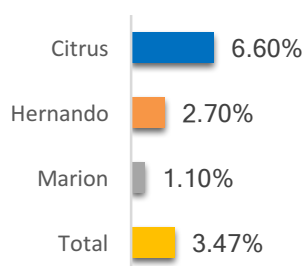
Join us in the community effort



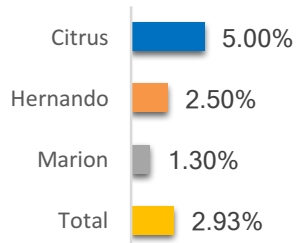
Restoring our Springs!



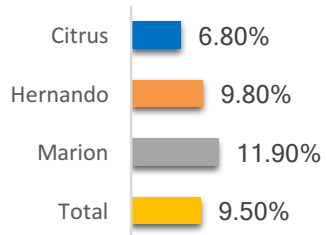
Unique and Complex



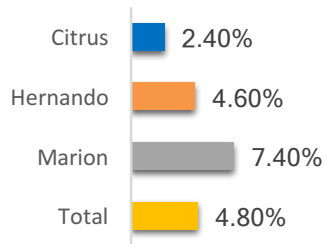
Springs team



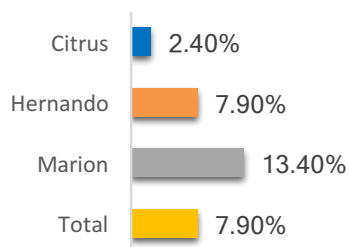
Experts are committed to improving health



