

2021 Districtwide Perceptions Survey Report



This report represents data collected
between March 2 – 12, 2021

Submitted by

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taproot

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Executive Summary

Introduction & Background

This report reviews the 2021 Districtwide Perception Survey conducted by The Taproot Agency with individuals residing in the Southwest Florida Water Management District (the District). Counties under the District's jurisdiction were grouped into four regions for the purposes of analysis:

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

Project Goals

The goal of this survey was to help the District better understand public opinion, knowledge, attitudes and behaviors regarding water conservation, water quality protection and District perception.

The District has used and will continue to use this research to:

1. Design and refine messages and educational programs that are more likely to result in an educated public;
2. Design messages and educational programs that are likely to lead to the conservation and protection of regional water resources; and
3. Track the public's perception of the District.

Methods of Data Collection and Analysis

From March 2 – 12, 2021, The Taproot Agency conducted an online panel survey of 1,536 adult residents of the study area in the North (n=384), Tampa Bay (n=384), Heartland (n=384) and South (n=384) regions. Each region'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 references results from the 2018 Districtwide Perception Survey for comparison purposes. Where changes are noted (e.g. +X% from 2018) throughout the report, this is representing percentage point change, not percent change. In addition to all Districtwide total responses, this report also breaks down responses by region listed above. This allows for comparison across the whole area and future evaluation for more targeted messaging and outreach based on a region's opinion or understanding of a particular measure.

While questions regarding reclaimed and purified water, lawn irrigation and septic systems were removed from the 2021 survey, the nature of questions centered on the District, water resources and the use and trustworthiness of information outlets allows for a more focused understanding of their opinions and perceptions. Other topic-specific surveys conducted by the District during the interim years between the 2018

and 2021 perception surveys provided more detailed and focused responses to those topics like potable reuse, lawn irrigation and other critical topics.

Survey Sample Description

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

- Likely between the ages of 35 and 64
- Likely to be female
- Most likely living full-time in Florida
- Likely to have some education beyond high school
- Most likely to be Caucasian or White

Key Findings: Awareness and Perceptions of the District

Though a downward trend (-16%) of awareness of the District was noted in the previous Perceptions Survey in 2018, it is heartening to see that reverse somewhat in 2021 with increased awareness in three out of four regions and an overall 4% increase across the entire area.

For those indicating “yes” they were aware of the District, we also asked them to rate it on a scale of “terrible” to “excellent” with a “don’t know” option available. Increases were recorded in the total sample for “excellent” (15%, +7% from 2018) and “good” (39%, +1% from 2018). While there was a drop of 4% in “OK” responses, no change in “poor” and a 5% drop in “don’t know,” it is worth noting a nominal increase in “terrible” (+1%).

Respondents were also asked whether they felt the District was doing “too much,” “enough” or “too little” to protect various water resources. Unlike the 2018 report where a decrease was reported in those indicating “too much” was being done to protect these resources, the 2021 survey recorded an increase in “too much” across all bodies of water included in the question.

In all regions and for all bodies of water response of “too much” being done by the District increased, mirroring the overall totals reported. Additionally, while more opinions were recorded (“not sure” responses down 6-9%), there are still 12-30% of respondents unsure in the four regions. This is still a population that can be swayed to have an opinion in future surveys, but the direction in which they might move (favorable or unfavorable) will be driven by the messaging they receive.

Key Findings: Health of Natural Water Resources

When all respondents were asked “how would you rate the health of natural water resources in your region,” an increase in both “excellent” (13%, +6% from 2018) and “good” (42%, +5% from 2018) were recorded. An 11% drop was recorded for those rating the health of natural resources as “Ok.” Across the regions most responses were recorded in the “Ok” or higher category.

Respondents were then asked to rate the health of various types of water resources on the same scale as the general question. While ratings of “excellent” or “good” did not increase across the board for each water resource, most responses for each remained in the “Ok” or “good” ratings. Overall “don’t know” responses dropped 3-5% showing more respondents had an opinion than in the previous survey.

Key Findings: Sources of Information and Their Trustworthiness

When asked to choose the top 3 sources where respondents received their news, all mediums listed increased to some degree. Increases of more than 10% were recorded in the following:

- TV (+17%)
- Newspapers – online (+12%)
- Radio (+17%)
- Internet search engines (+31%)
- Social media (+25%)
- Friends/family/word of mouth (+22%)

These increases were similarly noted across the regions as well. With the events over the last year, including the COVID-19 pandemic and an active election season, an increase in consumed news is not surprising.

In reviewing all news outlets selected, the top 3 overall were: TV (67%), Internet search engines (40%) and Social media (34%).

We again asked respondents to tell us how often they use various social media platforms. As in previous surveys, Facebook (32%) was the top selection across the District for use “several times a day.” YouTube (18%) and Instagram (11%) round out the top three overall. In comparison with the 2018 survey, the highest increases in responses to “several times a day” were also recorded for Facebook (+5%), YouTube (+12%) and Instagram (+8%).

In the 2021 survey, the District (21% “very trustworthy”) was the third-most trusted source of information about water resources behind the US Geological Survey (31% “very trustworthy”) and the Florida Department of Environmental Protection (27% “very trustworthy”). Of all listed sources social media (25%) was recorded as the most untrustworthy source.

While, as in previous surveys, respondents still tend to trust government entities there are those that may question the validity of information from them as well. Keeping messaging clear and being explicit that the District is the source of information when posting, especially on social media, could continue to bolster the trustworthiness of the District as a whole.

Recommendations

In conclusion, Taproot recommends that the District incorporate the following insights into future messaging:

- Continue promoting the work of the District to encourage the upward trend in regaining recognition of the District as a whole. If they know who you are, then you can work to shape how they perceive you.
- Make messaging clear and specific about the work the District is doing to protect various water resources throughout all four regions.
- Take advantage of increased news consumption by making messaging from the District clearly labeled and presented in a memorable way.

The remainder of this report will present more detailed information and explanations of the overall and regional results recorded in the 2021 survey with changes from 2018 noted throughout.

Awareness and Perceptions of the District

Respondents' levels of awareness and perceptions of the District were measured with the following questions:

- Have you ever heard of the Southwest Florida Water Management District, sometimes called Swiftmud?
- Based on what you may know or have heard, how would you rate Swiftmud or the Southwest Florida Water Management District?
- Is the Southwest Florida Water Management District (Swiftmud) doing too much, enough or too little to protect the following water resources:
 - Rivers
 - Lakes
 - Springs
 - Wetlands or swamps
 - Groundwater or water from the Aquifer
 - Bays and estuaries

As in all previous surveys, respondents were again asked if they had ever heard of the Southwest Florida Water Management District, sometimes referred to as Swiftmud, and 45% responded “yes” (+4% from 2018). Across the regions, increases in knowledge of the District were noted in North (+10%), Tampa Bay (+3%) and South (+6%). The Heartland region recorded the only decrease in awareness -4% from 2018.

Of the 44% (-6% from 2018) responding they had not heard of the District, a decrease was recorded in all but the Heartland region (+1%): North (-12%), Tampa Bay (-6%) and South (-6%). While there was an increase in those aware of the District overall, an increase in those who “don’t know” was also recorded across the regions except for South which remained unchanged (10%).

For those indicating “yes” they were aware of the District, we also asked them to rate it on a scale of “terrible” to “excellent” with a “don’t know” option available. Increases were recorded in the total sample for “excellent” (15%, +7% from 2018) and “good” (39%, +1% from 2018). While there was a drop (-4%) in “OK” responses, no change in “poor” and a -5% in “don’t know,” it is worth noting a nominal increase in “terrible” (+1%).

Because of the 4% drop in awareness in the Heartland region, a closer look was taken at their breakdown. While an increase in “excellent” (+8%) ratings was recorded, a 13% decrease was also recorded between “good” (-9%) and “OK” (-4%). Additionally, increases in “poor” (+3%) and “terrible” (+3%) were noted.

On a more positive note, Tampa Bay recorded +15% in the “excellent” and “good” responses with the largest decreases being recorded in “OK” (-8%) and “don’t know” (-6%). With fewer in the “don’t know” category, more respondents in this region are recording an opinion than before and that appears to be in a favorable direction.

Respondents were also asked whether they felt the District was doing “too much,” “enough” or “too little” to protect various water resources. Unlike the 2018 report where a decrease in those indicating “too much” was being done to protect these resources, the 2021 survey recorded an increase in “too much” across all bodies of water included in the question.

Percentages and changes from 2018 of residents who feel the District is doing “too little” to protect these water resources were as follows:

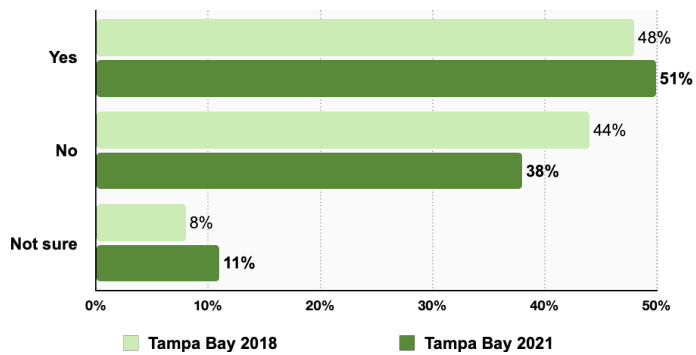
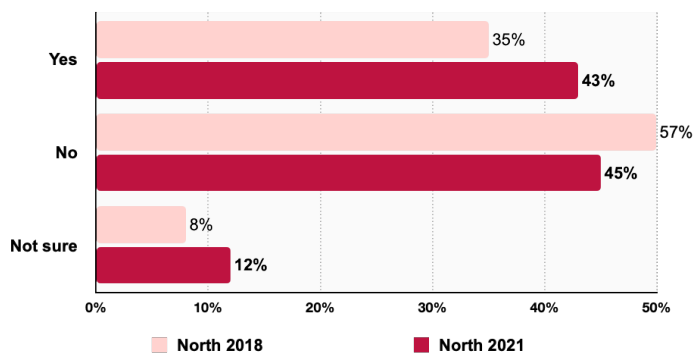
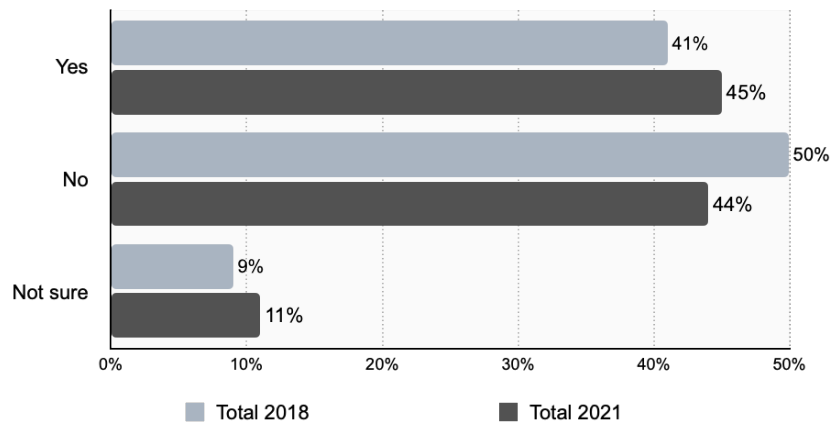
- Rivers: 30% (+2% from 2018)
- Lakes: 30% (+3% from 2018)
- Springs: 26% (-1% from 2018)
- Wetlands or swamps: 32% (+3% from 2018)
- Groundwater or water from the Aquifer: 35% (+1% from 2018)
- Bays and estuaries: 31% (+2% from 2018)

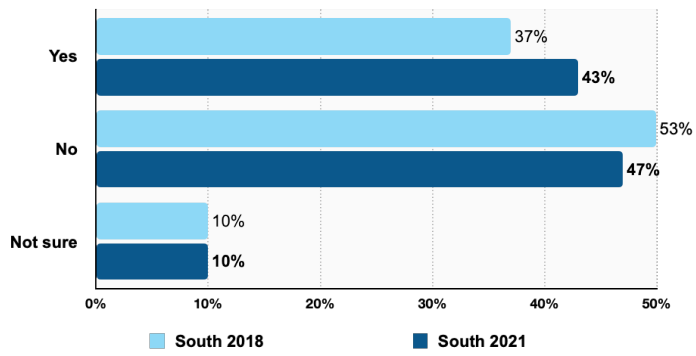
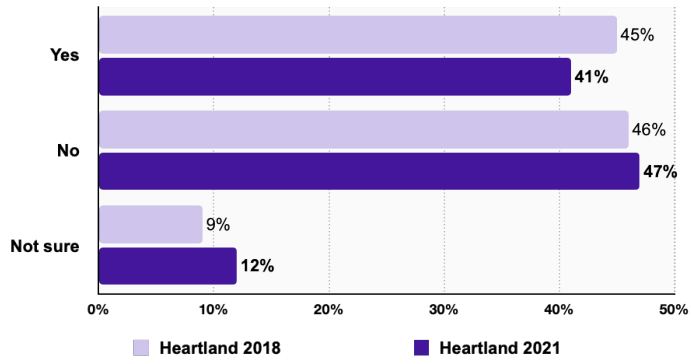
Across all bodies of water included in the 2021 survey a decrease in “not sure” responses ranged between 6% and 9%. This indicates more respondents having an opinion on how they feel the District is protecting these resources. The “not sure” percentages and changes from 2018 are listed below:

- Rivers: 18% (-9% from 2018)
- Lakes: 18% (-9% from 2018)
- Springs: 21% (-8% from 2018)
- Wetlands or swamps: 20% (-6% from 2018)
- Groundwater or water from the Aquifer: 20% (-8% from 2018)
- Bays and estuaries: 20% (-9% from 2018)

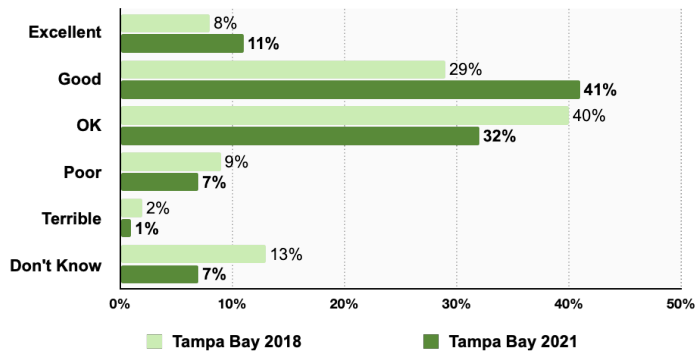
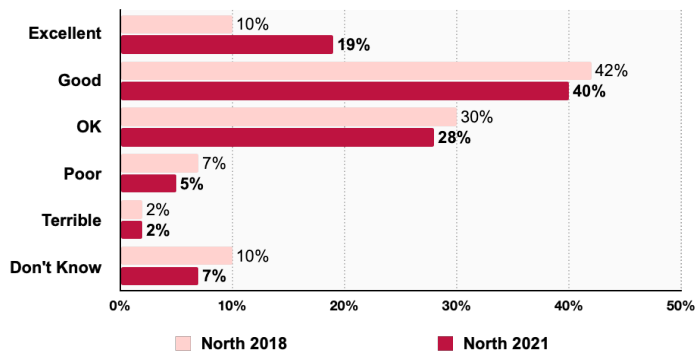
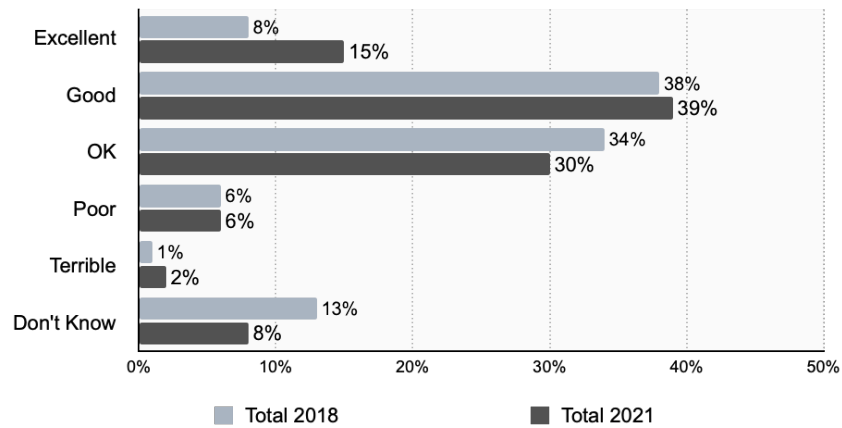
In all regions and for all bodies of water responses of “too much” being done by the District increased, mirroring the overall totals reported. Additionally, while more opinions were recorded (“not sure” responses down 6-9%), there are still 12-30% of respondents unsure in the four regions. This is still a population that can be swayed to have an opinion in future surveys, but the direction in which they might move (favorable or unfavorable) will be driven by the messaging they receive.

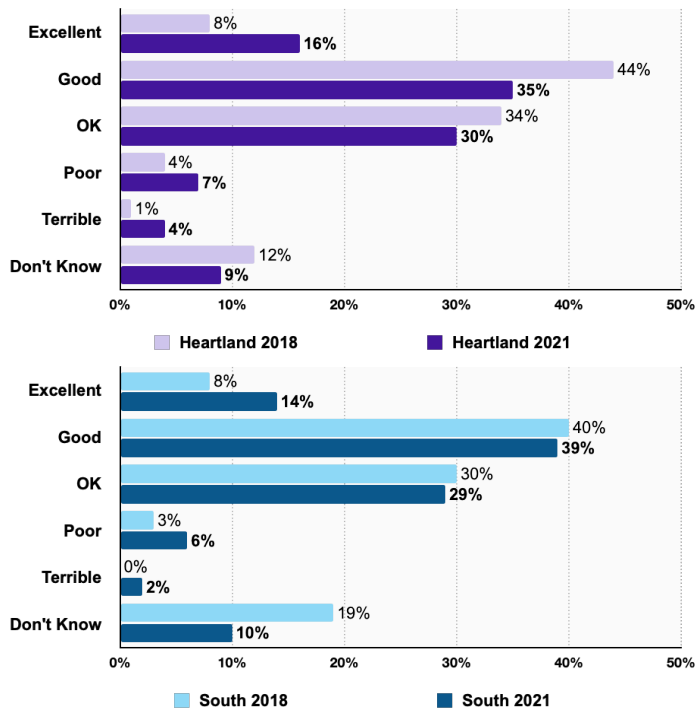
Have you ever heard of the Southwest Florida Water Management District, sometimes called Swiftmud?





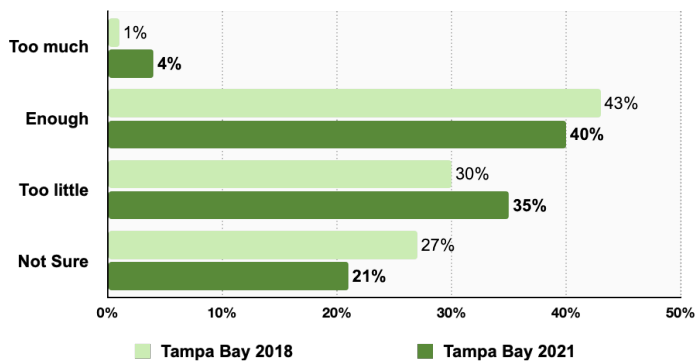
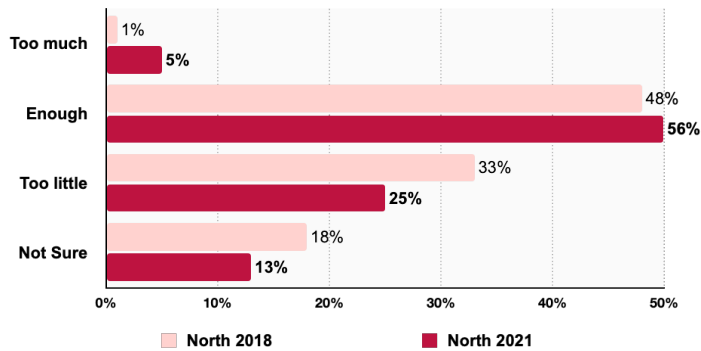
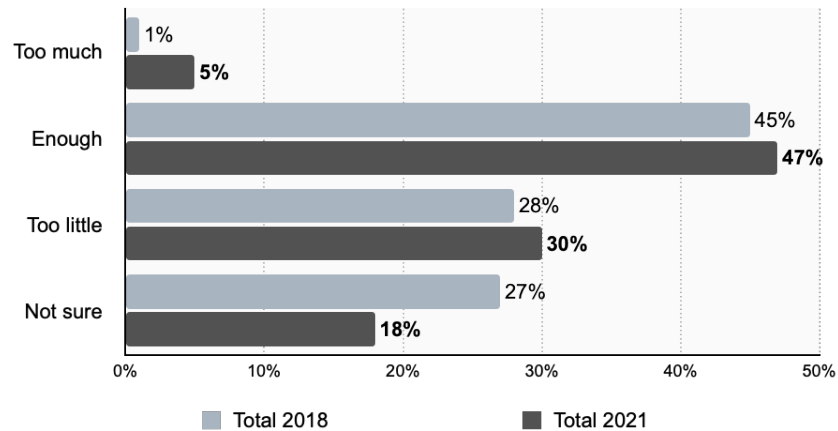
Based on what you may know or have heard, how would you rate Swiftmud or the Southwest Florida Water Management District? (This question only answered by those who indicated they had heard of the District.)