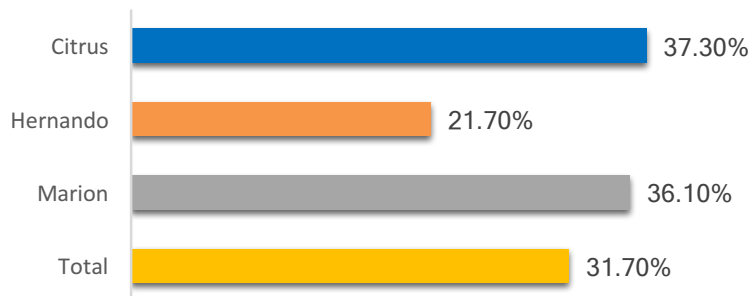
Springs closures in my area



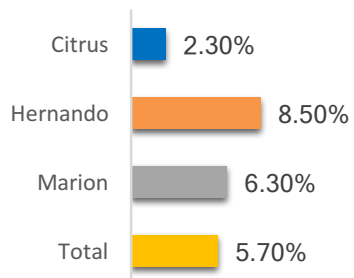
Kayaks



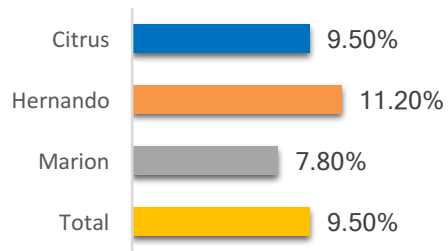
Pictures of springs activities



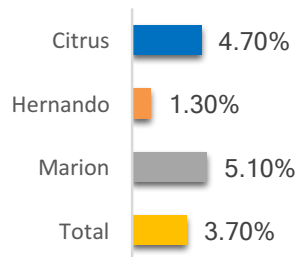
MFLs or minimum flows and levels



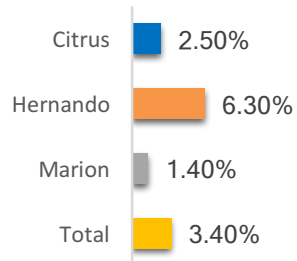
Water restrictions



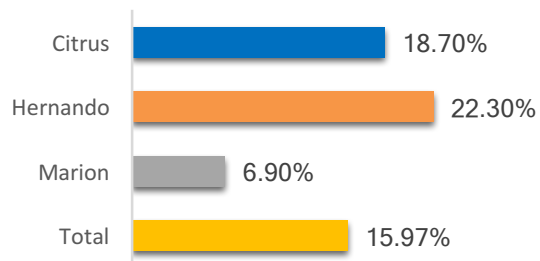
Drought



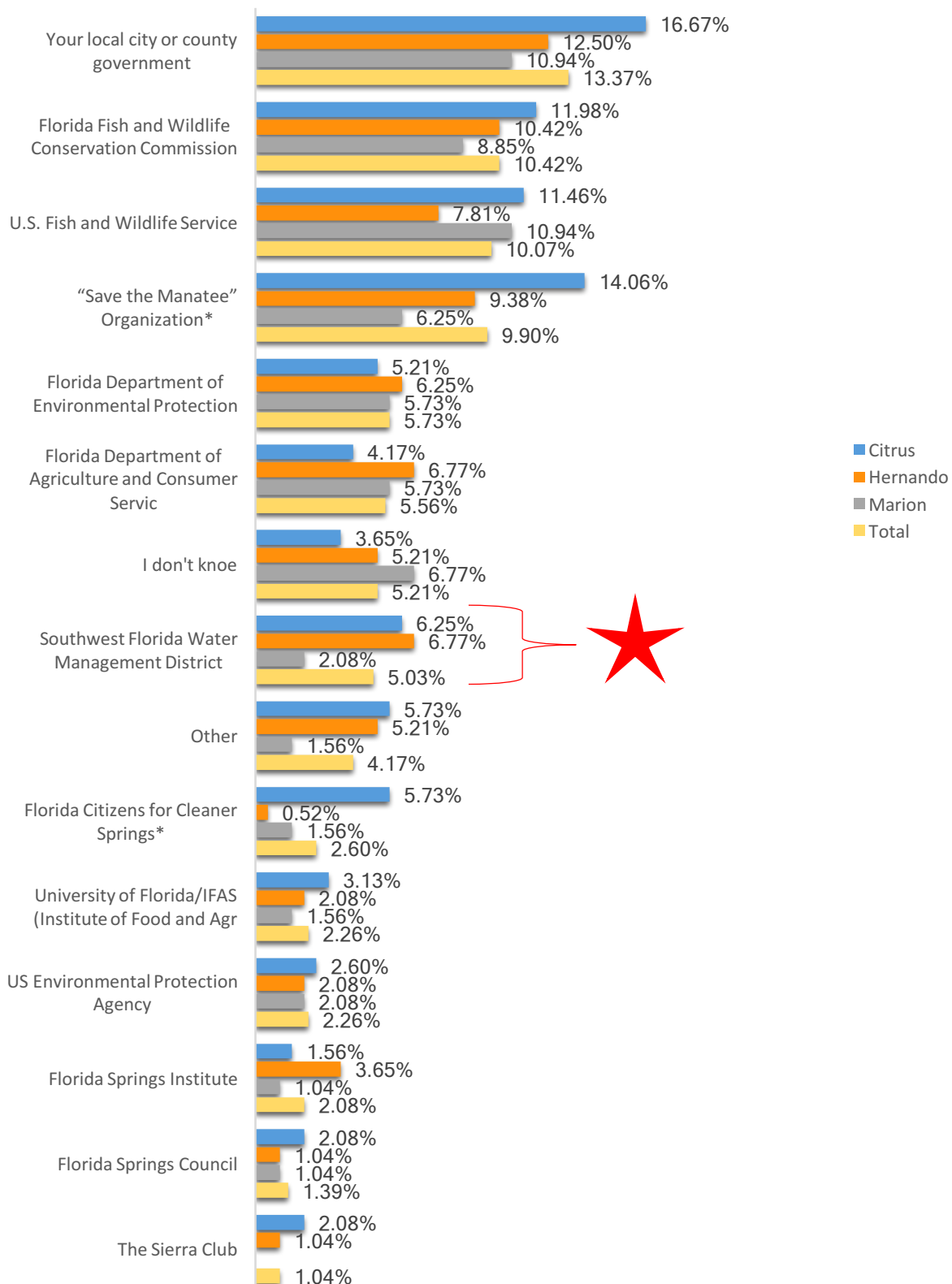
Other



Don't remember



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



Survey Sample Description

As in previous years, our survey sample was drawn from adults in Citrus, Hernando and the District's portion of Marion. Questions included the following:

- 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
 - Southwest Florida Water Management District Facebook Page
 - Twitter.com
 - Southwest Florida Water Management District Twitter Account
 - YouTube.com
 - Southwest Florida Water Management District YouTube Account
 - Weather.com
 - TampaBay.com
 - ChronicleOnline.com
 - FloridaSprings.org
- 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 2017 from all sources?
- Was the respondent male or female?

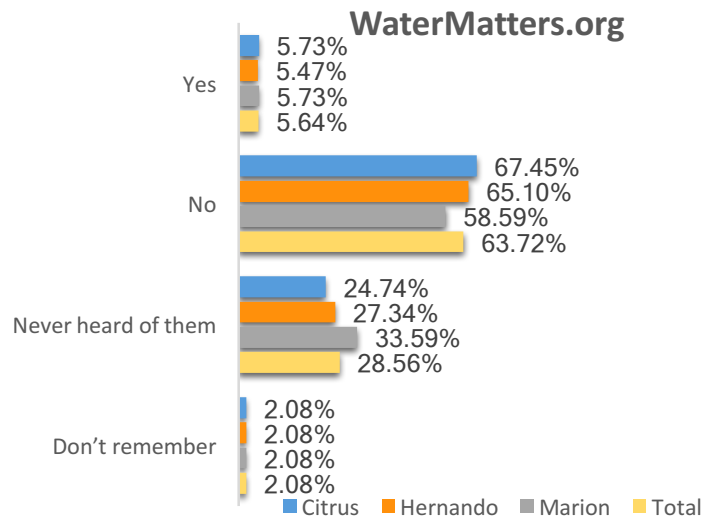
The percentage of respondents who said they had never heard of WaterMatters.org decreased from 35.8% of the total sample in 2017 to 28.6% in 2018. Regardless, only 5.6% of the sample reported having visited the website in the past 12 months, a slight decrease from the 6.2% who reported doing so in 2017. Slight but statistically significant differences were observed between the web and phone panels with phone panel respondents being more likely to say they had visited the WaterMatters.org website (6.6% vs. 4.7% for web panel respondents) and less likely to say they did not remember (0.9% vs. 3.3%).

Consistent with previous surveys, Facebook.com, YouTube.com and Weather.com were most visited by respondents in the past six months. New for the 2018 survey, respondents were asked specifically if they had visited accounts associated with the District on Facebook, Twitter and YouTube. Less than five percent of the sample reported visiting any of the accounts associated with the District. Respondents from Marion County replied that they had never heard of the District Facebook page at a much higher rate of 24.5% compared to 13.5% for both Citrus and Marion counties.

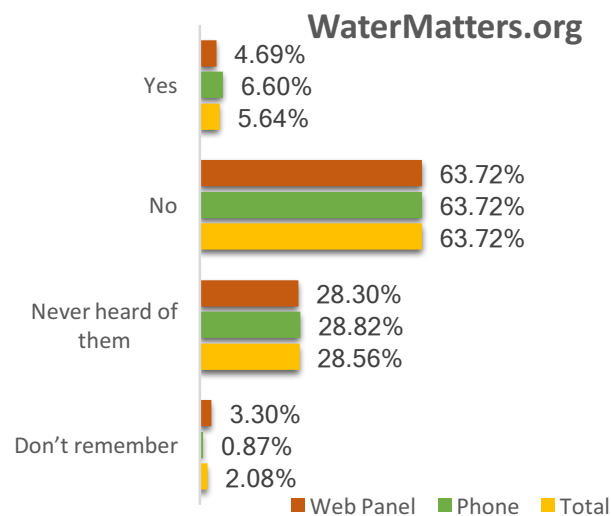
When considering where to spend advertising dollars, the popularity of social media must be considered against raising levels of distrust in the medium and increasing advertising costs.