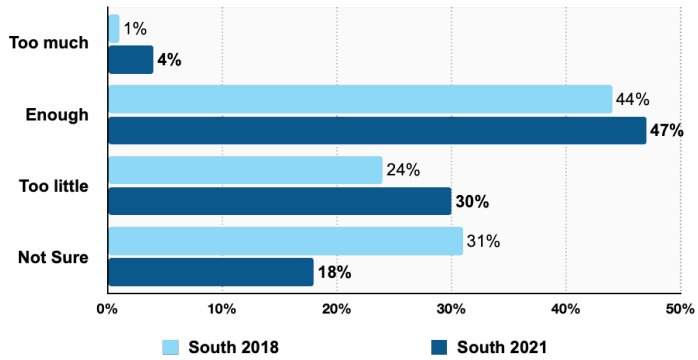
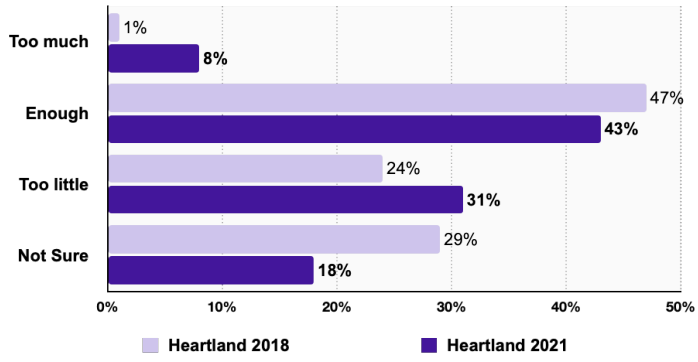




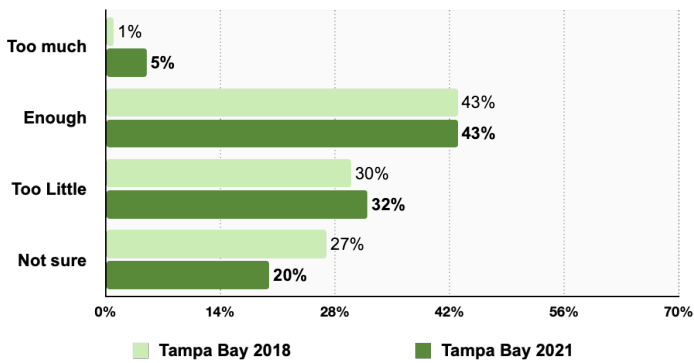
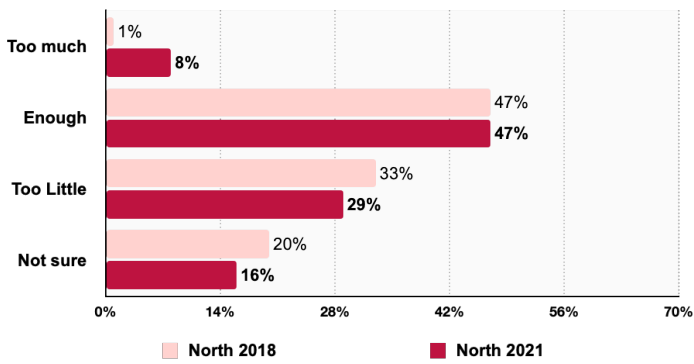
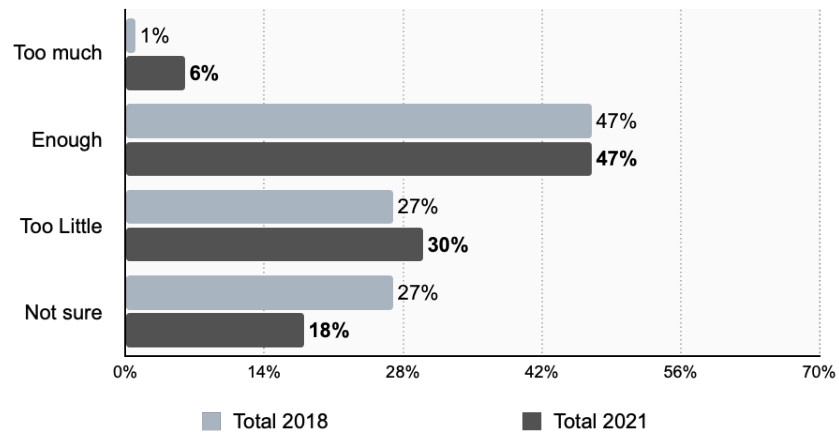
Is the Southwest Florida Water Management District (Swiftmud) doing too much, enough or too little to protect the following water resources: Rivers; lakes; springs; wetlands or swamps; groundwater or water from the Aquifer; bays and estuaries. (Only answered by those who indicated they had heard of the District.)

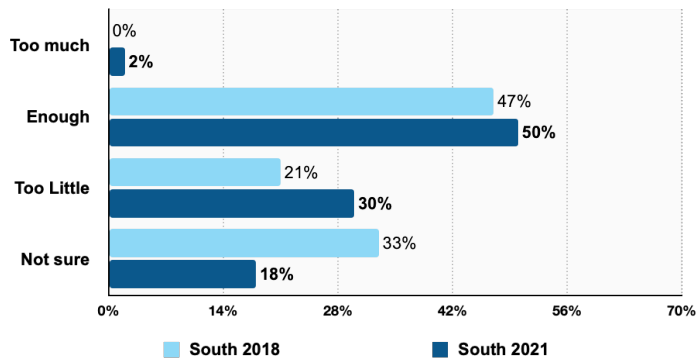
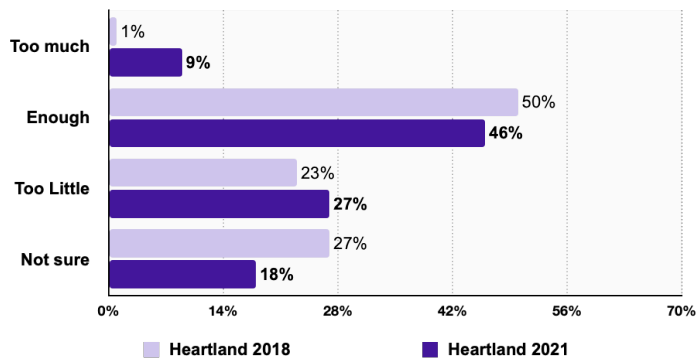
RIVERS



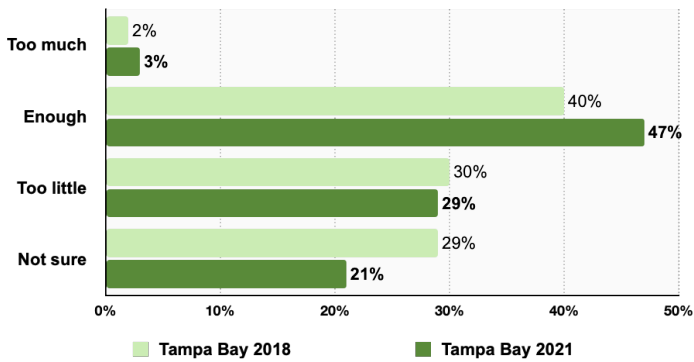
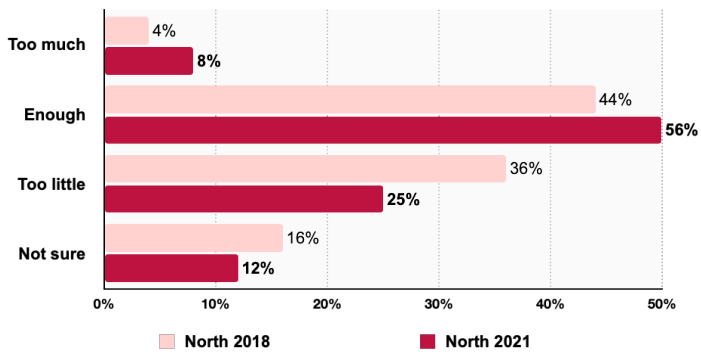
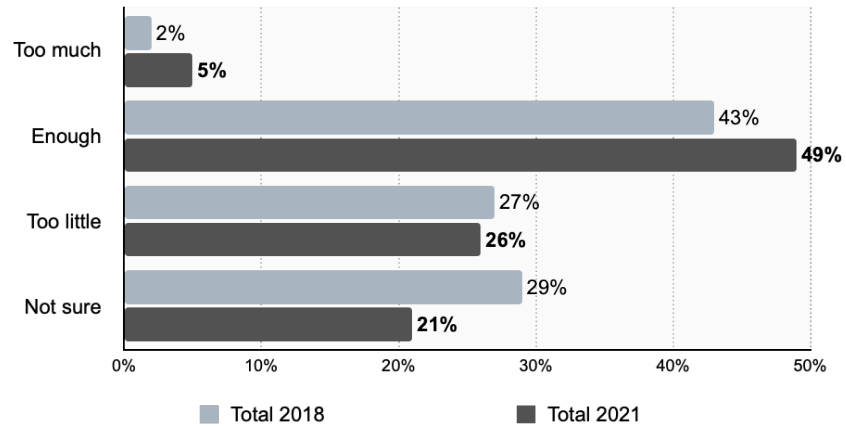


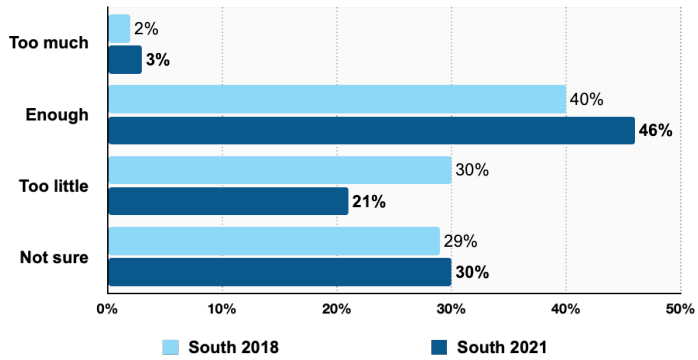
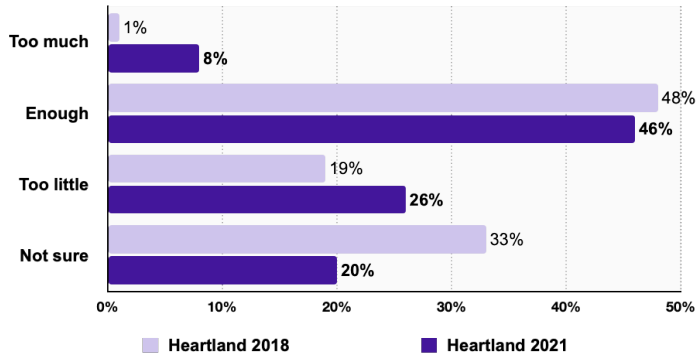
LAKES



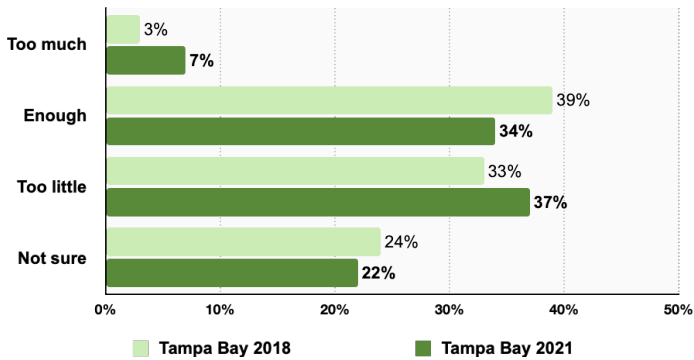
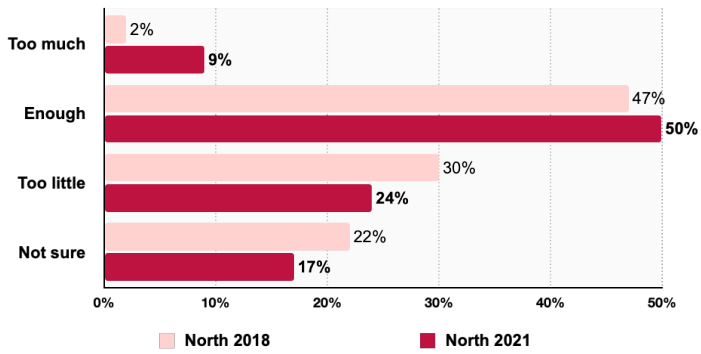
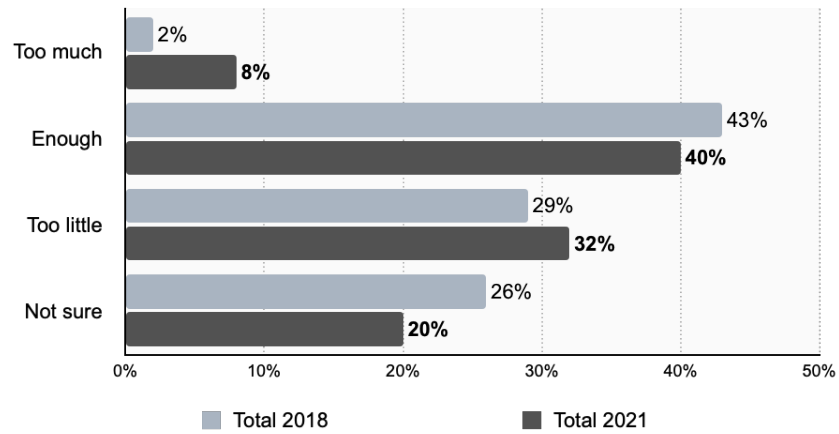


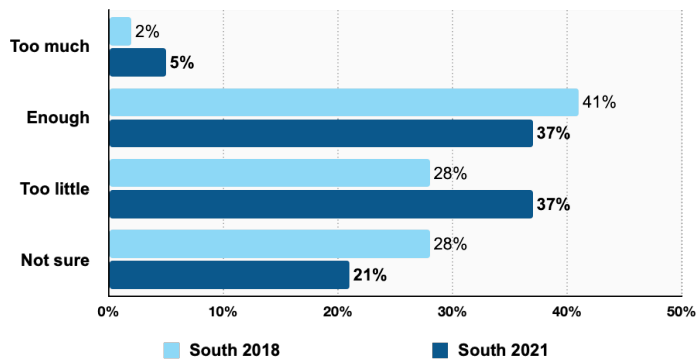
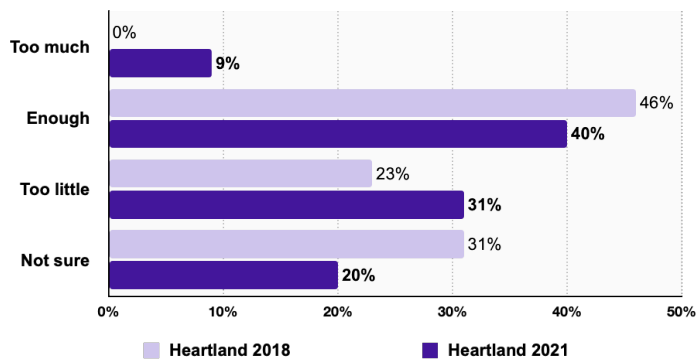
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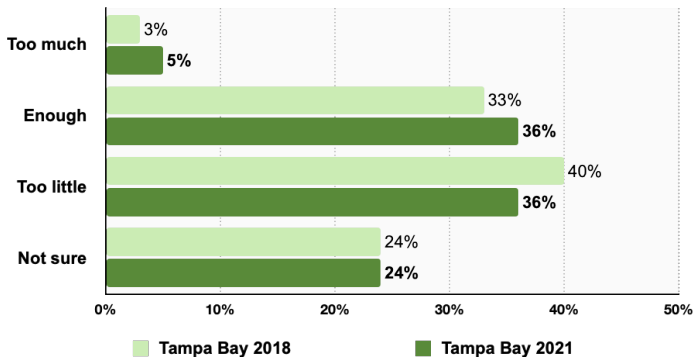
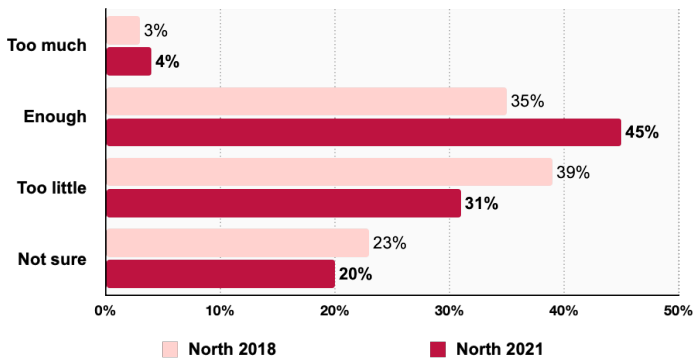
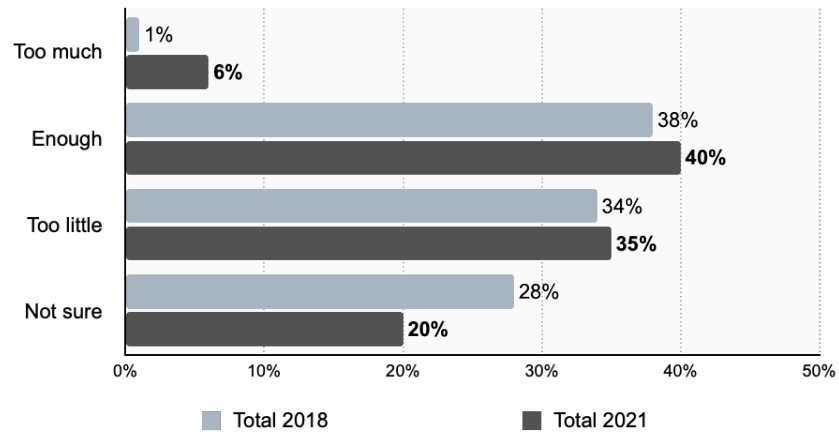


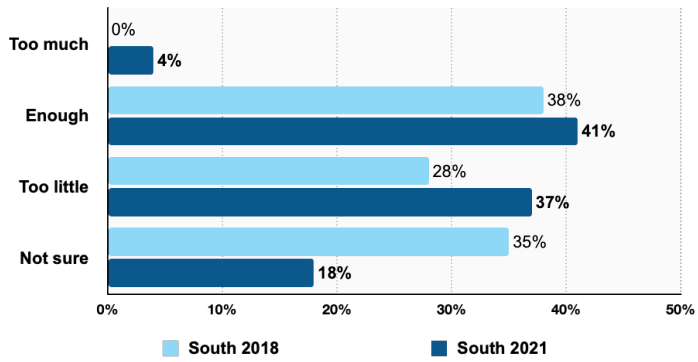
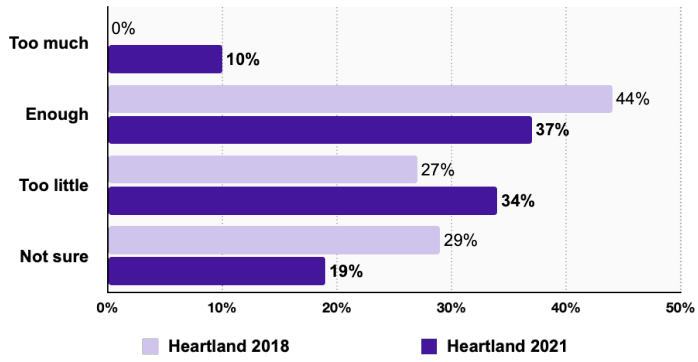
WETLANDS OR SWAMPS