Online Media Use

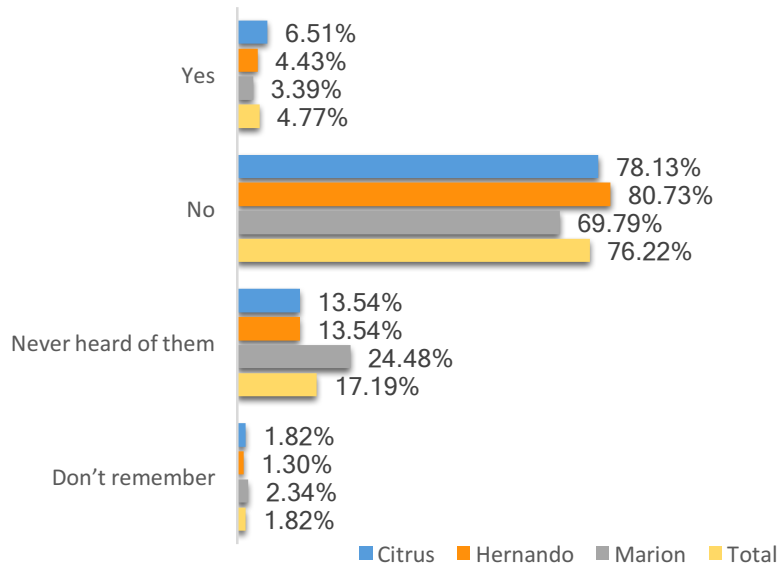
I'm going to list some websites. Please tell me if you have visited each website in the past six months.



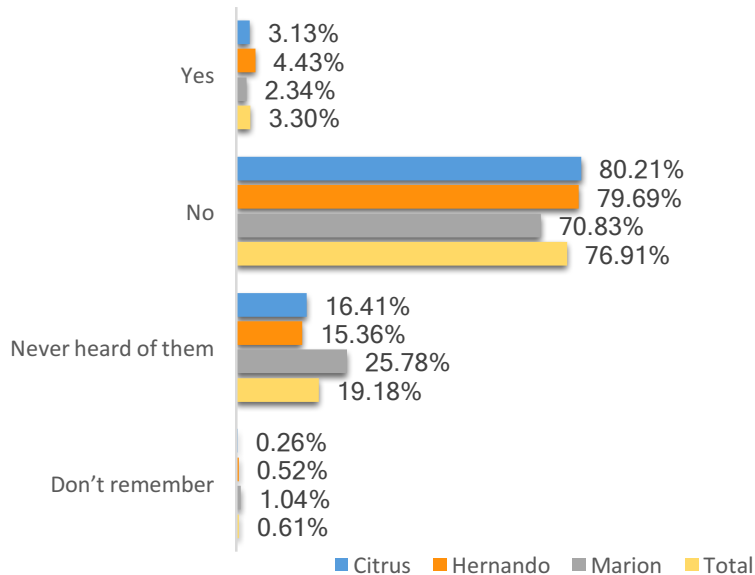
Phone and Web Difference – Visits to WaterMatters.org



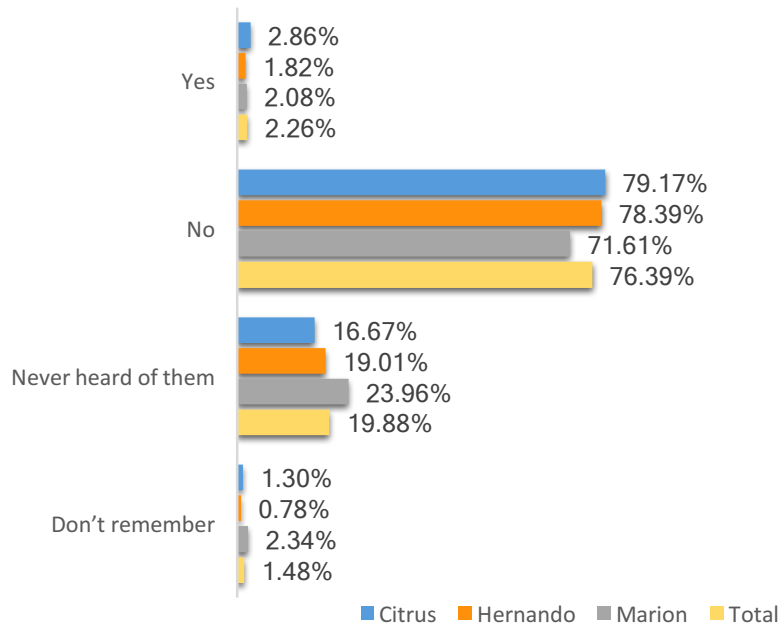
Southwest Florida Water Management District Facebook Page*



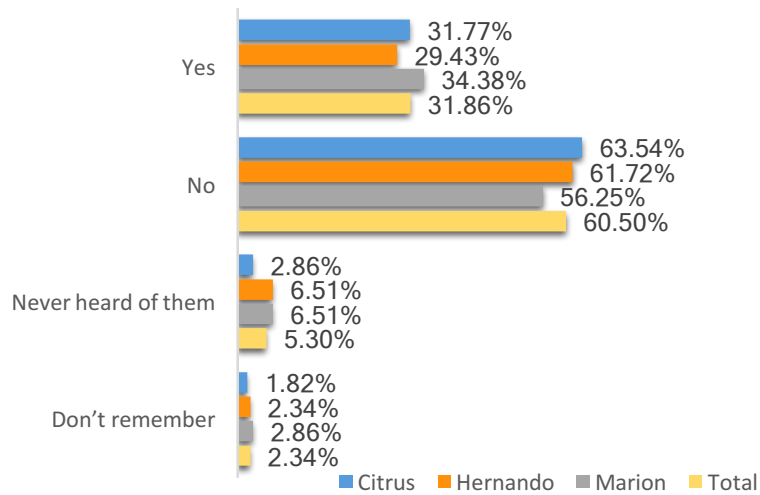
Southwest Florida Water Management District Twitter Account



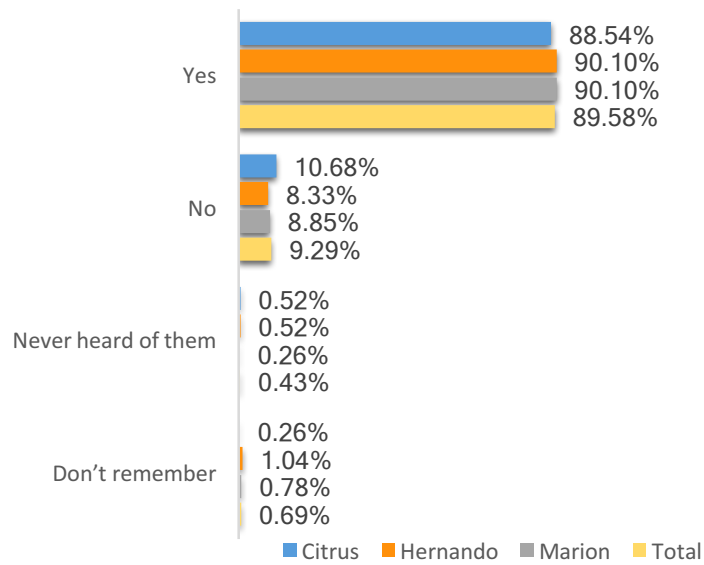
Southwest Florida Water Management District YouTube Account



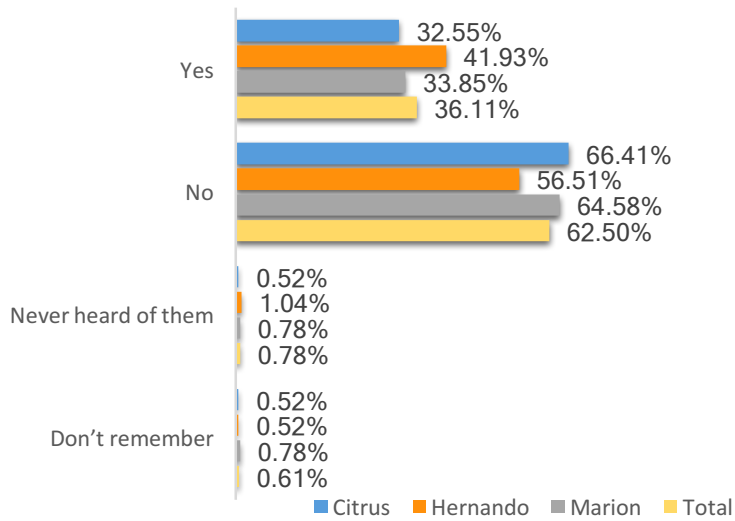
VisitFlorida.com



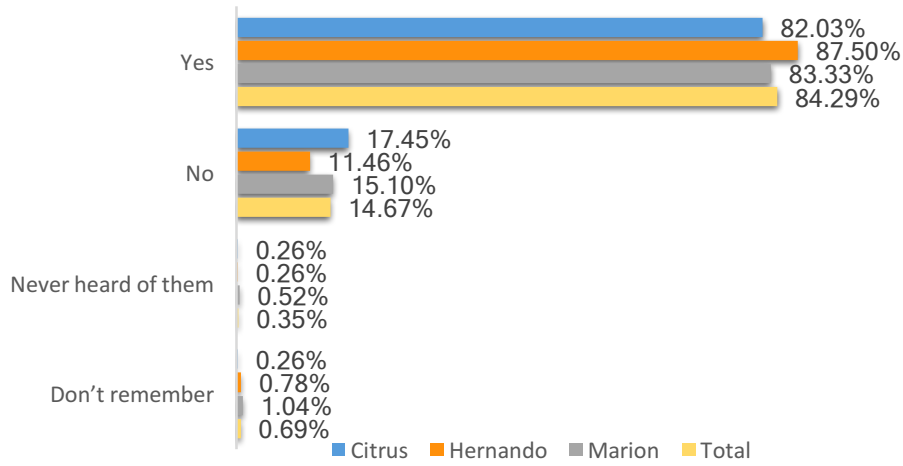
Facebook.com



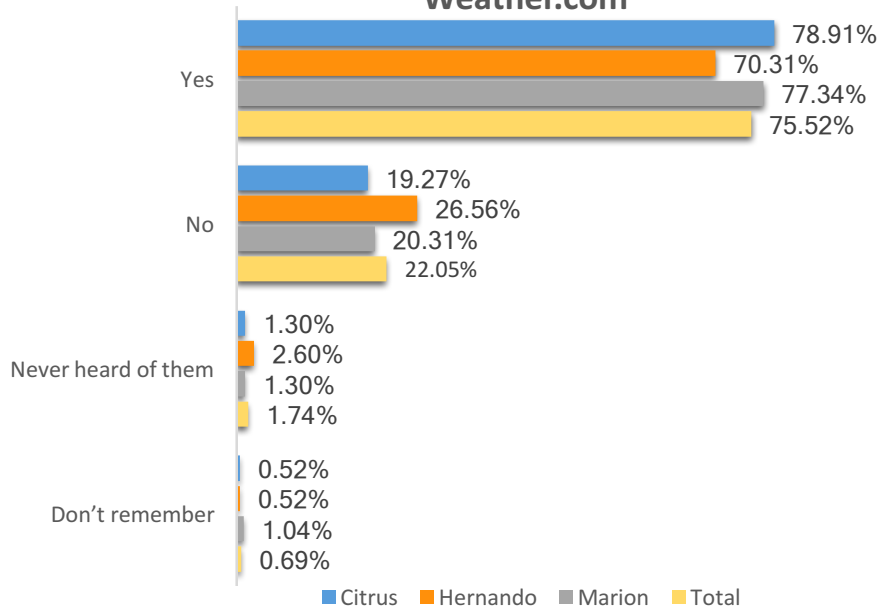
Twitter.com



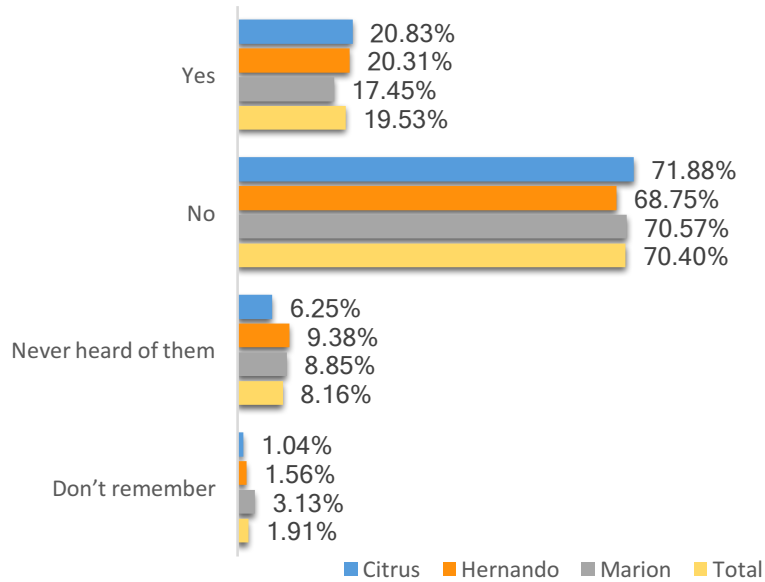
Youtube.com



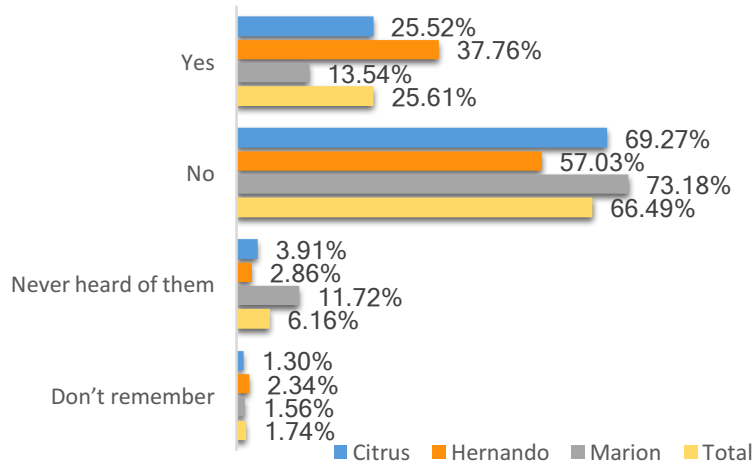