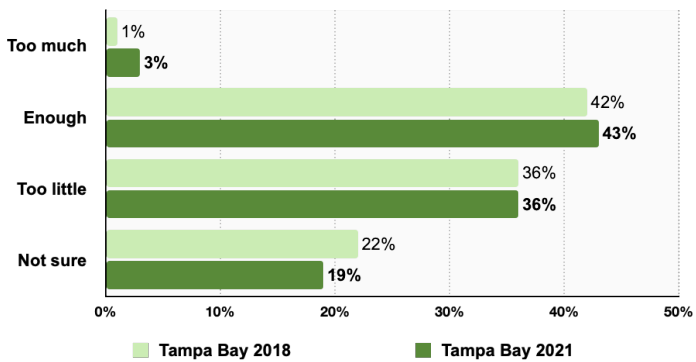
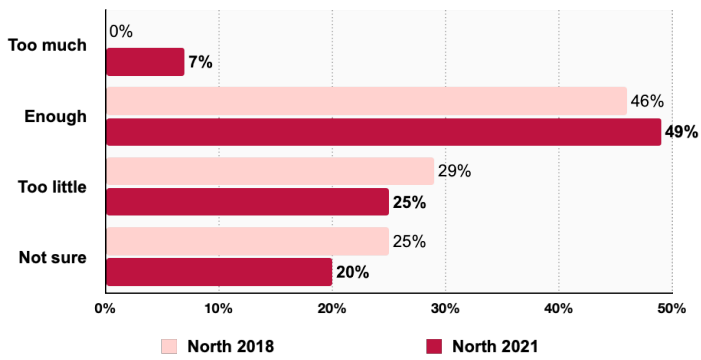
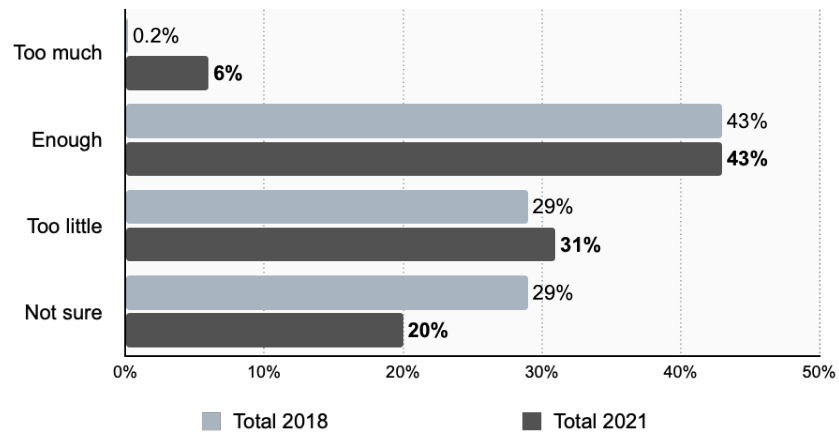


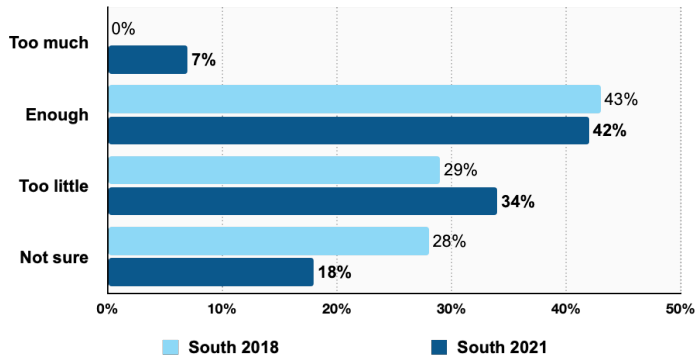
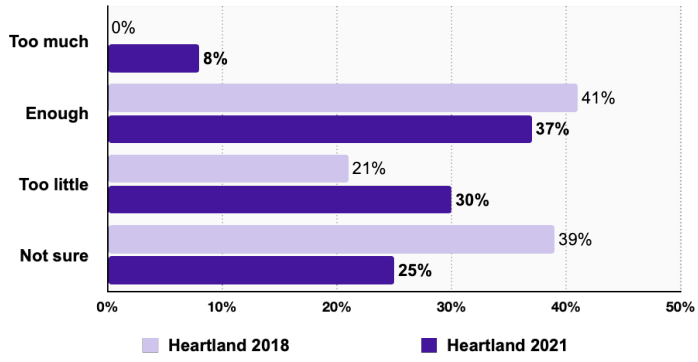
GROUNDWATER OR WATER FROM THE AQUIFER





BAYS AND ESTUARIES





Health of Natural Water Resources

Respondents' opinions of the health of natural water resources were measured with the following questions:

- The term “natural water resources” refers to rivers, lakes, springs, wetlands, groundwater, bays and estuaries. How would you rate the health of natural water resources in your region?
- How would you rate the health of the following water resources in your region?
 - Rivers
 - Lakes
 - Springs
 - Wetlands or swamps
 - Groundwater or water from the Aquifer
 - Bays and estuaries

When all respondents were asked “how would you rate the health of natural water resources in your region,” an increase in both “excellent” (13%, +6% from 2018) and “good” (42%, +5% from 2018) were recorded. An 11% drop was recorded for those rating the health of natural resources as “OK.” Across the regions most responses were recorded in the “OK” or higher category.

Respondents were then asked to rate the health of various types of water resources on the same scale as the general question. While ratings of “excellent” or “good” did not increase across the board for each water resource, most responses for each remained in the “OK” or “good” ratings. A few more specific notes follow, but overall “don’t know” responses dropped 3-5% showing more respondents had an opinion than in the previous survey.

A combined 7% increase was recorded for the “excellent” and “good” ratings for Lakes, even though majorities remained in the “good” or “OK” ratings. With a combined decrease of 6% in the “poor,” “terrible” and “don’t know” ratings, residents in the District are stating an opinion where they may not have in the past or improving their opinion, both of which are positive signs.

Similarly, a positive trend was recorded for responses regarding Springs with a decrease of 5% in “don’t know” responses and shifts in the positive ratings. While there was a 2% drop in “good” responses, a 7% increase in “excellent” reflects this positive shift. The highest rankings for the quality of Springs across the District were recorded in the North and Tampa Bay regions. Of note, “poor” and “terrible” total ratings for the District remained unchanged at 4% and 1% respectively.

Mixed results were recorded when rating the health of Wetlands or Swamps.

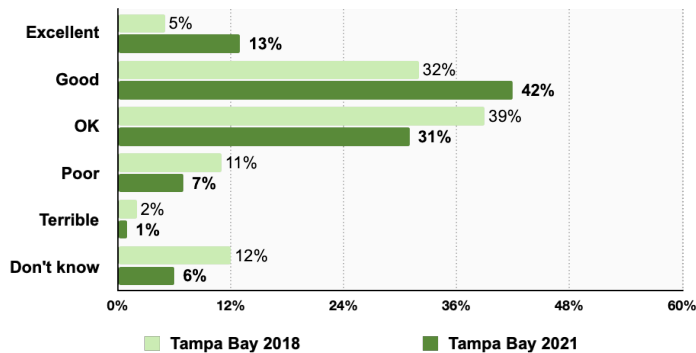
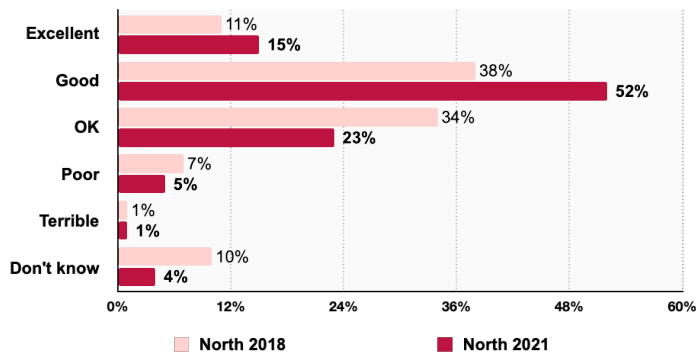
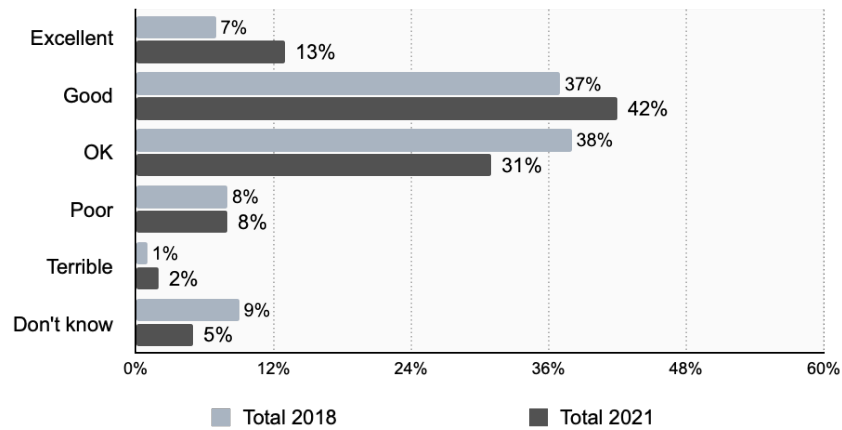
Excellent (9%, +3% from 2018)
Good (28%, +1% from 2018)
OK (30%, -4% from 2018)
Poor (14%, +1% from 2018)
Terrible (5%, +3% from 2018)
Don’t know (15%, -3% from 2018)

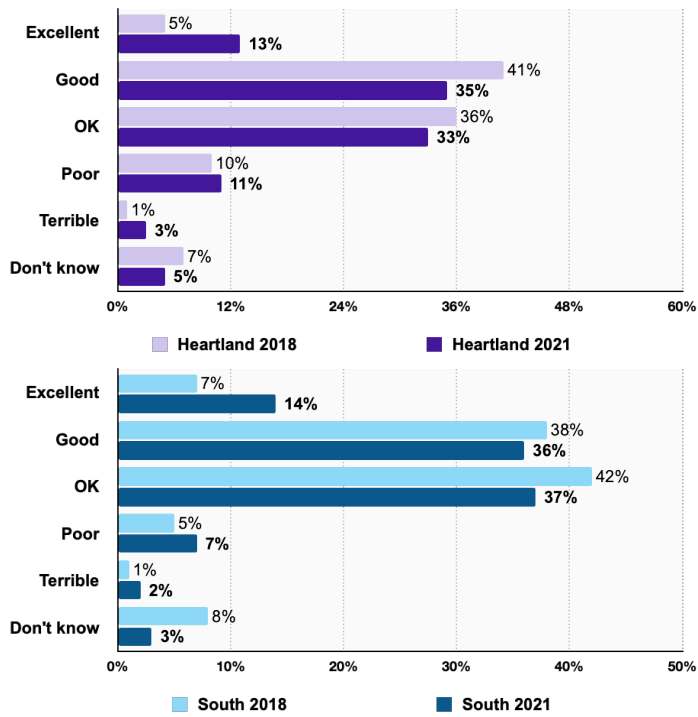
While the combined 4% increase in “excellent” and “good” ratings are a positive, the mirrored combined 4% increase in “poor” and “terrible” is something to be monitored. With a 3% drop in “don’t know” responses, it is harder to assess where those with newly-recorded opinions fell in the ratings.

Recorded responses for Groundwater or water from the Aquifer saw growth in only the top two ratings of “excellent” or “good.” This upward, positive trend included 4% more people recording an opinion than in 2018. The only increase in responses for a negative rating was in the South region with a 1% growth in “poor.” In other regions some ratings remained unchanged.

Finally, the Bays and Estuaries recorded combined growth of 6% in “excellent” and “good” ratings with most regions still rating it as “good” or “Ok.” There were slight shifts (+/-1%) in the “terrible” to “good” ratings.

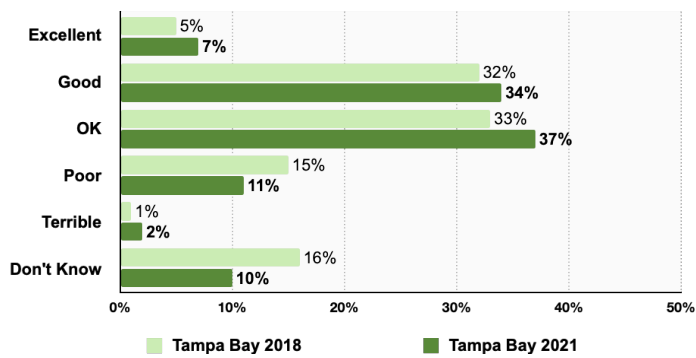
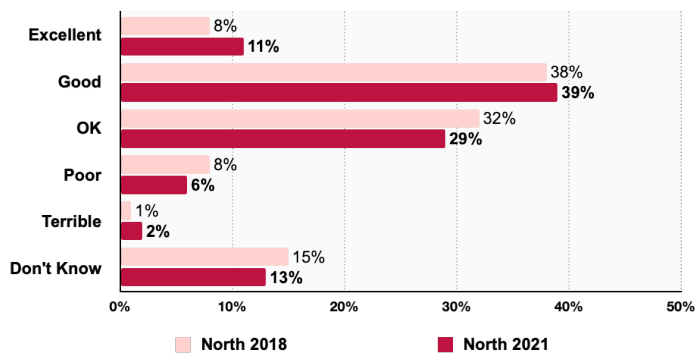
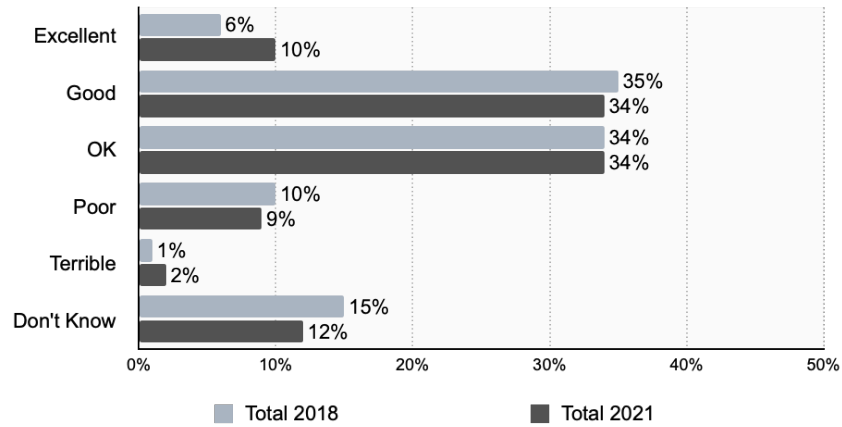
The term “natural water resources” refers to rivers, lakes, springs, wetlands, groundwater, bays and estuaries. How would you rate the health of natural water resources in your region?

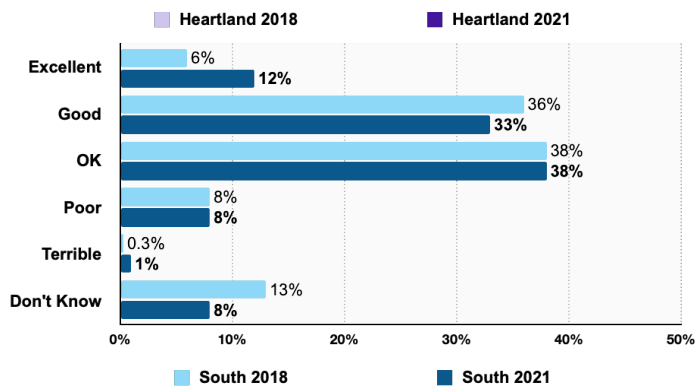
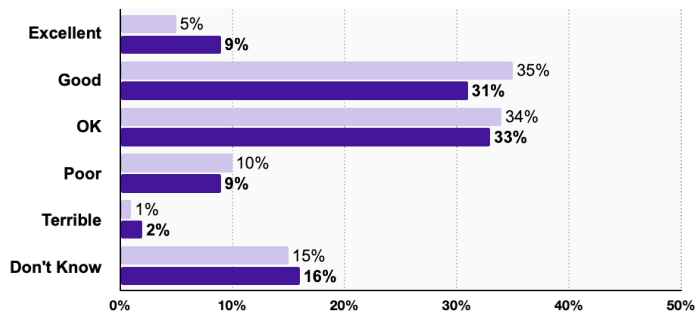




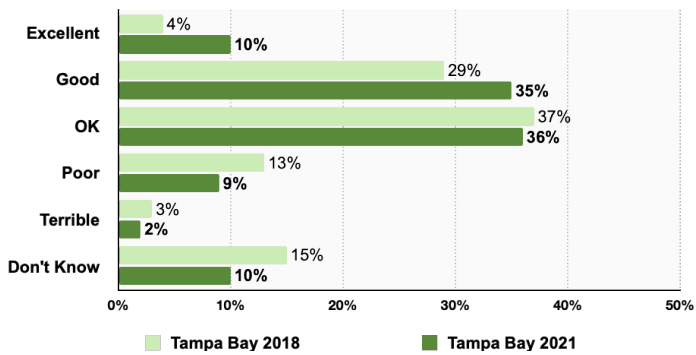
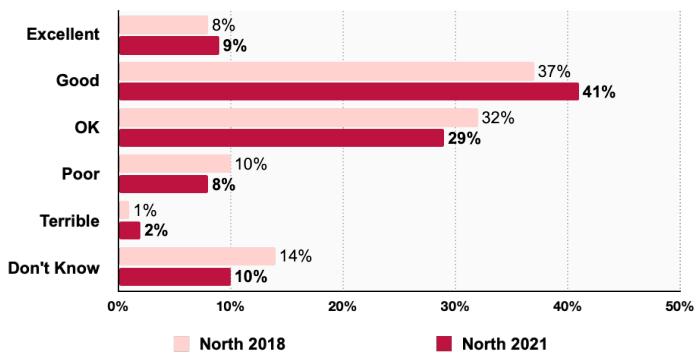
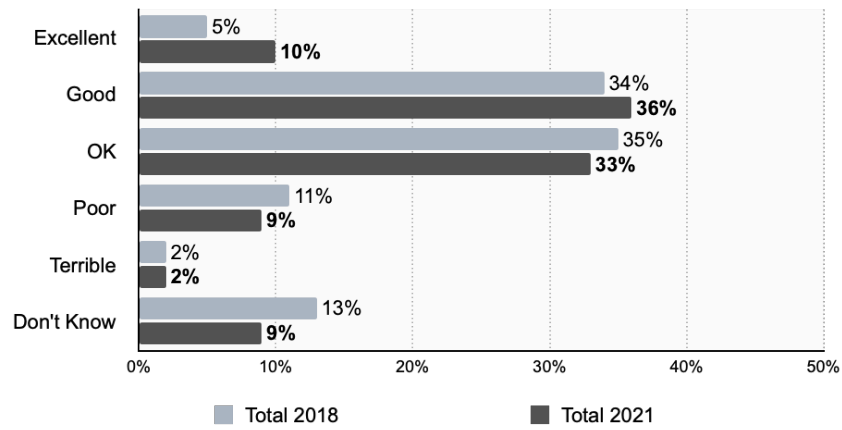
How would you rate the health of the following water resources in your region: Rivers; lakes; springs; wetlands or swamps; groundwater or water from the Aquifer; bays and estuaries.

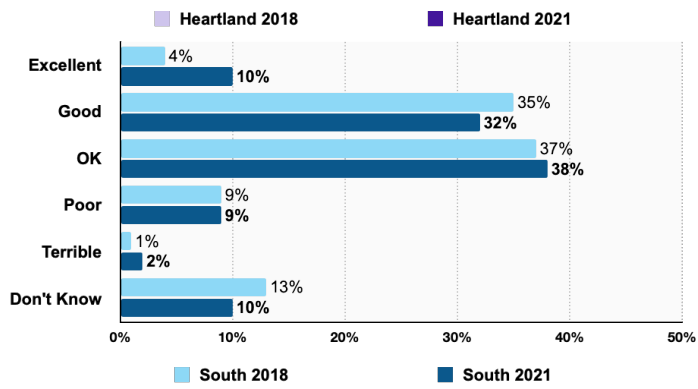
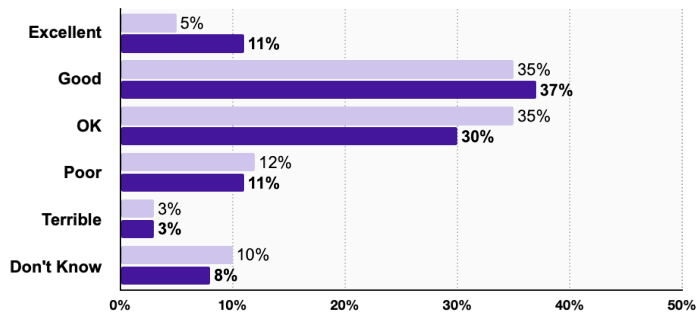
RIVERS



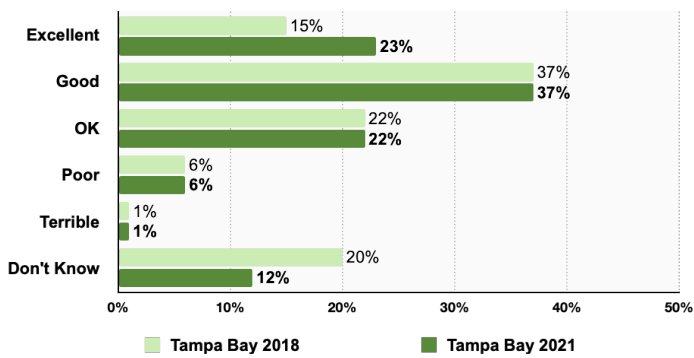
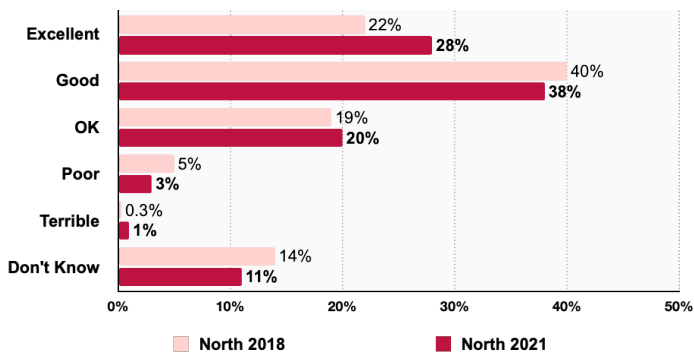
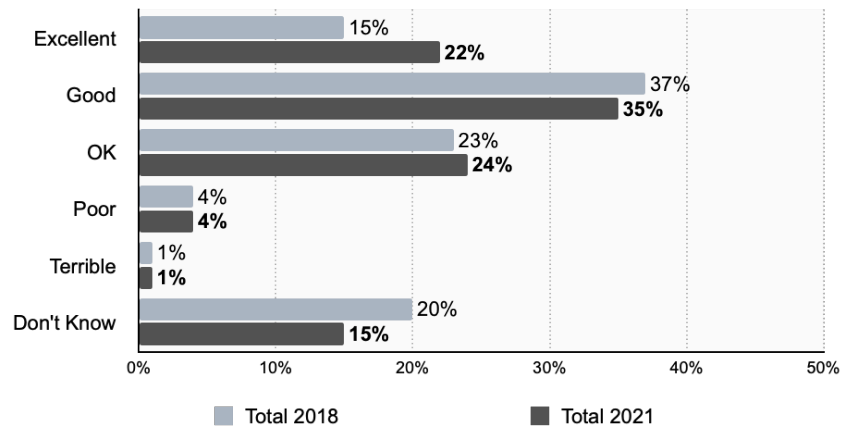


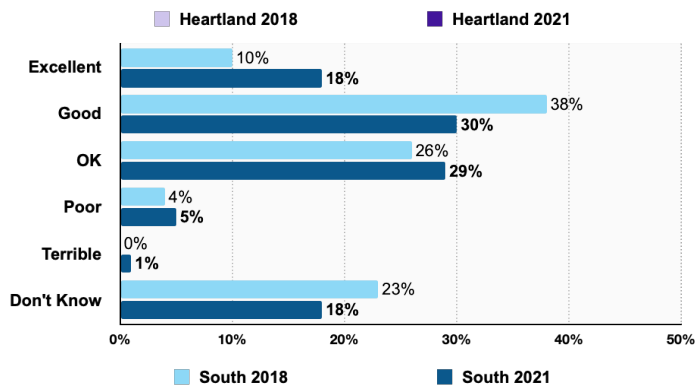
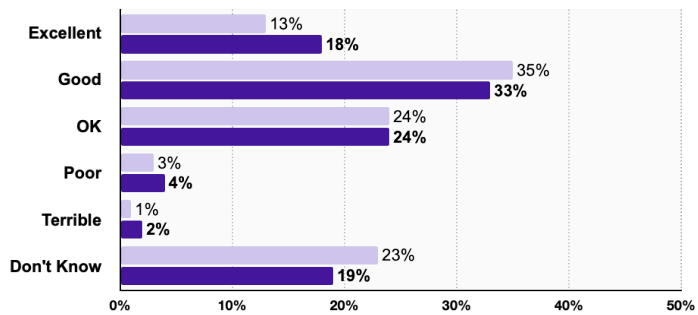
LAKES



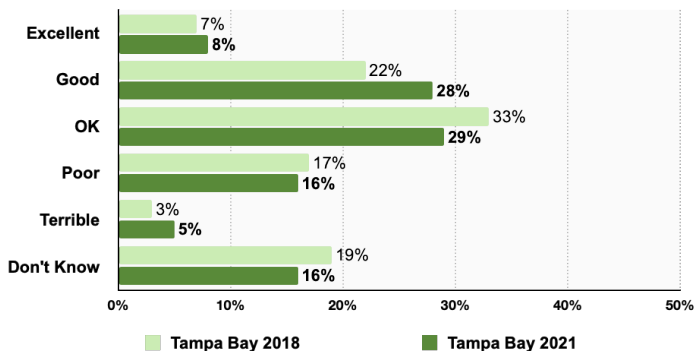
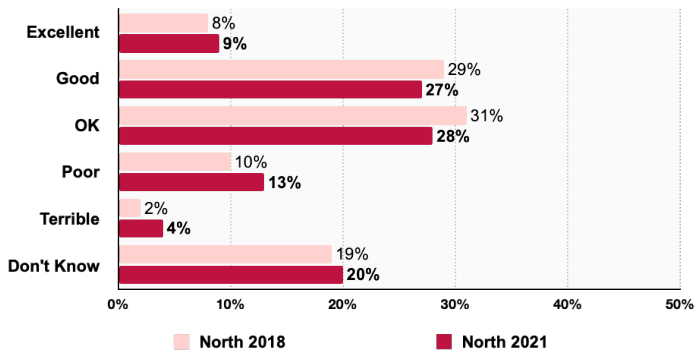
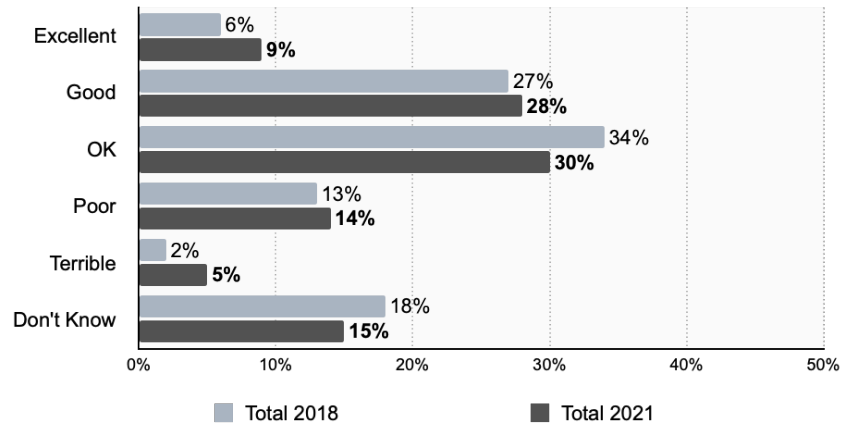


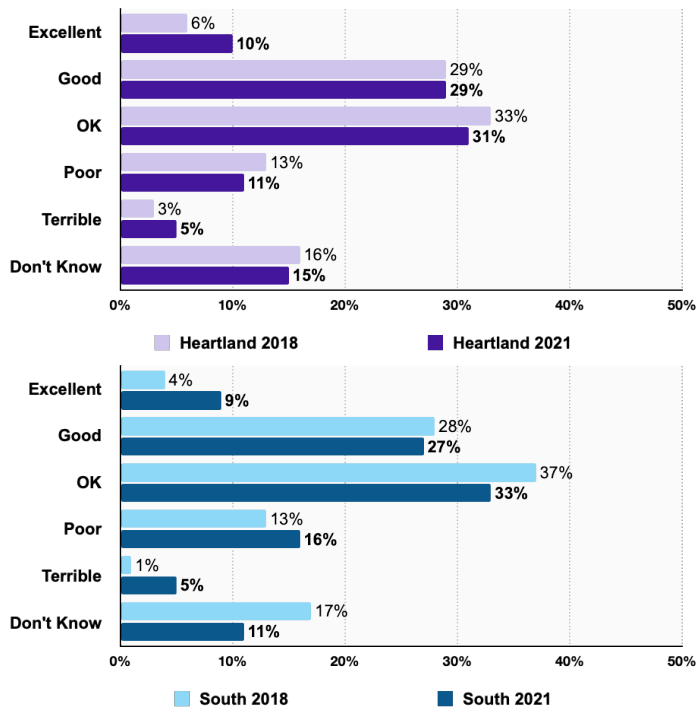
SPRINGS



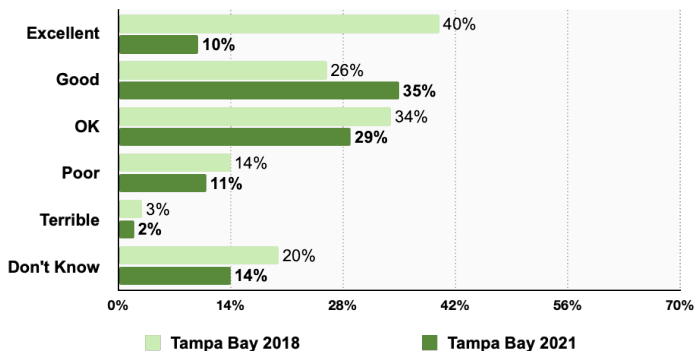
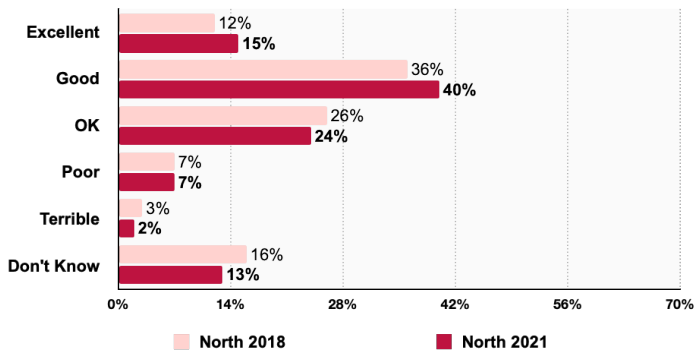
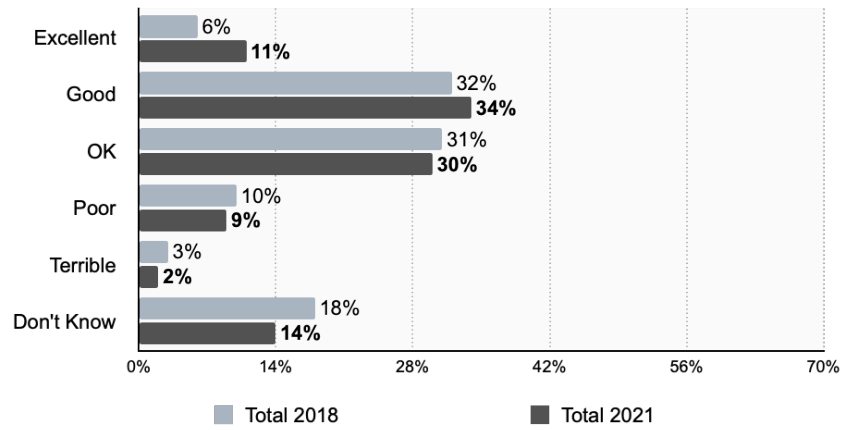


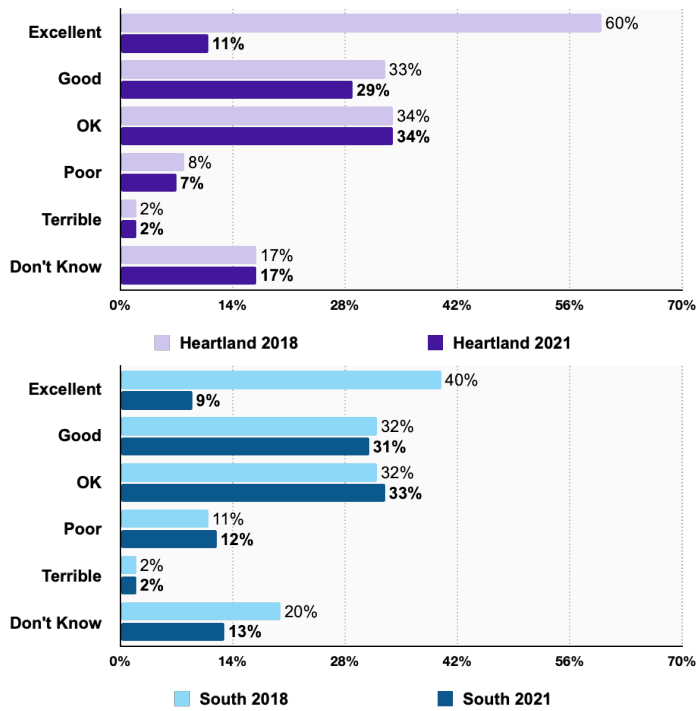
WETLANDS OR SWAMPS



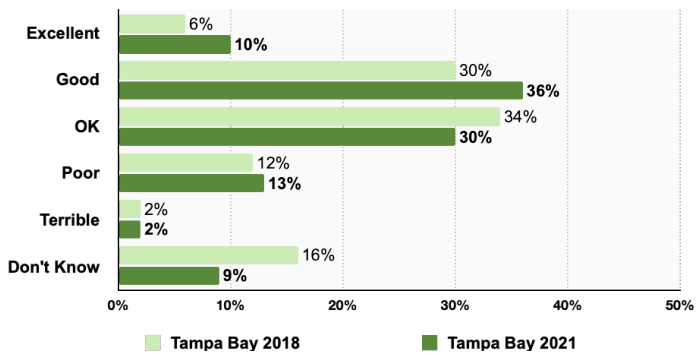
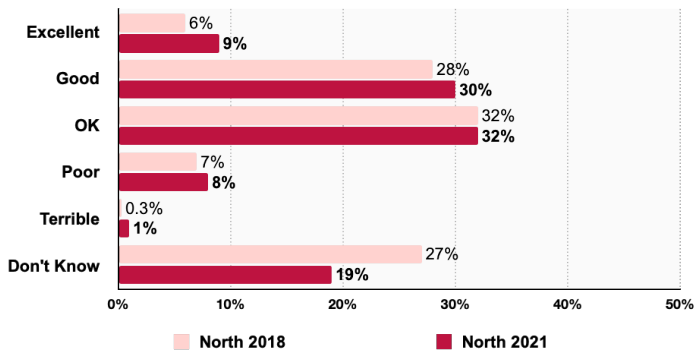
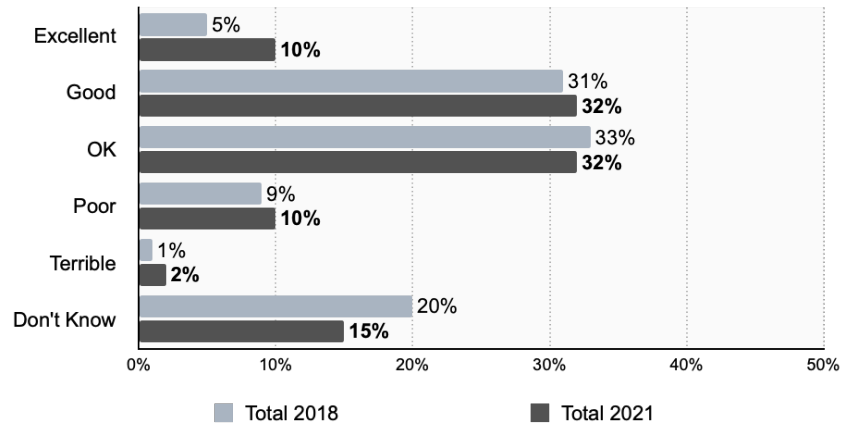


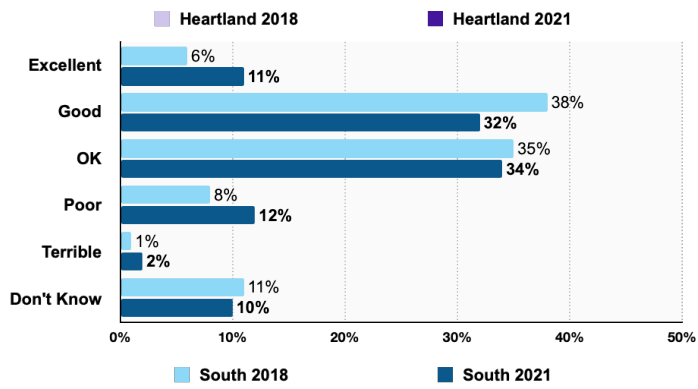
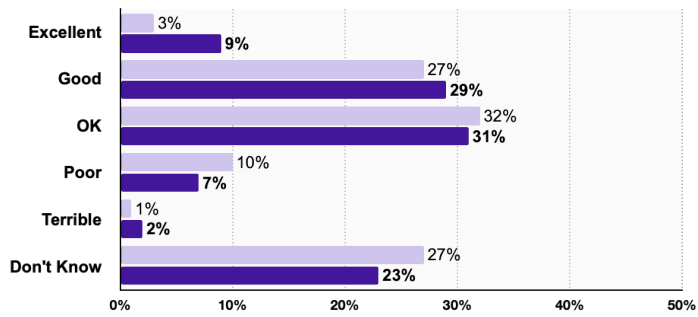
GROUNDWATER OR WATER FROM THE AQUIFER





BAYS AND ESTUARIES





Sources of Information and Their Trustworthiness

Respondents were also asked to name their sources of news and rate the trustworthiness of several entities. Questions for these purposes included the following:

- Where do you get your news? Choose your top 3 sources.
 - TV news
 - Newspaper – print
 - Newspaper – online
 - Radio
 - Internet search engines (Google, Bing, etc.)
 - City/county/state government websites
 - Other websites, blogs, etc.
 - Social media (Facebook, Twitter, Pinterest, etc.)
 - Magazines
 - Friends/Family/Word of mouth
 - Neighborhood newsletters/blogs/forums
 - Other
- How often do you use the following social media?
 - Facebook
 - Twitter
 - YouTube
 - Pinterest
 - Snapchat
 - Tumblr
 - Instagram
 - LinkedIn
- How trustworthy are the following sources of information about water resources?
 - Traditional media such as radio, TV, newspapers
 - Social media such as Facebook and Twitter
 - Southwest Florida Water Management District
 - Florida Department of Environmental Protection
 - Local environmental group
 - Local utility company
 - Universities
 - US Geological Survey

When asked to choose the top 3 sources where respondents received their news, all mediums listed increased to some degree. Increases of more than 10% were recorded in the following:

TV (+17%)
Newspapers – online (+12%)
Radio (+17%)
Internet search engines (+31%)
Social media (+25%)
Friends/family/word of mouth (+22%)

These increases were similarly noted across the regions as well. With the events over the last year, including the COVID-19 pandemic and an active election season, an increase in consumed news not surprising.

In reviewing all news outlets selected the top 3 overall were: TV (67%), Internet search engines (40%) and Social media (34%).

We again asked respondents to tell us how often they use various social media platforms. As in previous surveys, Facebook (32%) was the top selection across the District for use “several times a day.” YouTube (18%) and Instagram (11%) round out the top three overall. In comparison with the 2018 survey, the highest increases in responses to “several times a day” were also recorded for Facebook (+5%), YouTube (+12%) and Instagram (+8%). In a similar fashion to the increases noted in news sources, some of this increase could be attributed to the general surge of information being pushed out over these platforms during the events of the last year or so, but it is worth keeping a close eye on whether these increased uses continue in the future. As has been noted in the past, Facebook is still the best platform for the District to disseminate information to residents.

In the 2021 survey, the District was the third-most trusted source of information about water resources behind the US Geological Survey and the Florida Department of Environmental Protection. Because the scales were different across the two surveys, the following translation explains how calculations and changes were measured:

2018	2021
9 – 10	<i>Very trustworthy</i>
6 – 8	<i>Somewhat trustworthy</i>
3 – 5	<i>Somewhat untrustworthy</i>
1 – 2	<i>Very untrustworthy</i>
<i>Don't know</i>	<i>Don't know</i>

Of all the sources listed social media (25%) was recorded as the most untrustworthy source.