Weather.com



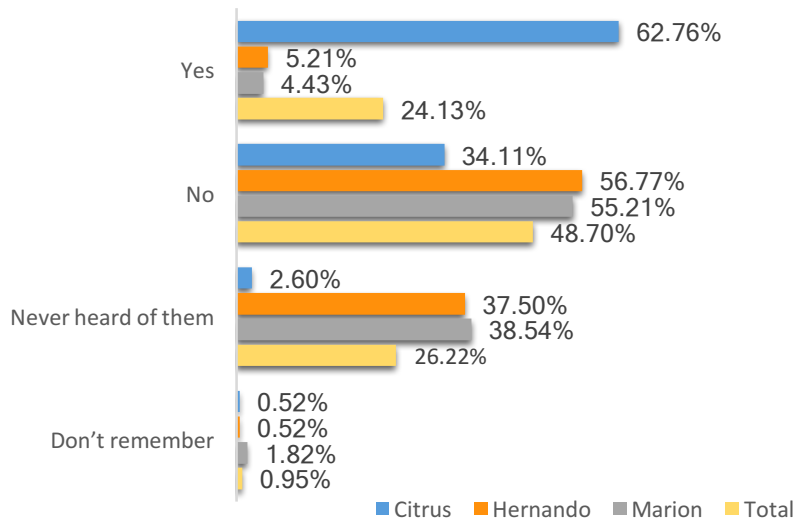
SaveTheManatee.org



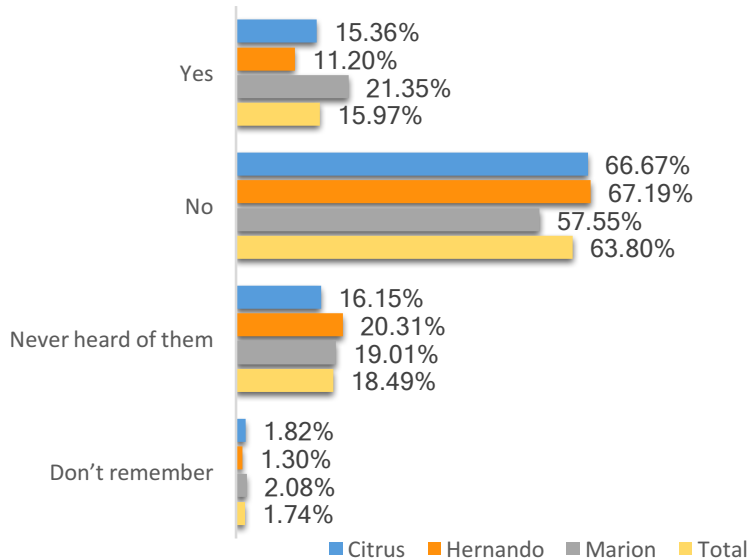
TampaBay.com*



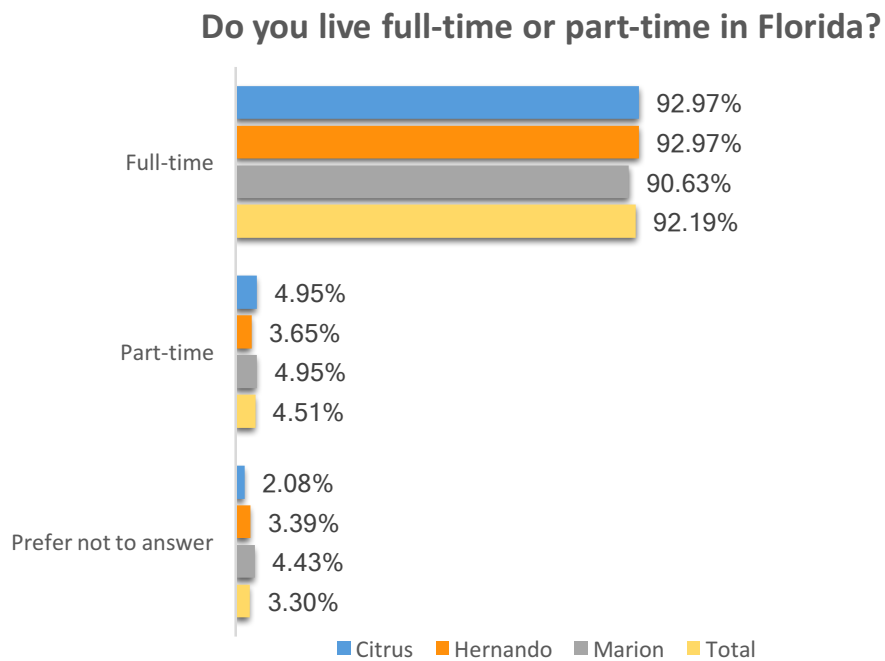
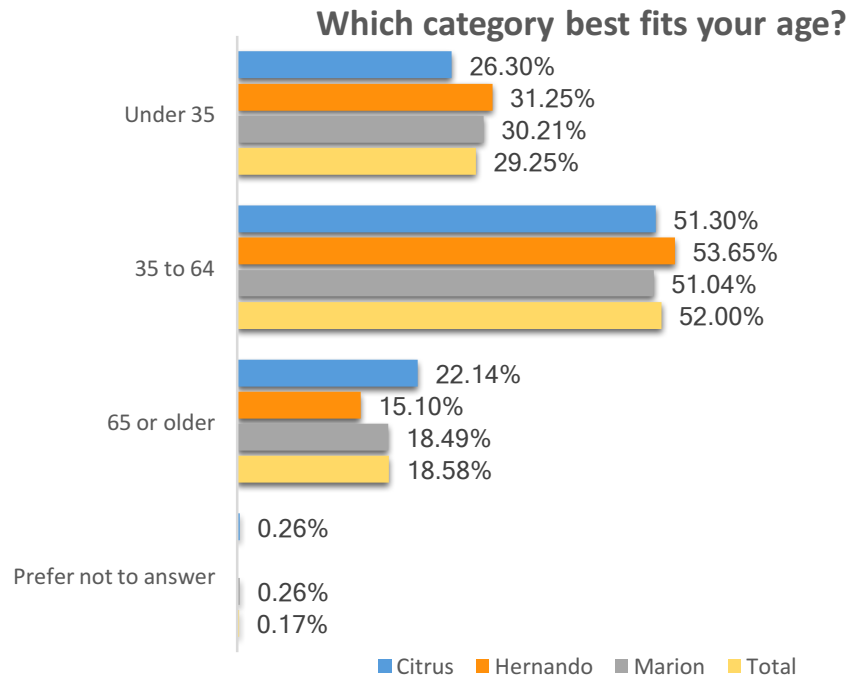
ChronicleOnline.com