Below is a more specific look at the lower responses for the top three trustworthy sources, starting with the District:

Southwest Florida Water Management District

“Somewhat trustworthy” (44%, +4% from 2018)
 “Somewhat untrustworthy” (8%, -12% from 2018)
 “Don’t know” (25%, +6% from 2018)

US Geological Survey

“Somewhat trustworthy” (38%, -3% from 2018)
 “Somewhat untrustworthy” (6%, -10% from 2018)
 “Don’t know” (22%, +9% from 2018)

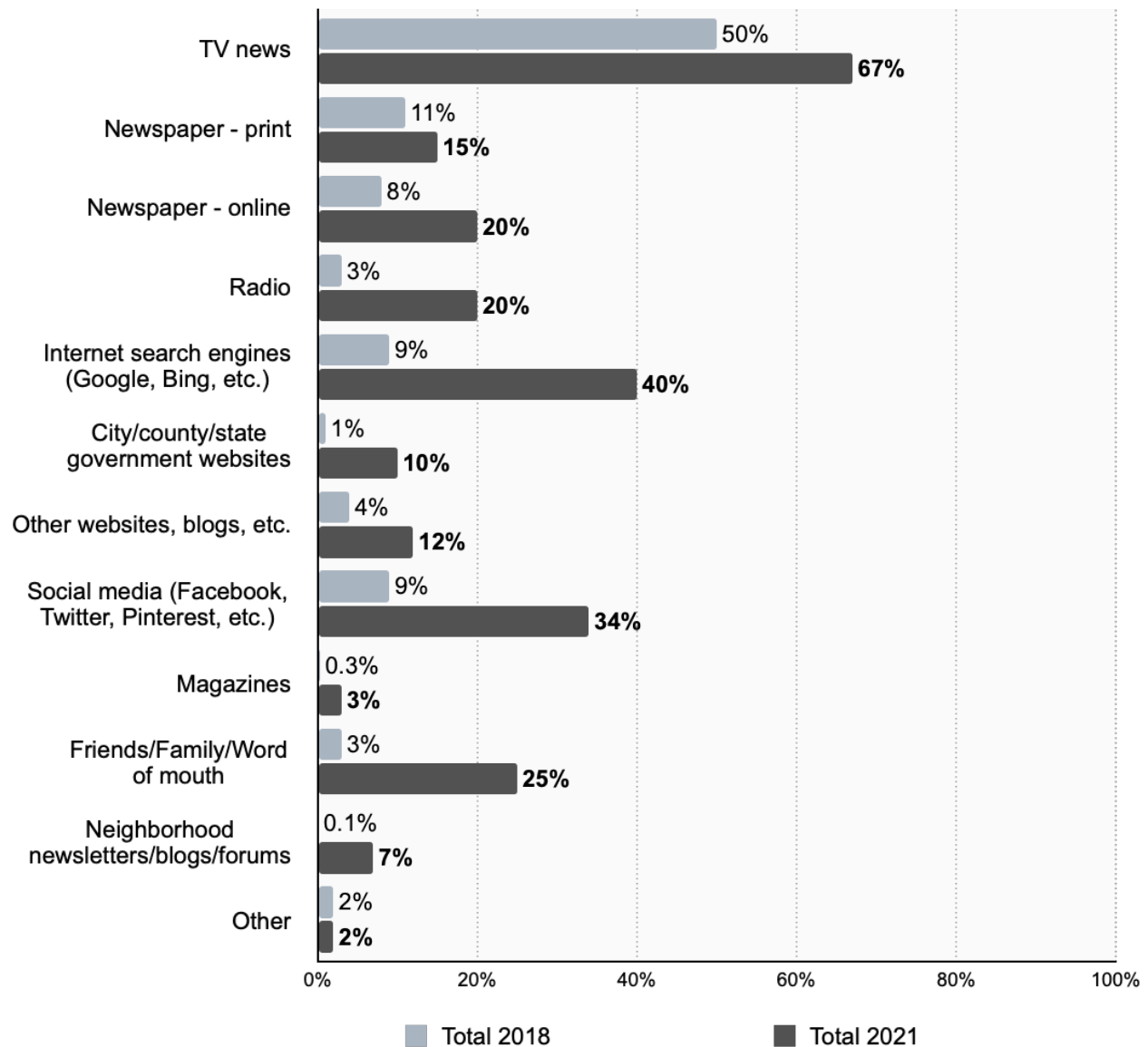
Florida Department of Environmental Protection

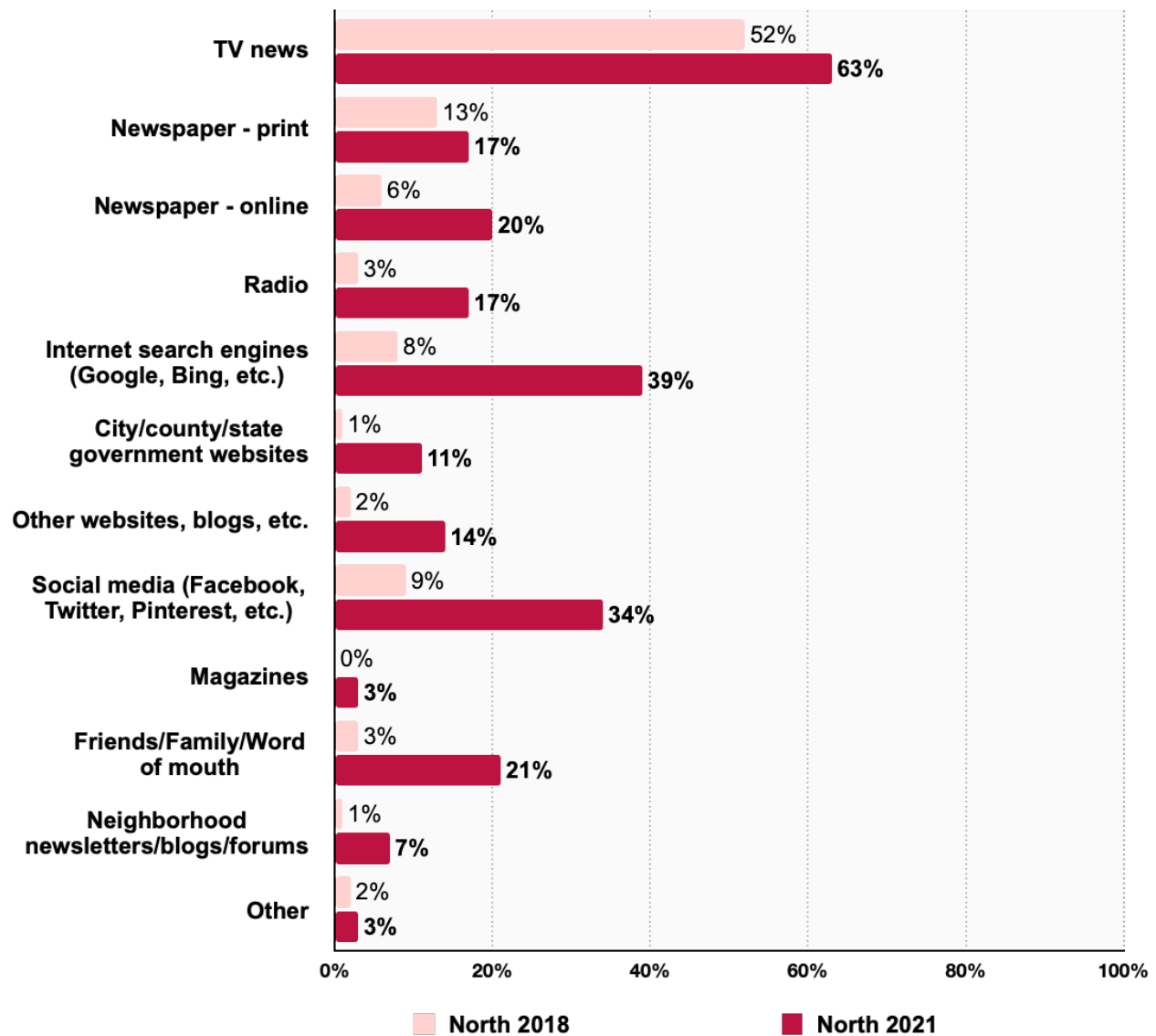
“Somewhat trustworthy” (45%, +4% from 2018)
 “Somewhat untrustworthy” (8%, -12% from 2018)
 “Don’t know” (16%, +8% from 2018)

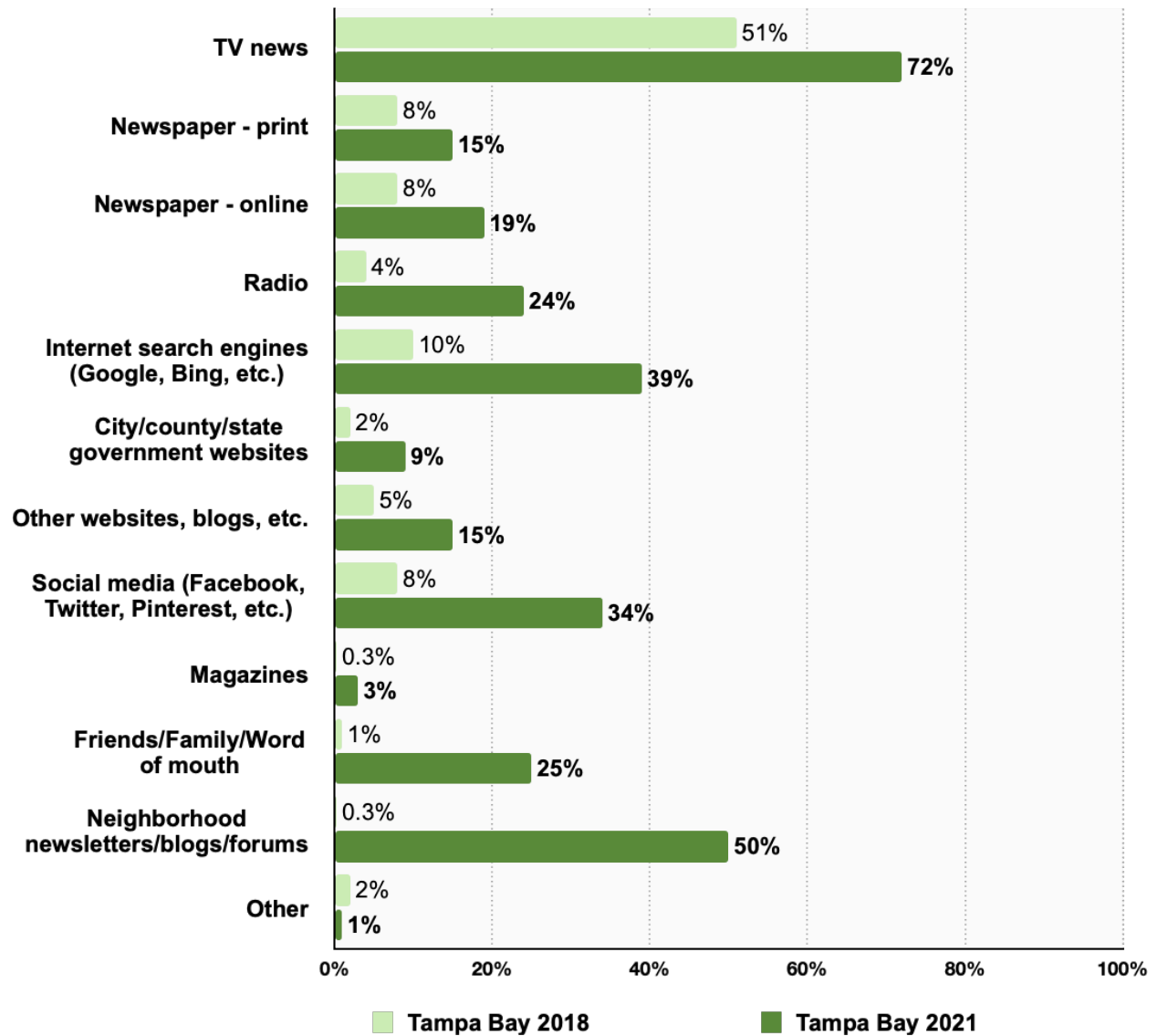
Of note in these percentages is a consistent increase in “don’t know” responses for all three sources. While, as in previous surveys, respondents still tend to trust government entities, there are those that may be questioning information from these as well. Keeping messaging clear and being explicit that the District is the source of information when posting, especially on social media, could continue to bolster the trustworthiness of the District as a whole.

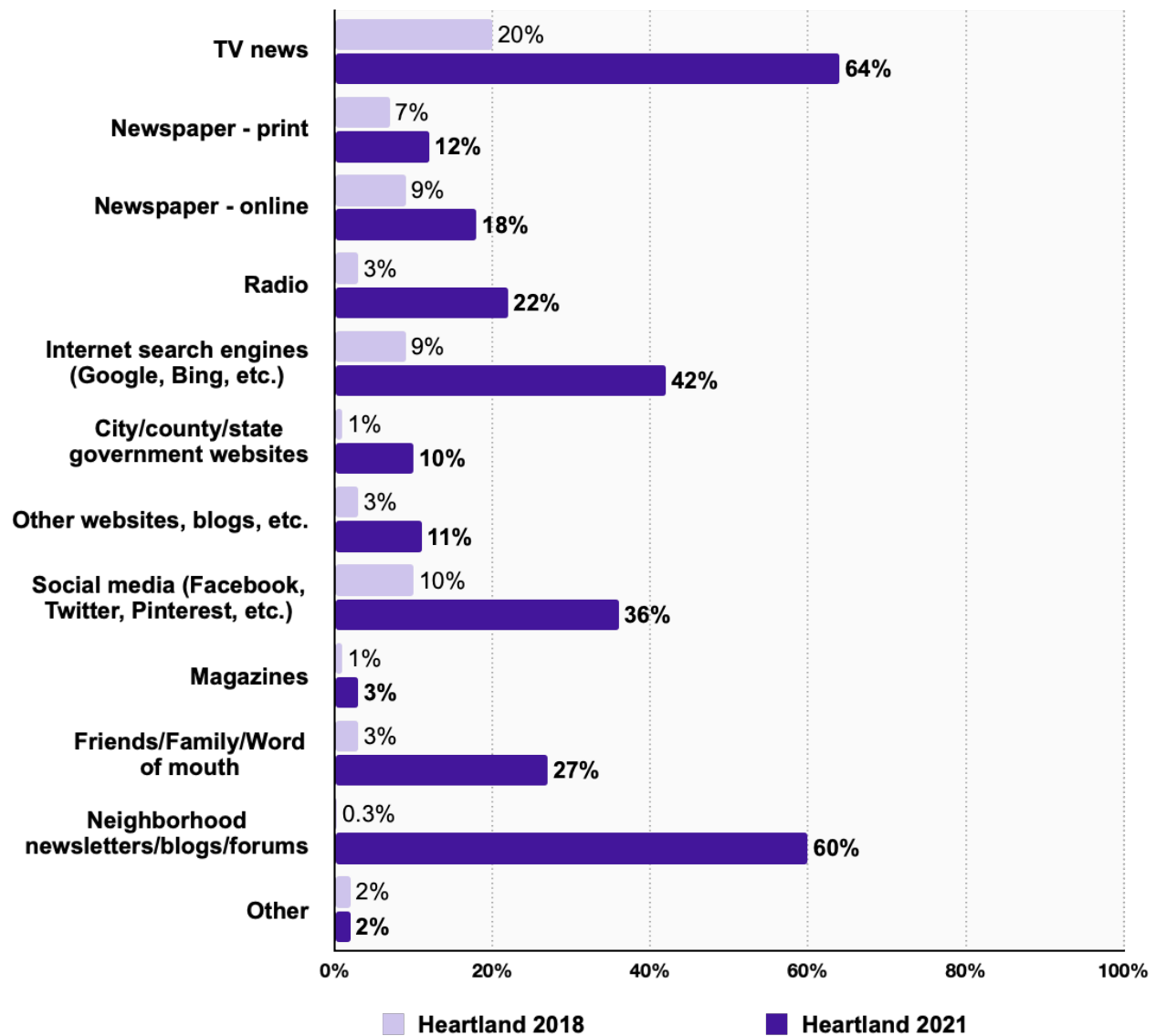
Where do you get your news? Choose your top 3 sources.

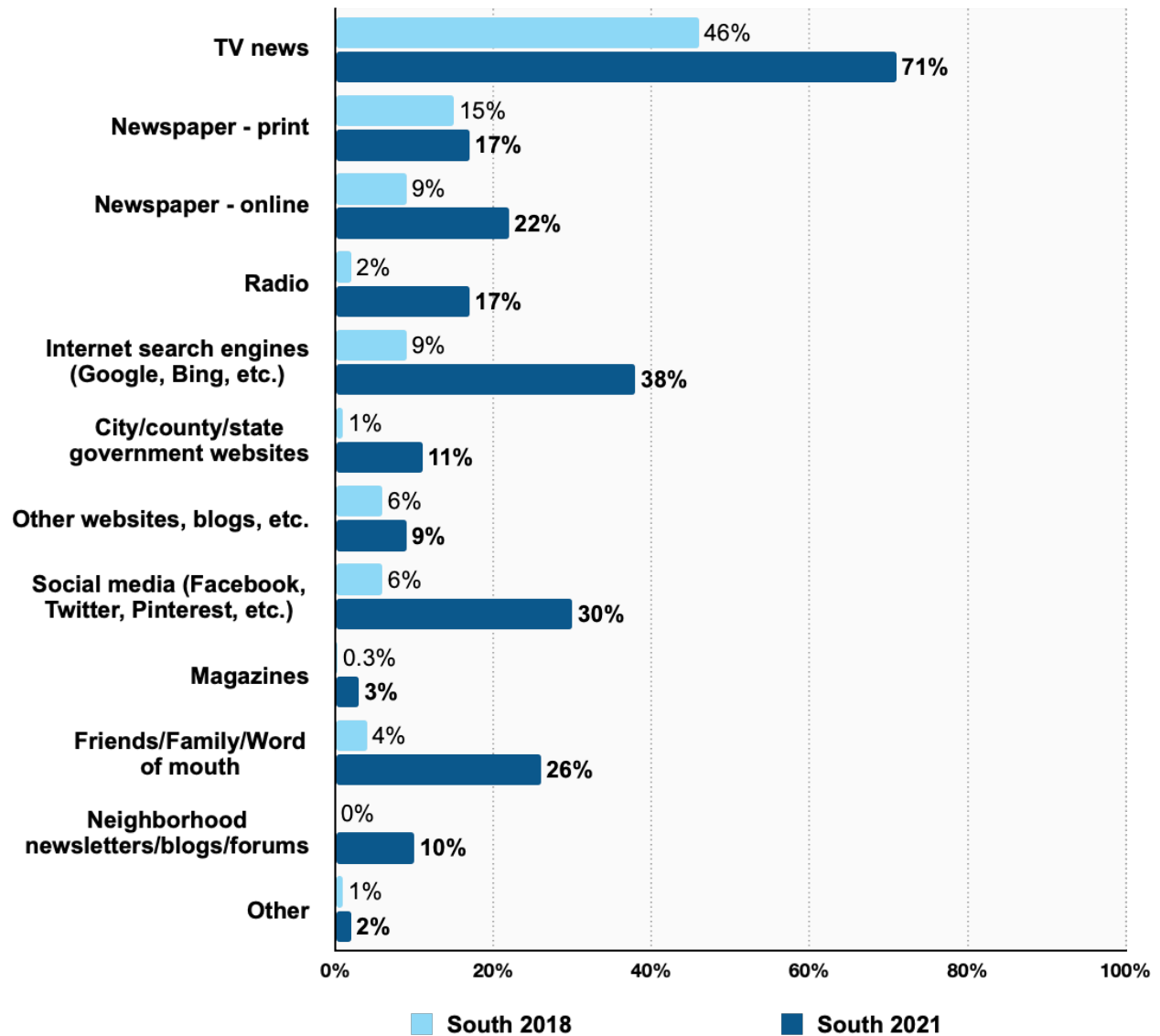
**Note: "Meetings (clubs, neighborhood, fraternal, religious, etc.)" was removed from the 2021 survey. It only accounted for 0.3% of total response in 2018.*







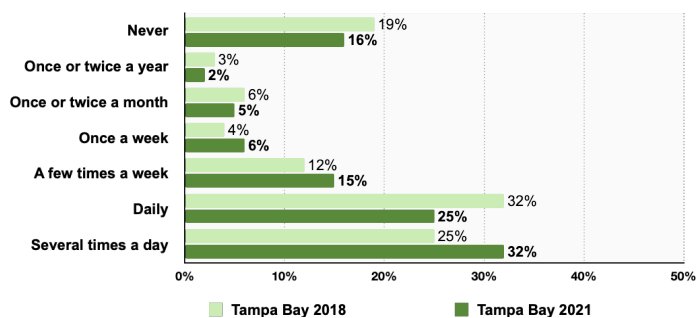
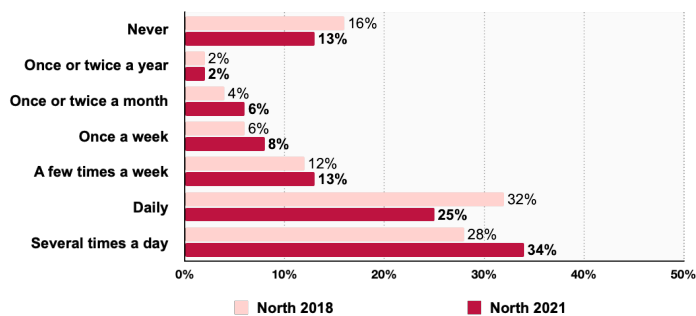
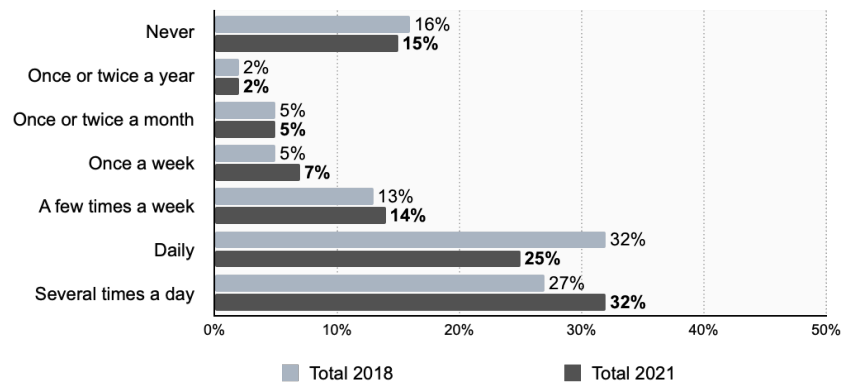


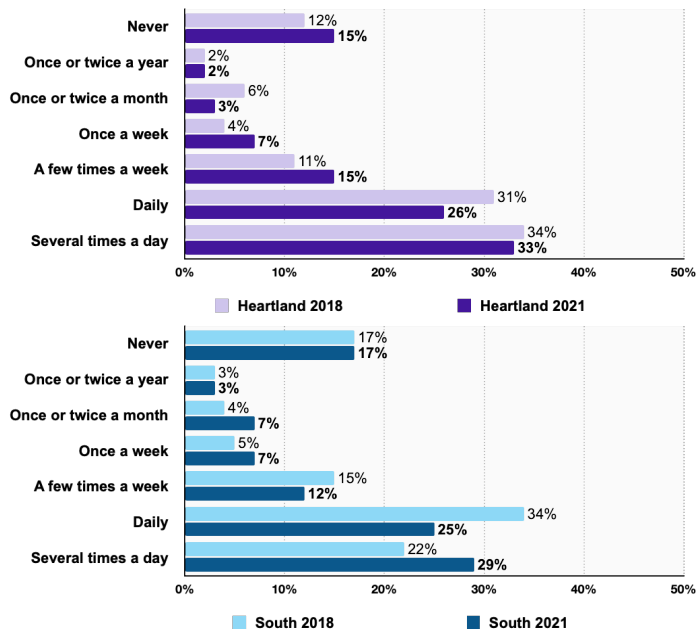


How often do you use the following social media: Facebook, Twitter, YouTube, Pinterest, Snapchat, Tumblr, Instagram and LinkedIn?