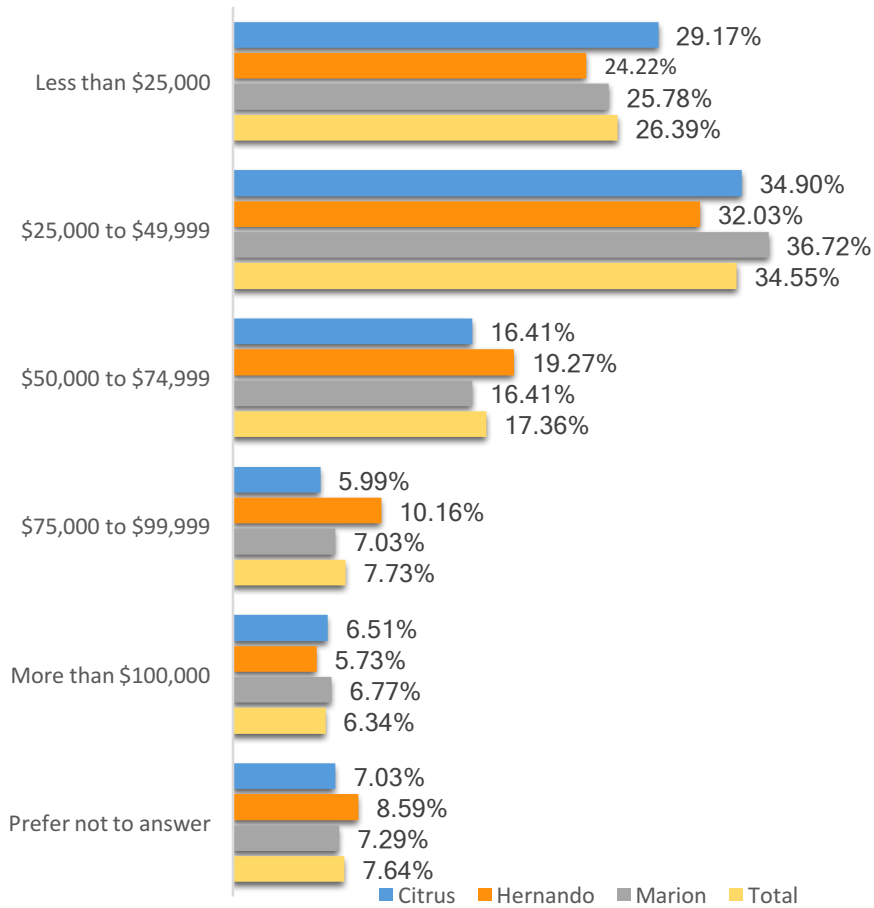
FloridaSprings.org*



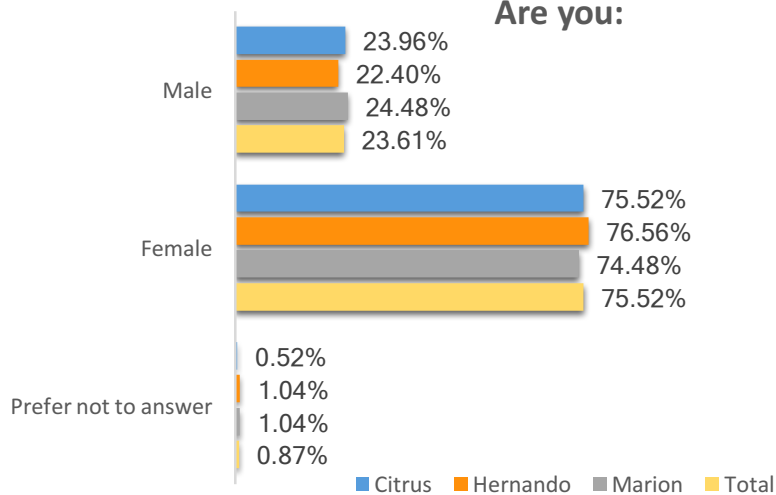
Demographics



Which of the following best represents your total household income in 2017 from all sources?



Are you:



Appendix

2018 #MySprings Post-Test Phone Draft Instrument

Final 7/11/2018

Q1 In which county do you live?