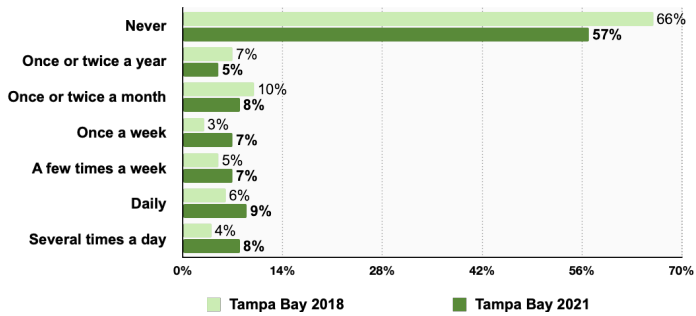
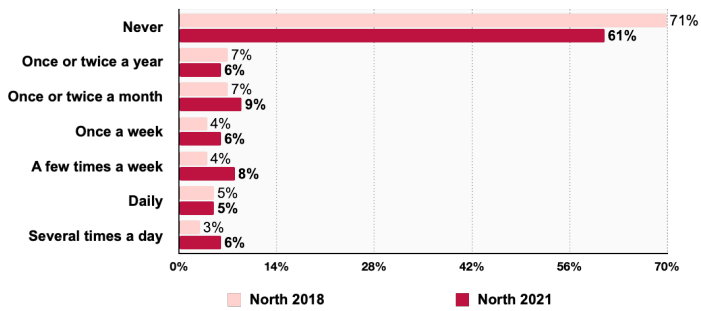
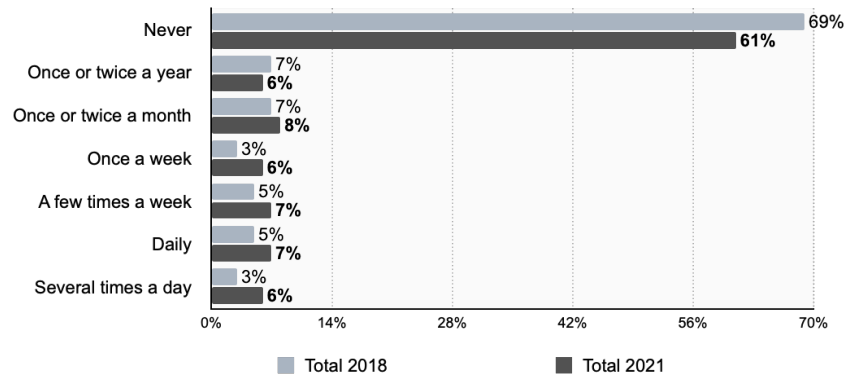
**Note: Google+ was removed in 2021.*

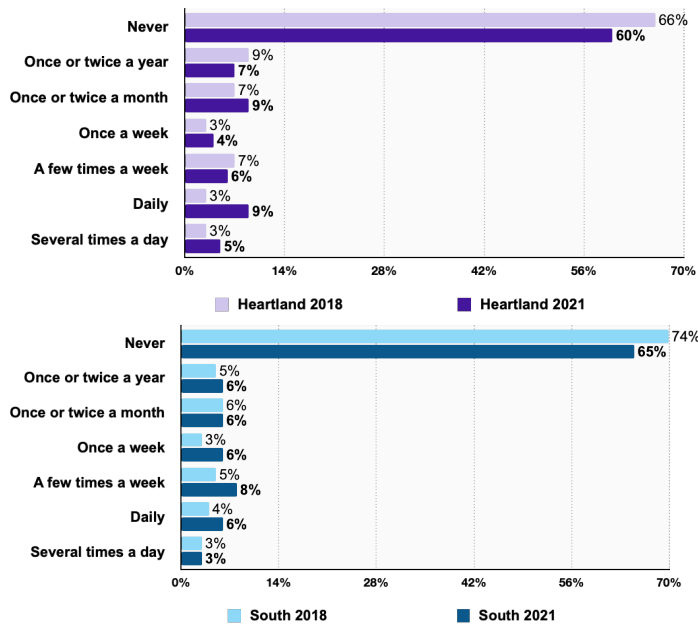
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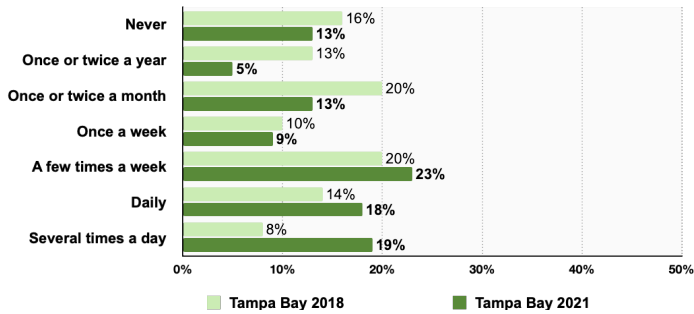
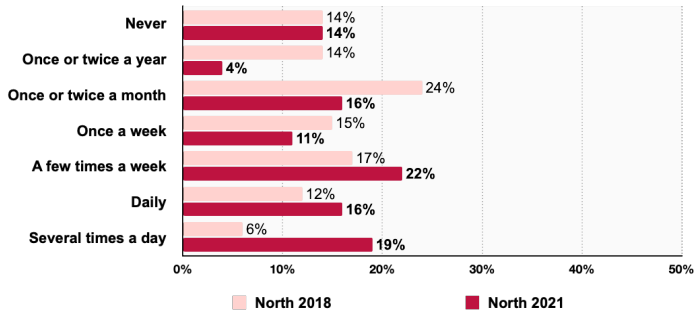
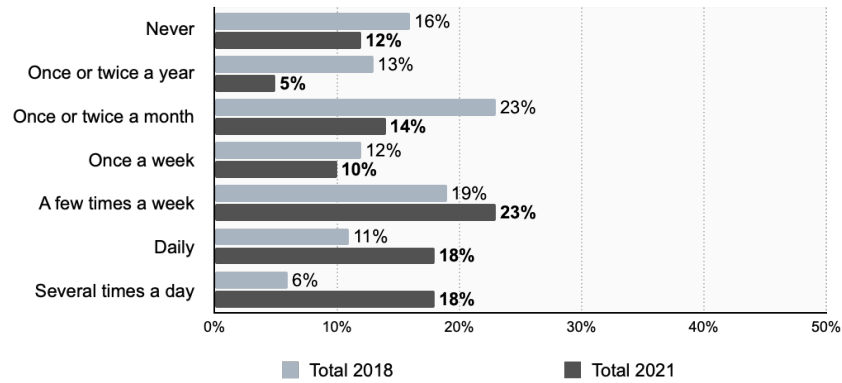


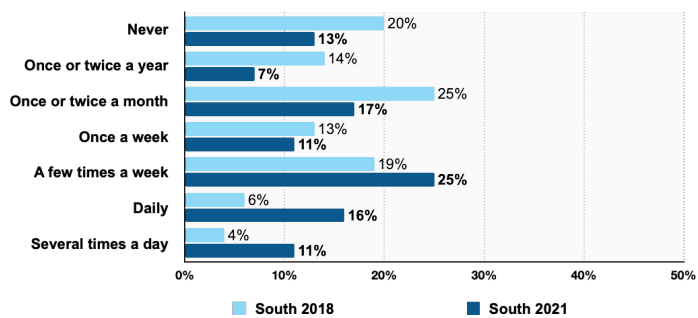
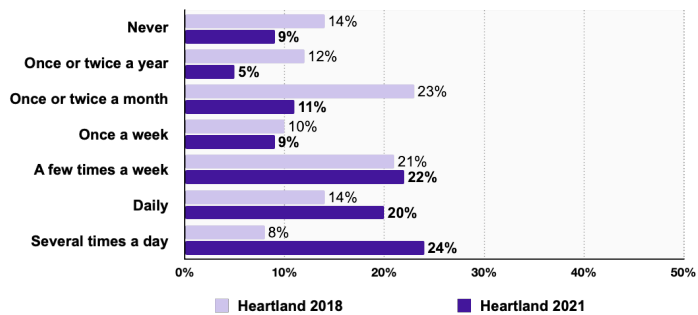
TWITTER



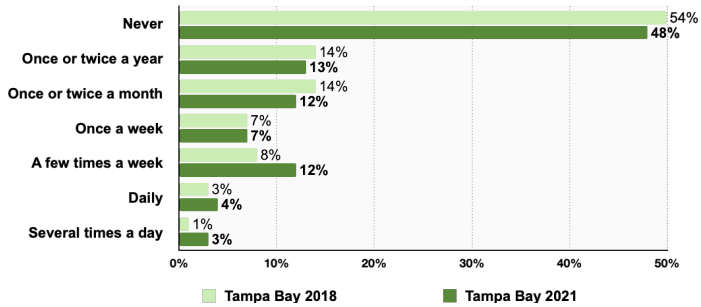
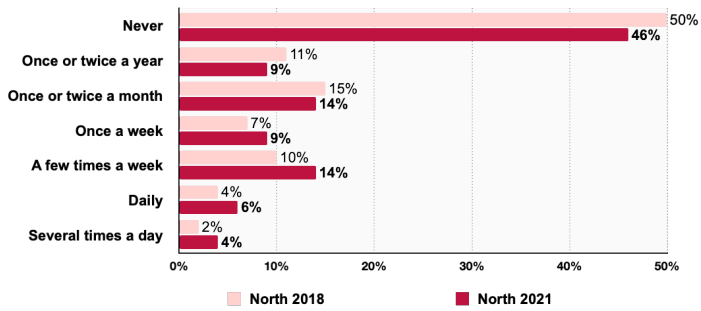
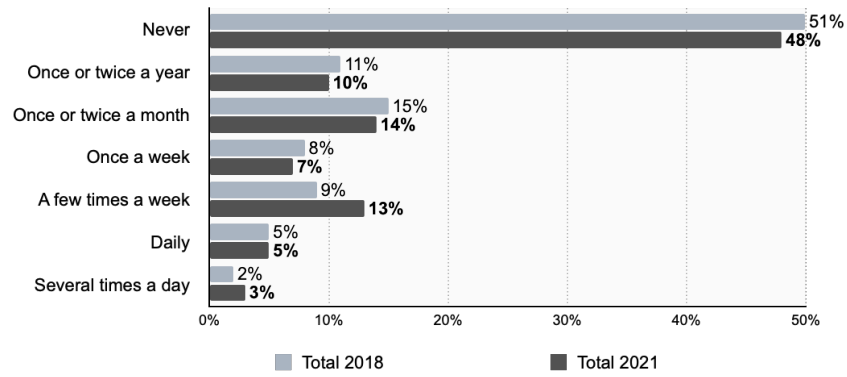


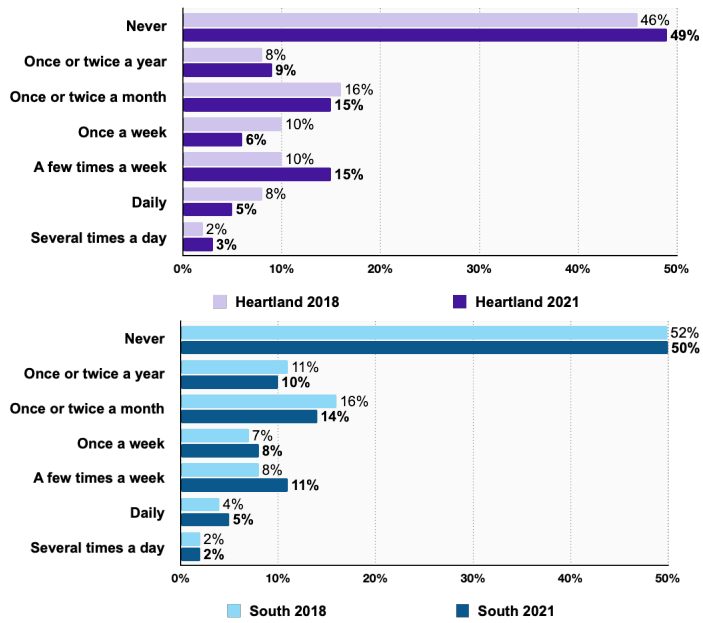
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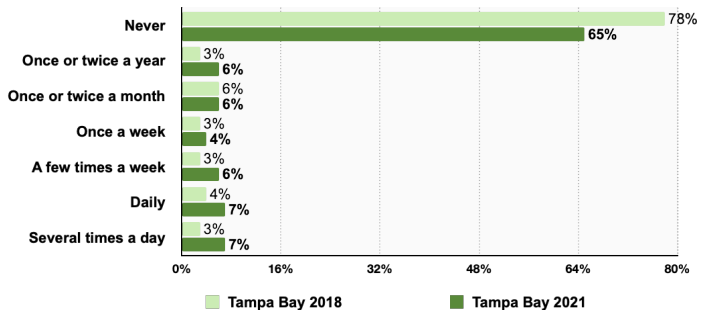
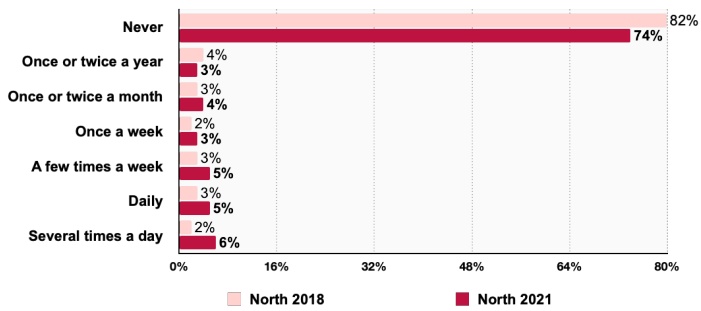
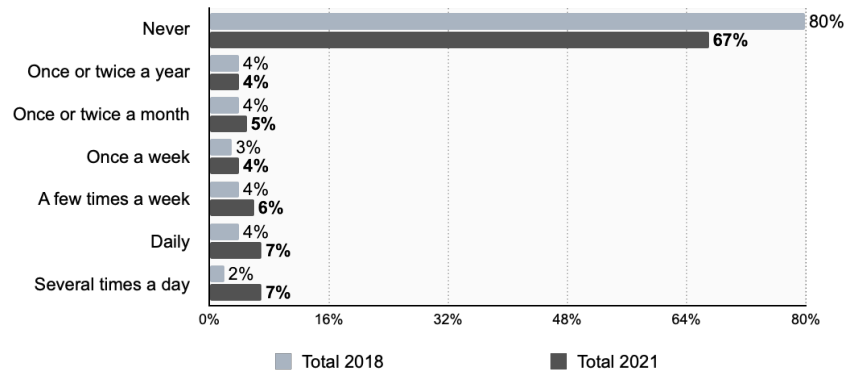


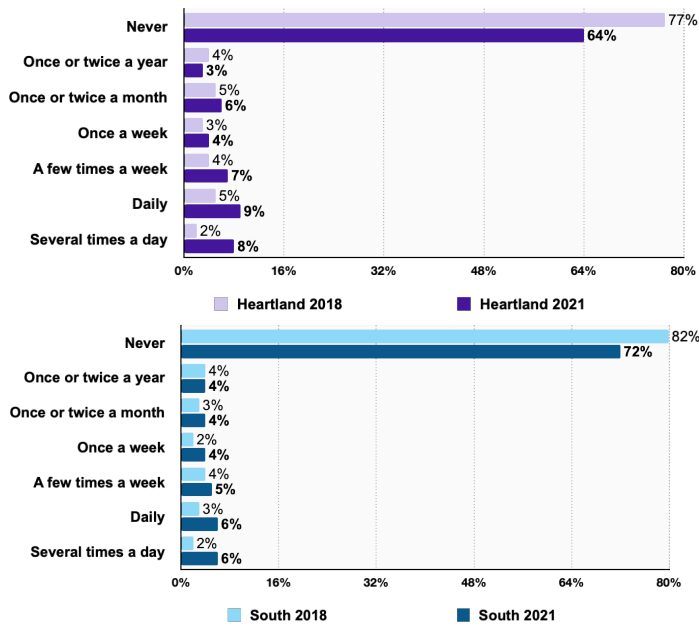
PINTEREST



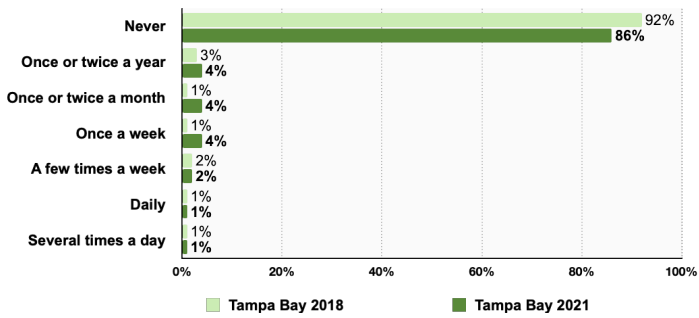
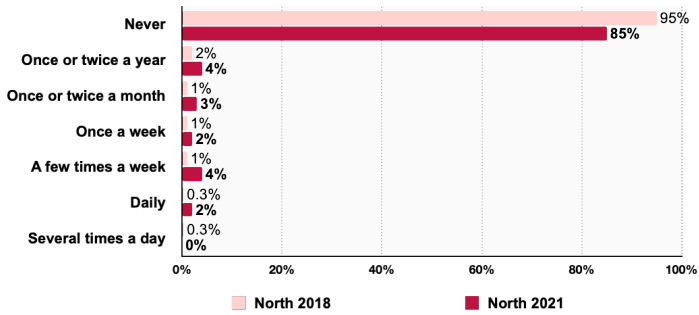
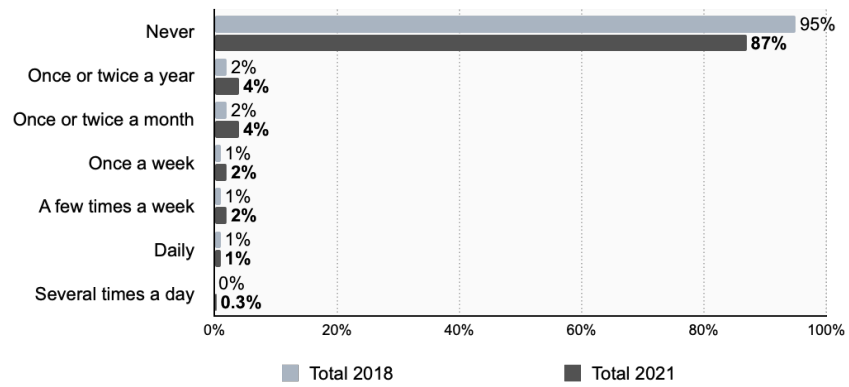