- a) Citrus
- b) Hernando
- c) Marion
- d) Other

Skip To: End of Survey If In which county do you live? = Other

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

- a) Yes
- b) No
- c) Don't know [DO NOT READ]

Skip To: Q2a If Have you visited any springs in your area in the last 5 years? = Yes

Skip To: Q3 If Have you visited any springs in your area in the last 5 years? = No

Skip To: Q3 If Have you visited any springs in your area in the last 5 years? = Don't know [DO NOT READ]

Q2a When was your last visit to a spring in your area? [DO NOT READ]

- a) Within the last month
- b) 2 to 6 months ago
- c) 7 to 12 months ago
- d) 2 years ago
- e) 3 years ago
- f) 4 years ago
- g) 5 years ago
- h) 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:

- a) Excellent
- b) Good
- c) OK
- d) Poor
- e) Terrible
- f) 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]

- a) Lower water levels/lack of rainfall
- b) Less flow
- c) More algae (Lyngbya)
- d) Less clear water
- e) Dead trees
- f) Saltier water/sea-level rise
- g) Fewer fish
- h) Fewer underwater plants
- i) More boaters
- j) More recreation
- k) More manatees
- l) Nothing is wrong
- m) Greener water
- n) Discharge from septic tanks
- o) Other [RECORD] _____
- p) Don't know [DO NOT READ]

Q5 In the past few months, have you seen or heard news stories about springs in your area?

- a) Yes
- b) No
- c) Don't Know [DO NOT READ]

Q6 In the past few months, have you seen or heard advertisements about springs in your area?

- a) Yes
- b) No
- c) Don't Know [DO NOT READ]

Skip To: Q7 If In the past few months, have you seen or heard advertisements about springs in your area? = Yes

Skip To: Q10 If In the past few months, have you seen or heard advertisements about springs in your area? = No

Skip To: Q10 If In the past few months, have you seen or heard advertisements about springs in your area? = Don't Know [DO NOT READ]

Q7 Where did you see or hear this advertising? [DO NOT READ] [PROBE FOR UP TO 3]

- a) Radio
- b) Internet/Online
- c) Social Media
- d) Billboard
- e) Television
- f) Newspaper
- g) Movie theater
- h) Community events
- i) Utility bill insert
- j) Don't know [DO NOT READ]

Q8 What messages do you remember about the advertisement? [DO NOT READ] [CATEGORIZE]
[PROBE FOR UP TO 3]

- a) My Home. My Springs.
- b) My springs
- c) Kayaks
- d) Pictures of springs/activities
- e) MFLs or minimum flows and levels
- f) Water restrictions
- g) Drought
- h) The springs have been changing for nearly a century
- i) It will take time to restore our springs
- j) Restoring our Springs!
- k) Mother and baby manatee
- l) Southwest Florida Water Management District
- m) Springs are natural wonders that flow through Florida
- n) Springs are unique and complex
- o) Circles with pictures of the springs
- p) Each spring system is different
- q) Springs Team
- r) District experts are committed to improving the health of major springs in our region
- s) Join us in the community effort
- t) Department of Transportation Projects
- u) Springs closures in my area
- v) Other [RECORD] _____
- w) Don't remember anything about the ad

Q9 Think about the last advertisement about springs you heard or saw. Who sponsored the message? [DO NOT READ]

- a) Southwest Florida Water Management District
- b) Florida Springs Institute
- c) One Rake at a Time
- d) Duke Energy
- e) Homosassa River Restoration
- f) U.S. Fish & Wildlife Service
- g) Friends of the Rainbow River/Rainbow River Conservation
- h) Save Crystal River
- 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) Florida Springs Council
- n) Your local city or county government
- o) Other [RECORD] _____
- p) I don't know

Q10 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.

- 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) Contact 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

Q11 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. [Rotate]

- a) Southwest Florida Water Management District
- b) Florida Department of Environmental Protection
- c) Florida Citizens for Cleaner Springs
- 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

m) Florida Springs Council

Q12 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, Strongly Disagree after I finish each statement. If you don't know, simply say so.

- 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 for your tax dollars to 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 is committed to improving the health of the springs in your area.
- f) The Southwest Florida Water Management District scientists have the expertise to maintain the springs in our area.
- g) The Southwest Florida Water Management District cares about the health of the springs in my area.
- h) Too much money is spent on restoring springs in your county.

Q13 Are you aware of any springs restoration or improvement projects happening in your area?

- a) Yes
- b) No
- c) Don't know [DO NOT READ]

Skip To: Q14 If Are you aware of any springs restoration or improvement projects happening in your area? = Yes

Skip To: Q15 If Are you aware of any springs restoration or improvement projects happening in your area? = No

Skip To: Q15 If Are you aware of any springs restoration or improvement projects happening in your area? = Don't know [DO NOT READ]

Q14 Where is the springs project taking place? [DO NOT READ]

- a) Weeki Wachee Springs
- b) Chassahowitzka Springs
- c) Crystal River/Kings Bay
- d) Rainbow Springs
- e) Homosassa Springs
- f) Three Sisters Springs
- g) Hunter Springs
- h) Silver Springs
- i) Other [RECORD] _____
- j) Don't know or don't recall [DO NOT READ]

Q15 Before today's survey, had you ever heard of the Southwest Florida Water Management District, sometimes called Swiftmud?

- a) Yes
- b) No
- c) Don't know [DO NOT READ]

Skip To: Q16 If Before today's survey, had you ever heard of the Southwest Florida Water Management District, som... = Yes

Skip To: Q17 If Before today's survey, had you ever heard of the Southwest Florida Water Management District, som... = No

Skip To: Q17 If Before today's survey, had you ever heard of the Southwest Florida Water Management District, som... = Don't know [DO NOT READ]

Q16 Using a scale of Excellent, Good, OK, Poor and Terrible, how would you rate the Southwest Florida Water Management District's performance in:

- 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

Q17 I'm going to list some websites. Please tell me if you have visited each website in the past six months.

- a) VisitFlorida.com
- b) WaterMatters.org
- c) Facebook.com
- d) Southwest Florida Water Management District Facebook Page
- e) Twitter.com
- f) Southwest Florida Water Management District Twitter Account
- g) Youtube.com
- h) Southwest Florida Water Management District YouTube Account
- i) Weather.com
- j) SaveTheManatee.org
- k) TampaBay.com
- l) ChronicleOnline.com
- m) FloridaSprings.org

Q18 Which category best fits your age?

- a) Under 35
- b) 35 to 64
- c) 65 or older
- d) Refused [DO NOT READ]

Q19 Do you live full-time or part-time in Florida?

- a) Full-time
- b) Part-time
- c) Don't know [DO NOT READ]

Q20 Which of the following best represents your total household income in 2017 from all sources?