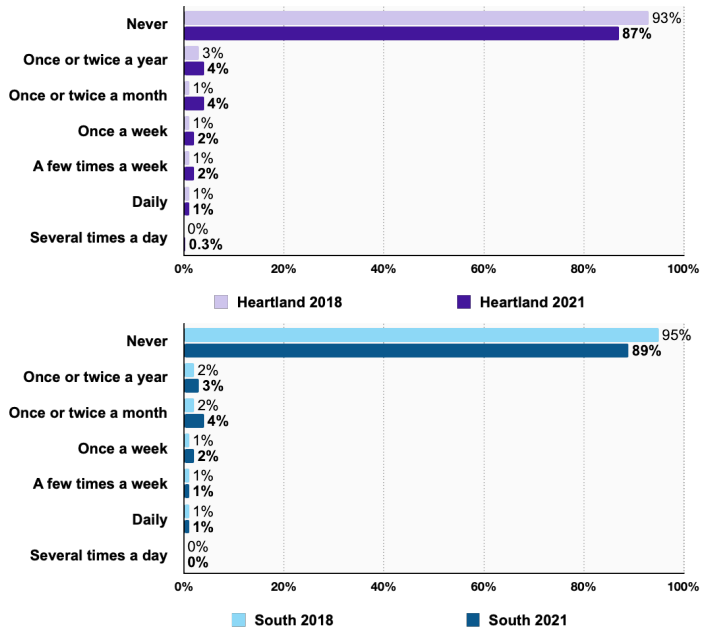
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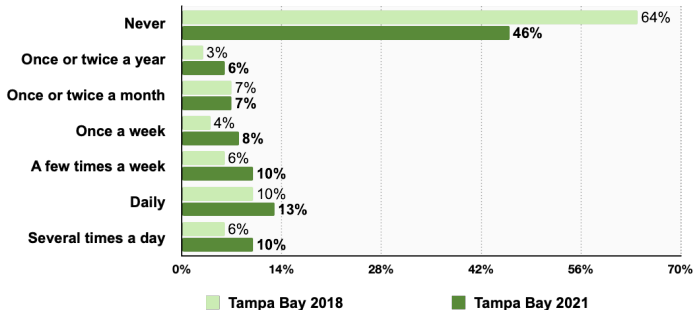
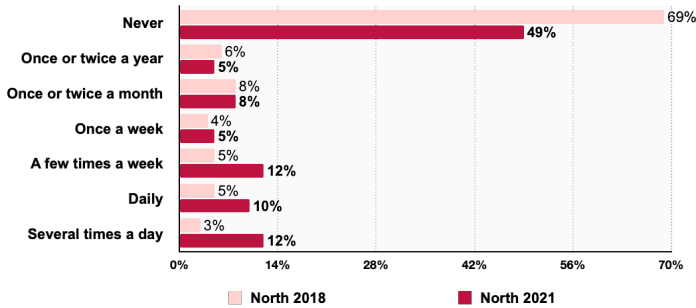
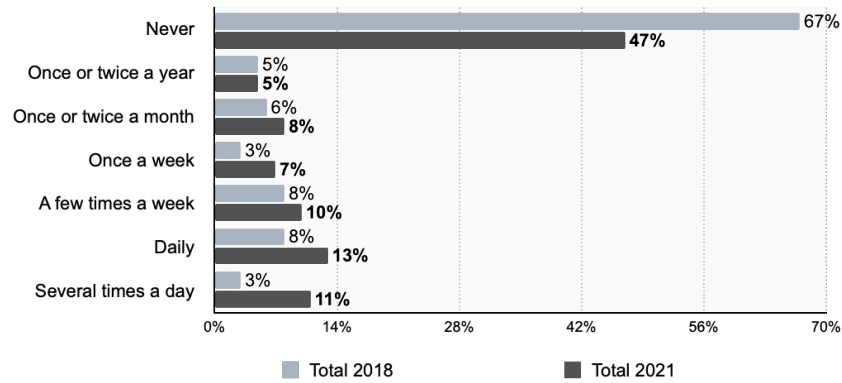


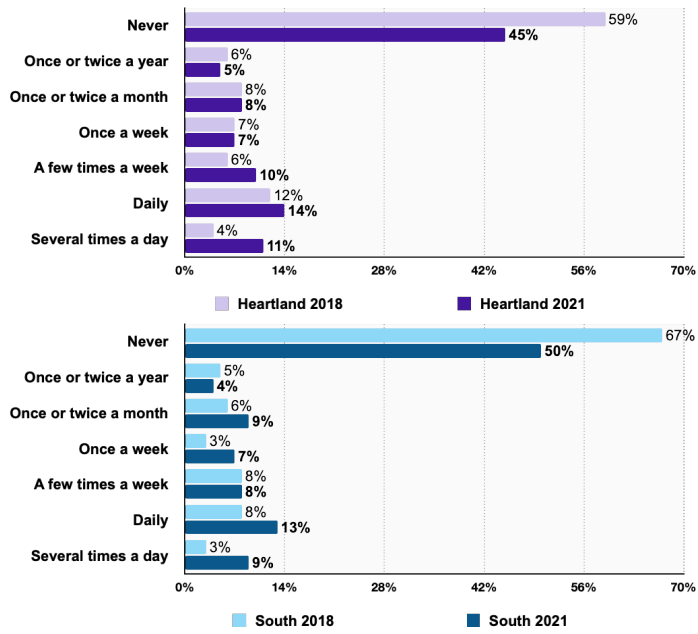
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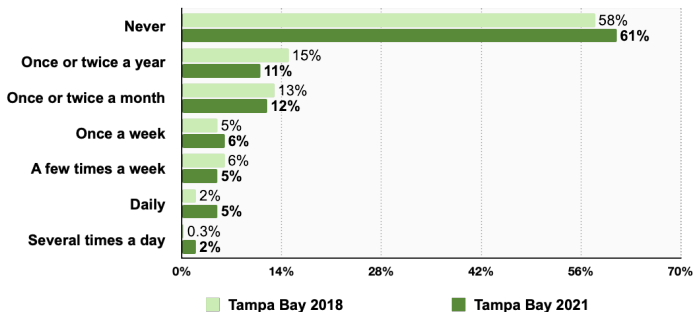
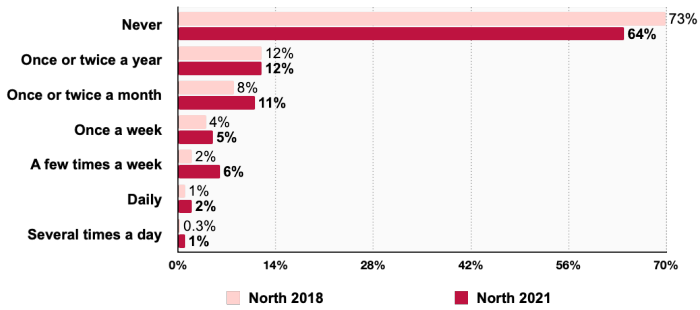
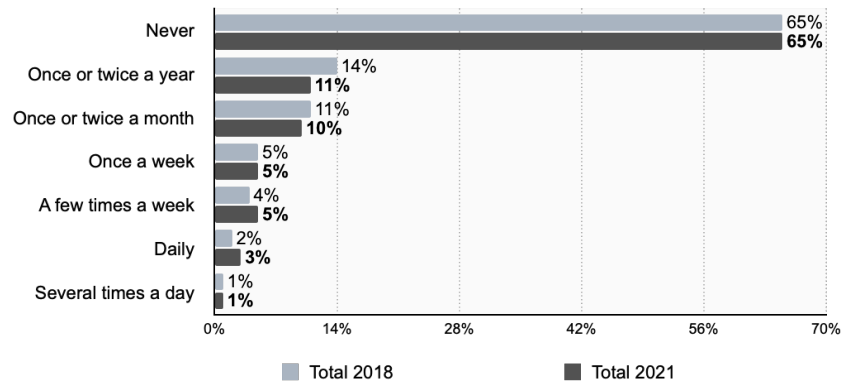


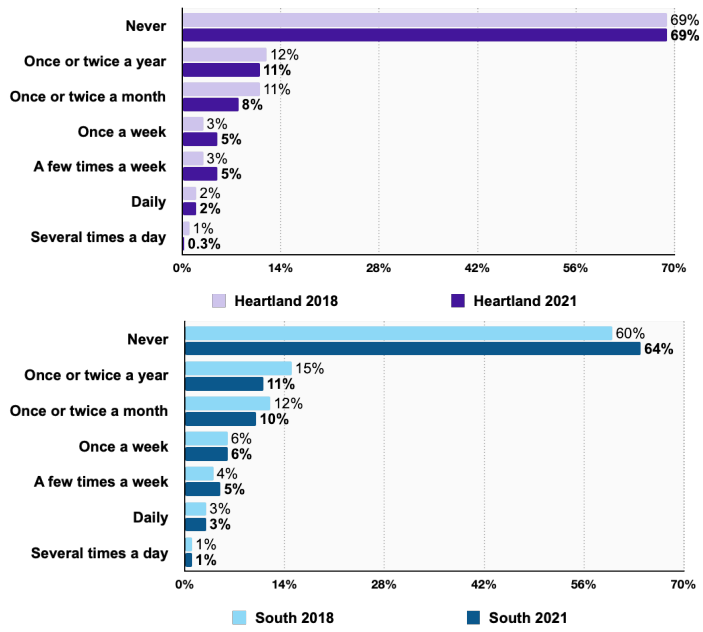
INSTAGRAM





LINKEDIN



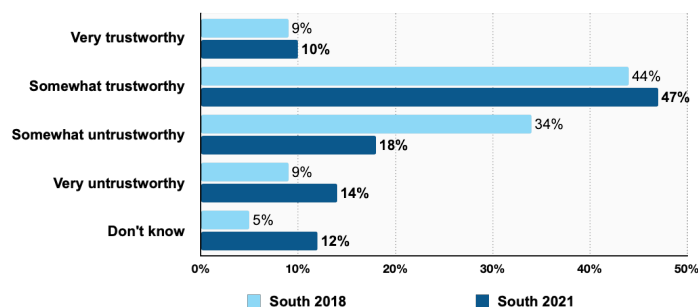
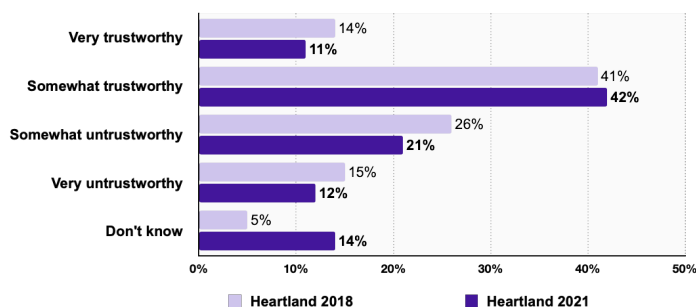
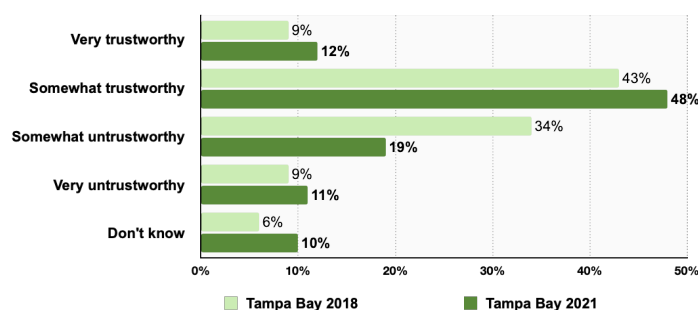
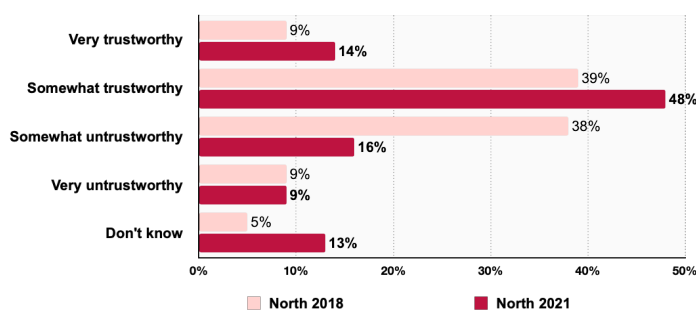
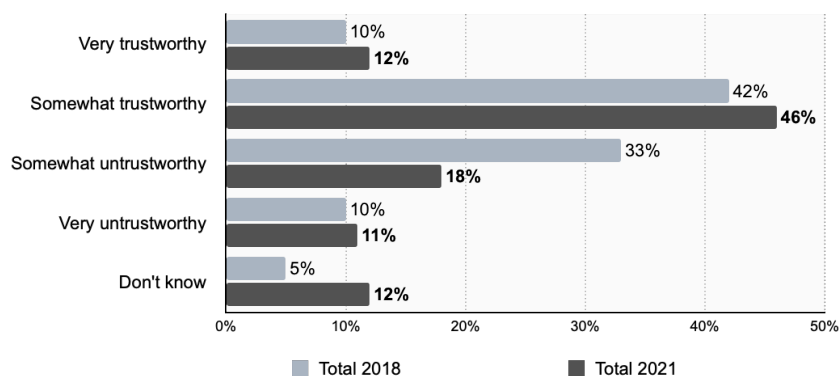


How trustworthy are the following sources of information about water resources: Traditional media such as radio, TV, newspapers; Social media such as Facebook and Twitter; Southwest Florida Water Management District; Florida Department of Environmental Protection; Local environmental group; Local utility company; Universities; US Geological Survey?

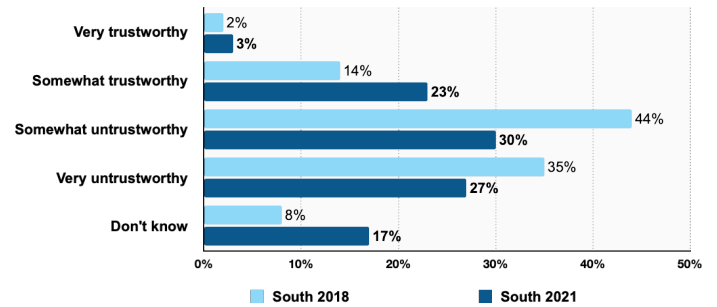
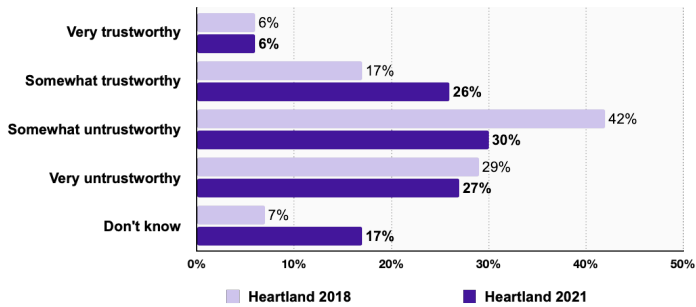
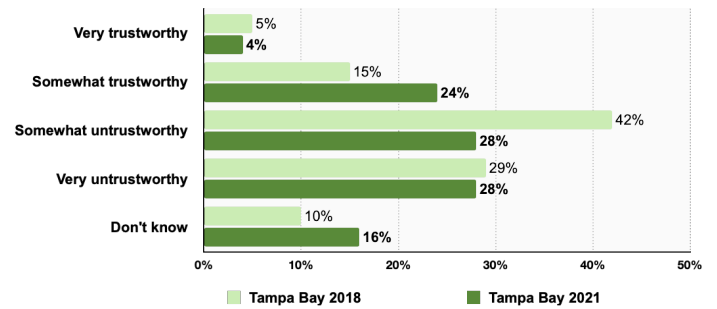
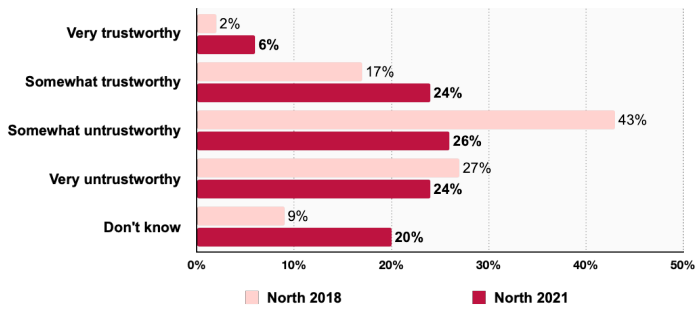
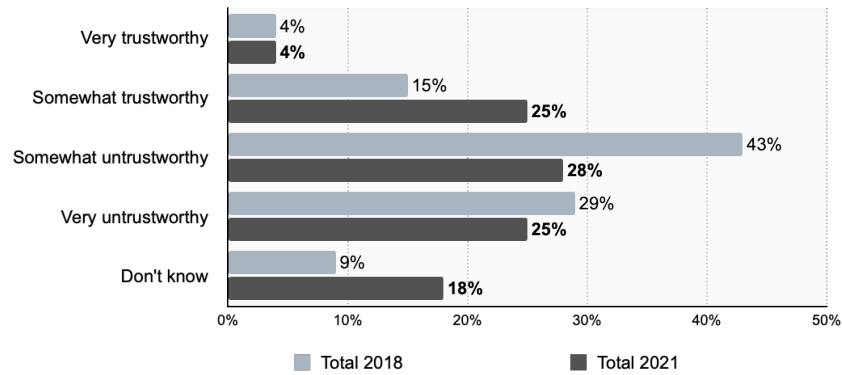
**Note: The scales were adjusted between 2018 and 2021 for ease of completion for users. Rather than the 10-point scale used in 2018 (10 = very trustworthy and 1 = not trustworthy at all), the 2021 survey utilized 5 marked responses: Very trustworthy, Somewhat trustworthy, Somewhat untrustworthy, Very untrustworthy and Don't know. To compare the results in 2021 the 2018 scale translates in the following way:*

2018	2021
9 – 10	Very trustworthy
6 – 8	Somewhat trustworthy
3 – 5	Somewhat untrustworthy
1 – 2	Very untrustworthy
Don't know	Don't know

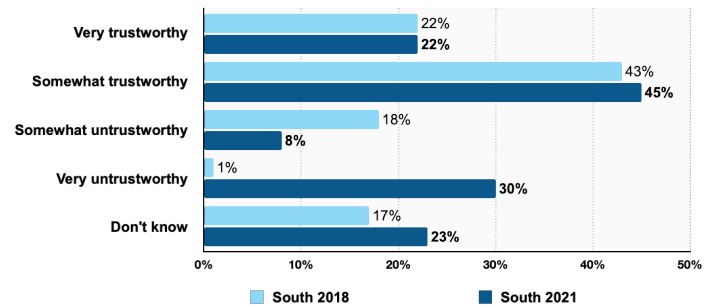
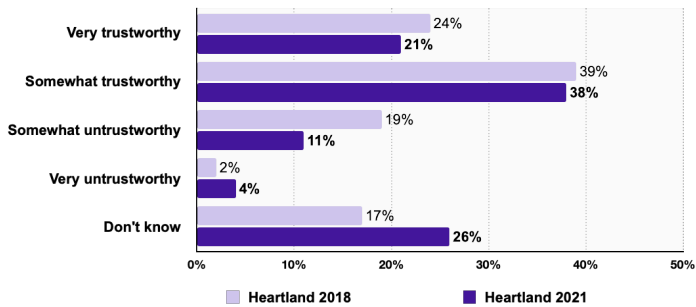
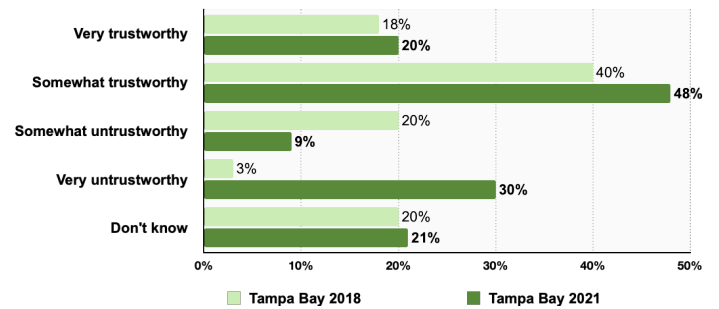
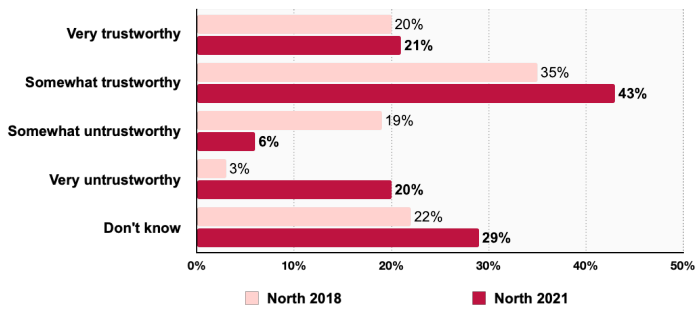
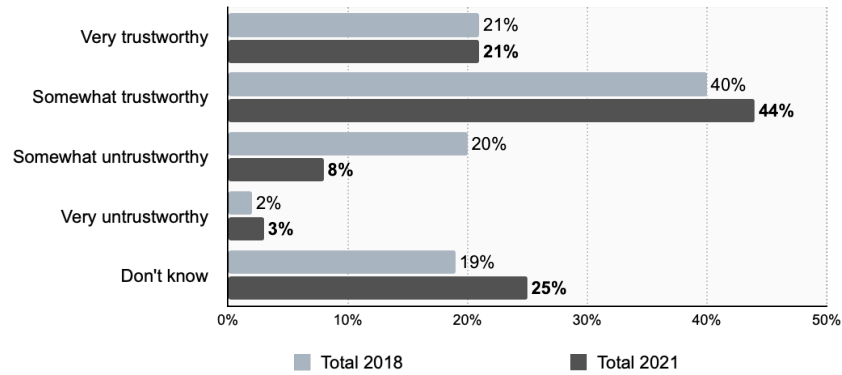
TRADITIONAL MEDIA SUCH AS RADIO, TV, NEWSPAPERS