- a) Less than \$25,000
- b) \$25,000 to \$49,999
- c) \$50,000 to \$74,999
- d) \$75,000 to \$99,999
- e) More than \$100,000
- f) Refused [DO NOT READ]

Q21 That concludes our survey. Thank you very much for your time and opinions!

Q22 Was the respondent male or female?

- a) Male
- b) Female
- c) Indeterminate

2018 #MySprings Post-Test Web Draft Instrument

Final 7/11/2018

We are conducting a short public opinion poll of people in Florida. All of the answers given today will remain anonymous.

Please complete all of the questions appearing on each page. Always scroll down to make sure you have answered all of the questions provided before moving to the next page.

When you are ready to move on to the next page, click the button located in the lower portion of the screen.

Q1 In which county do you live?

- a) Citrus
- b) Hernando
- c) Marion
- d) Other

Skip To: End of Survey If In which county do you live? = Other

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

- a) Yes
- b) No
- c) Don't know

Skip To: Q2a If Have you visited any springs in your area in the last 5 years? = Yes

Skip To: Q3 If Have you visited any springs in your area in the last 5 years? = No

Skip To: Q3 If Have you visited any springs in your area in the last 5 years? = Don't know

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

- a) Within the last month
- b) 2 to 6 months ago
- c) 7 to 12 months ago
- d) 2 years ago
- e) 3 years ago
- f) 4 years ago
- g) 5 years ago
- h) 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:

- a) Excellent
- b) Good
- c) OK
- d) Poor
- e) Terrible
- f) Don't know

Q4 Based on what you know or might have heard, is there anything wrong with the springs in your area? Please type three of those things you know or may have heard below.

- a) Item 1 _____
- b) Item 2 _____
- c) Item 3 _____

Q5 In the past few months, have you seen or heard news stories about springs in your area?

- a) Yes
- b) No
- c) Don't Know

Q6 In the past few months, have you seen or heard advertisements about springs in your area?

- a) Yes
- b) No
- c) Don't Know

Skip To: Q7 If In the past few months, have you seen or heard advertisements about springs in your area? = Yes

Skip To: Q10 If In the past few months, have you seen or heard advertisements about springs in your area? = No

Skip To: Q10 If In the past few months, have you seen or heard advertisements about springs in your area? = Don't Know

Q7 Where did you see or hear this advertising? Please select all that apply.

- a) Radio
- b) Internet
- c) Social Media
- d) Billboard
- e) Television
- f) Newspaper
- g) Movie theater
- h) Community events
- i) Utility bill insert
- j) Don't know

Q8 What messages do you remember about the advertisement? Please type three of them below.

- a) Message 1 _____
- b) Message 2 _____
- c) Message 3 _____

Q9 Think about the last advertisement about springs you heard or saw. Who sponsored the message? Please type your answer below.

Q10 How likely are you to do the following? For each one of the items on the list, please choose Very Likely, Somewhat Likely or 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) Contact 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

Q11 Below is a list of groups you may have heard of. Please tell us if you believe they are Very Credible, Somewhat Credible, or Not at all Credible. If you have never heard of them, let us know that too.

- a) Southwest Florida Water Management District
- b) Florida Department of Environmental Protection
- c) Florida Citizens for Cleaner Springs
- 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
- m) Florida Springs Council

Q12 Below is a list of statements. Tell us how much you agree or disagree with each statement using the scale Strongly agree, Agree, Neither Agree nor Disagree, Disagree, Strongly Disagree, or Don't Know.

- 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 for your tax dollars to 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 is committed to improving the health of the springs in your area.
- f) The Southwest Florida Water Management District scientists have the expertise to maintain the springs in our area.
- g) The Southwest Florida Water Management District cares about the health of the springs in my area.
- h) Too much money is spent on restoring springs in your county.

Q13 Are you aware of any springs restoration projects happening in your area?

- a) Yes
- b) No
- c) Don't know

Skip To: Q14 If Are you aware of any springs restoration projects happening in your area? = Yes

Skip To: Q15 If Are you aware of any springs restoration projects happening in your area? = No

Skip To: Q15 If Are you aware of any springs restoration projects happening in your area? = Don't know

Q14 Where is/are the springs restoration project taking place?

[Open-ended]

Please select all that apply.

- a) ~~Weeki Wachee Springs~~
- b) ~~Chassahowitzka Springs~~
- c) ~~Crystal River/Kings Bay~~
- d) ~~Rainbow Springs~~
- e) ~~Homosassa Springs~~
- f) ~~Three Sisters Springs~~
- g) ~~Hunter Springs~~
- h) ~~Silver Springs~~
- i) ~~Other. Please specify. _____~~
- j) ~~Don't know~~

Q15 Before today's survey, had you ever heard of the Southwest Florida Water Management District, sometimes called Swiftmud?

- a) Yes
- b) No
- c) Don't know

Skip To: Q16 If Before today's survey, had you ever heard of the Southwest Florida Water Management District, som... = Yes

Skip To: Q17 If Before today's survey, had you ever heard of the Southwest Florida Water Management District, som... = No

Skip To: Q17 If Before today's survey, had you ever heard of the Southwest Florida Water Management District, som... = Don't know

Q16 Using a scale of Excellent, Good, OK, Poor and Terrible, how would you rate the Southwest Florida Water Management District's performance in:

- 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

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- b) WaterMatters.org
- c) Facebook.com
- d) Southwest Florida Water Management District Facebook Page
- e) Twitter.com
- f) Southwest Florida Water Management District Twitter Account
- g) Youtube.com
- h) Southwest Florida Water Management District YouTube Account
- i) Weather.com
- j) SaveTheManatee.org
- k) TampaBay.com
- l) ChronicleOnline.com
- m) FloridaSprings.org

Q18 Which category best fits your age?

- a) Under 35
- b) 35 to 64
- c) 65 or older
- d) Prefer not to answer

Q19 Do you live full-time or part-time in Florida?

- a) Full-time
- b) Part-time
- c) Prefer not to answer

Q20 Which of the following best represents your total household income in 2017 from all sources?

- a) Less than \$25,000
- b) \$25,000 to \$49,999
- c) \$50,000 to \$74,999
- d) \$75,000 to \$99,999
- e) More than \$100,000
- f) Prefer not to answer

Q21 Are you:

- a) Male
- b) Female
- c) Prefer not to answer