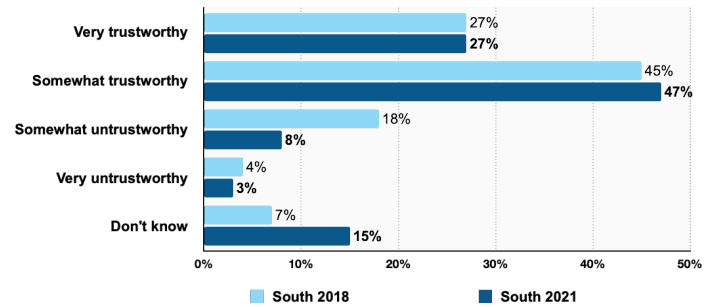
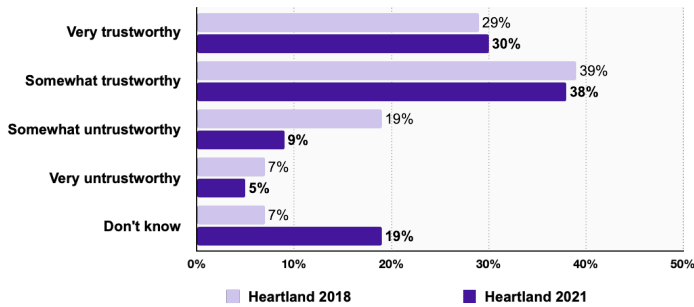
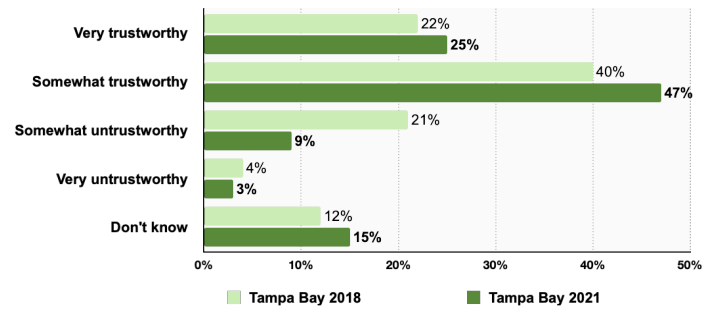
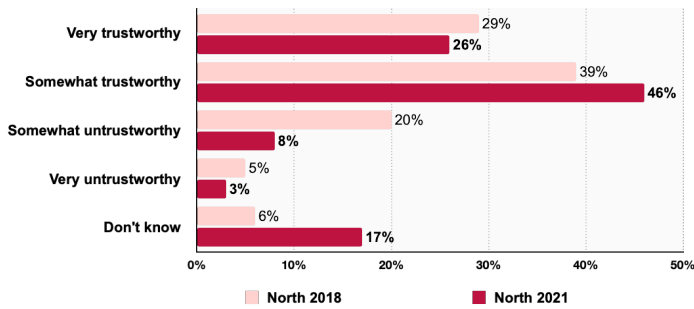
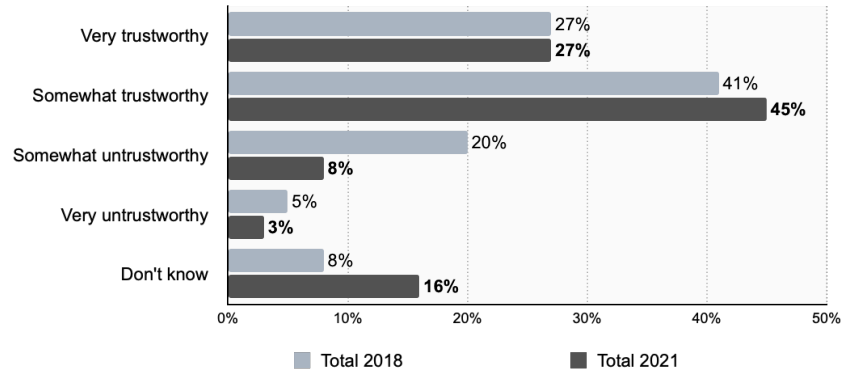
SOCIAL MEDIA SUCH AS FACEBOOK AND TWITTER



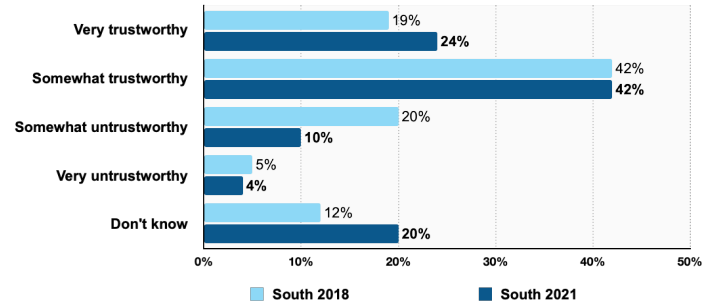
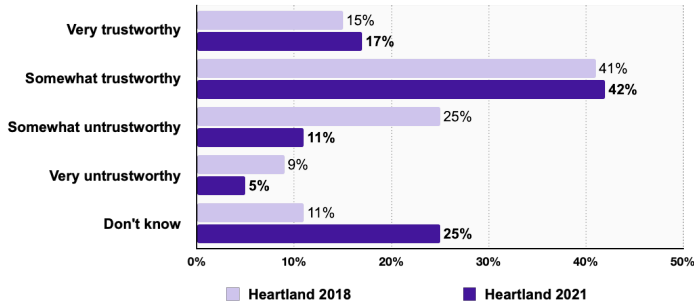
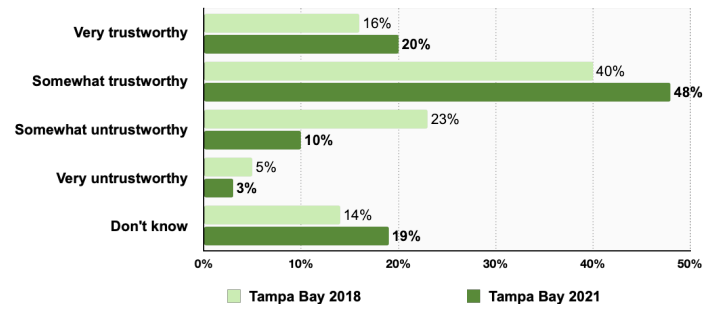
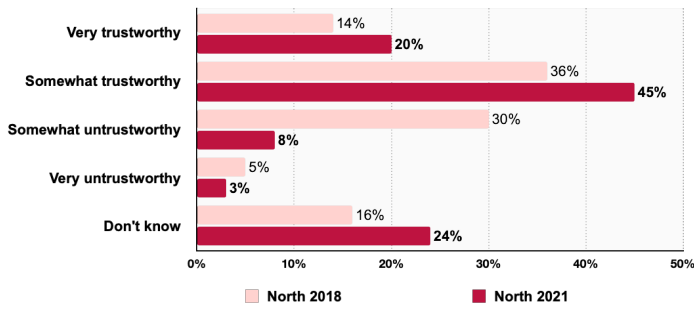
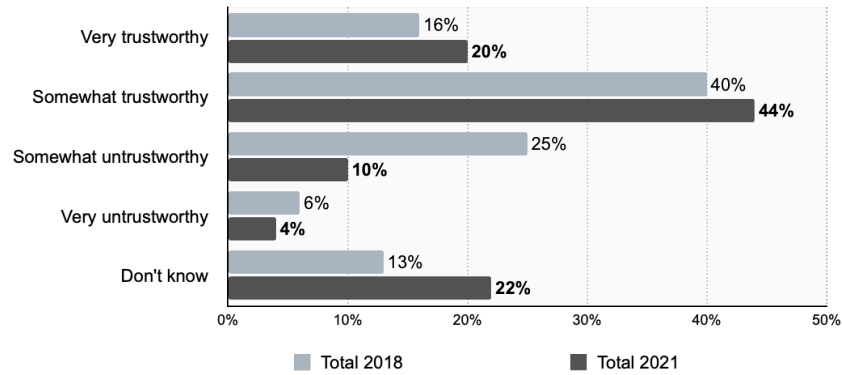
SOUTHWEST FLORIDA WATER MANAGEMENT DISTRICT



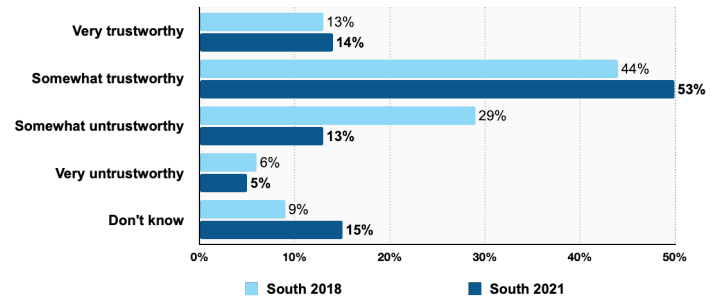
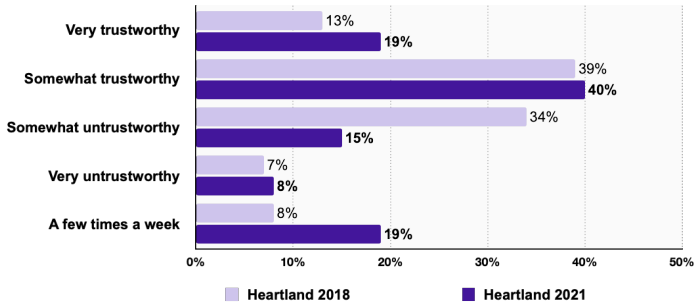
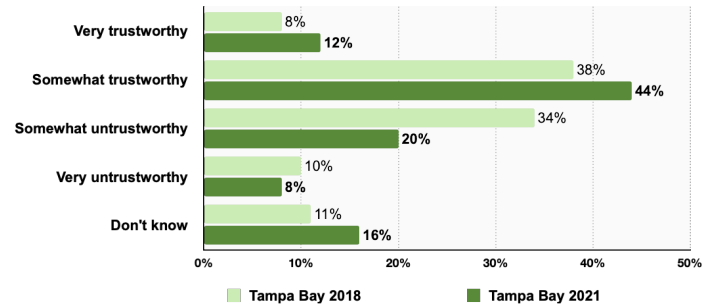
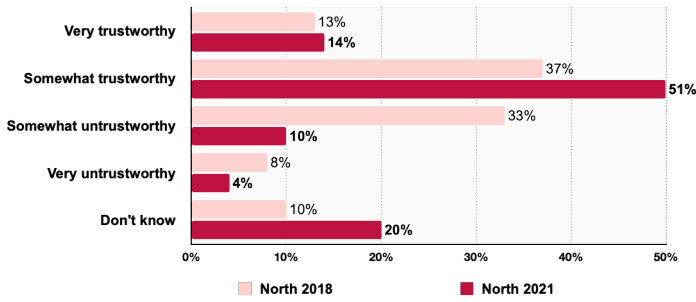
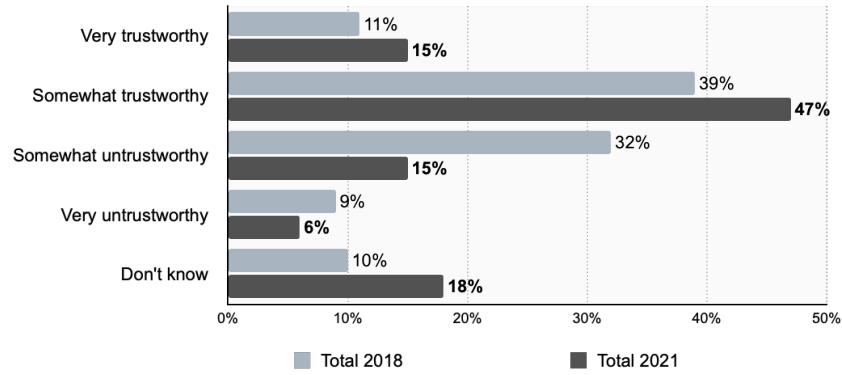
FLORIDA DEPARTMENT OF ENVIRONMENTAL PROTECTION



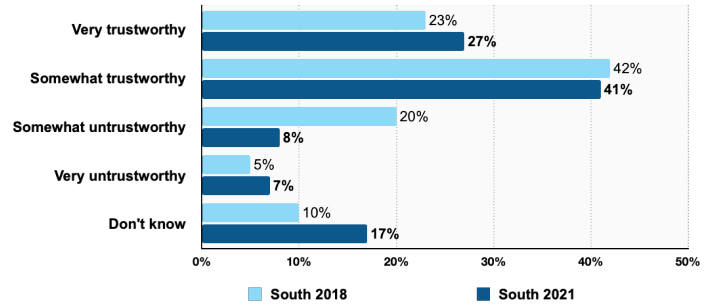
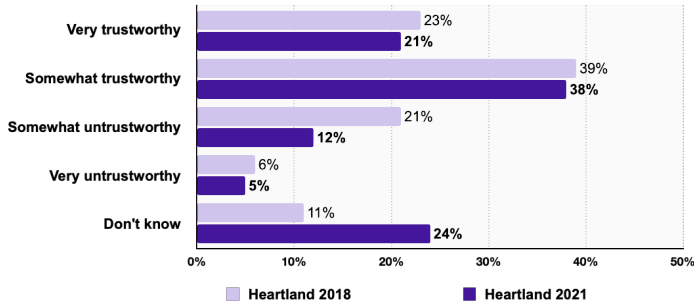
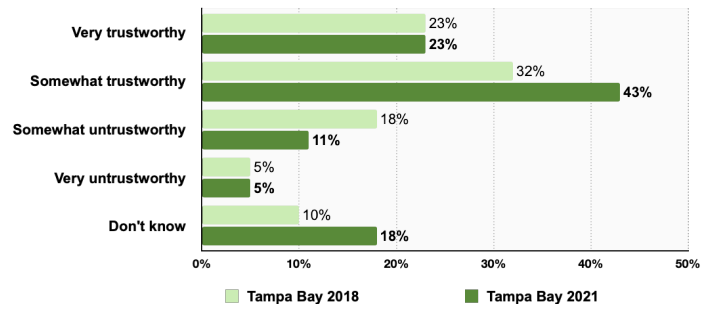
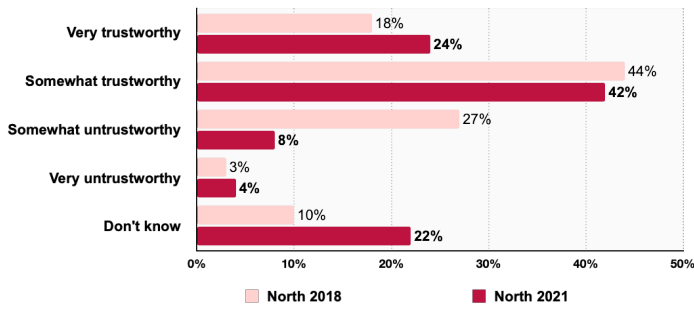
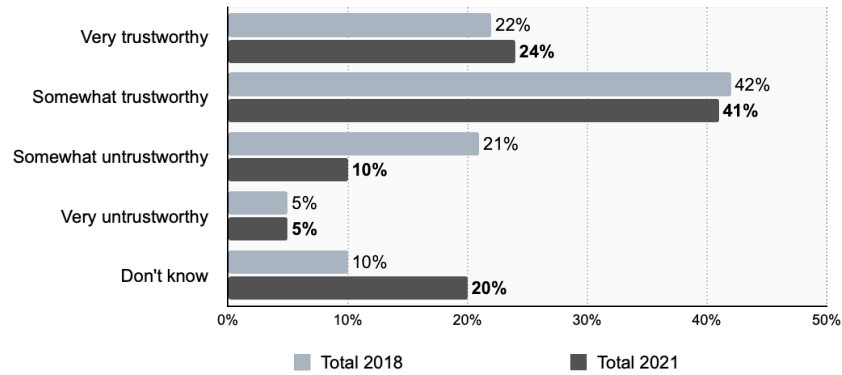
LOCAL ENVIRONMENTAL GROUP



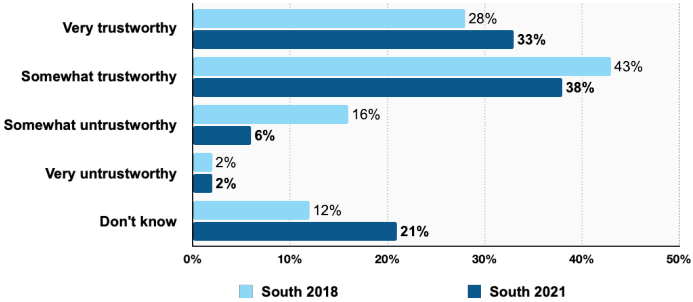
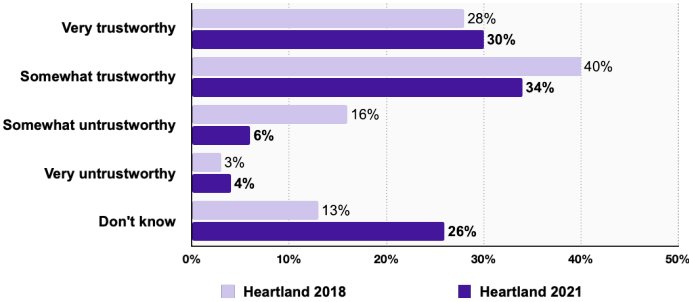
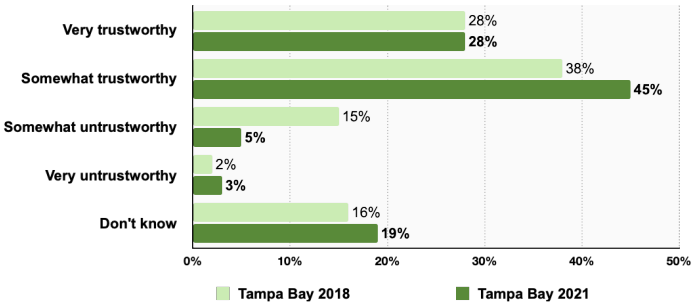
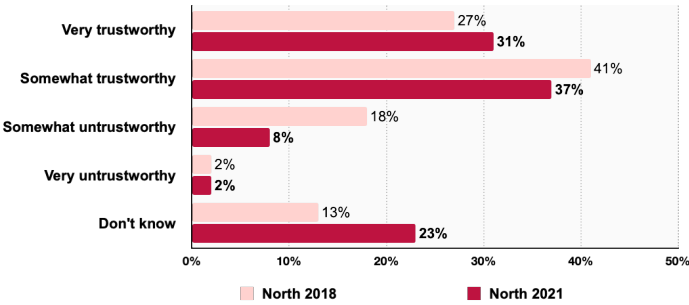
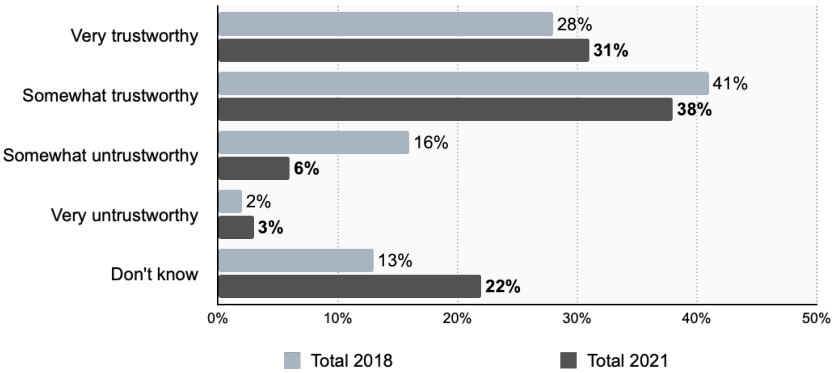
LOCAL UTILITY COMPANY



UNIVERSITIES



US GEOLOGICAL SURVEY



2021 Survey Sample Demographics

Demographic questions included the following:

- What category best fits your age?
- To which gender identity do you most identify?
- Do you live full-time or part-time in Florida?
- Which of the following best represents your formal education?
- Which ethnic or race category best fits you?

Overall half of the sample (50%) reported being between the ages of 35 and 64. Three out of four regions reported majorities of 50% or more in this category, with the South reporting 41% being 35 – 64 and 37% over 64.

The sample was majority female (60%) with that same gender identity being recorded as highest in all regions (ranging from 56% - 64%).

86% of the sample reported living full-time in Florida with the same response at 85% or higher in each of the regions.

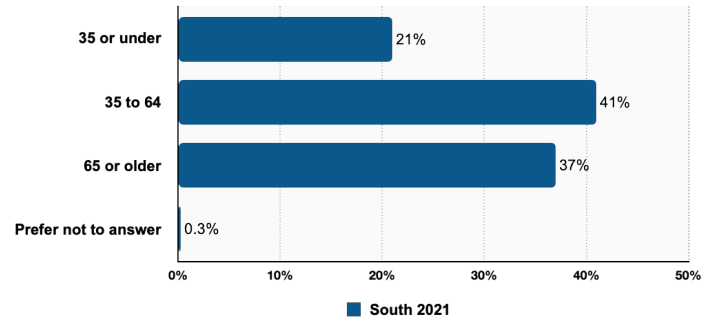
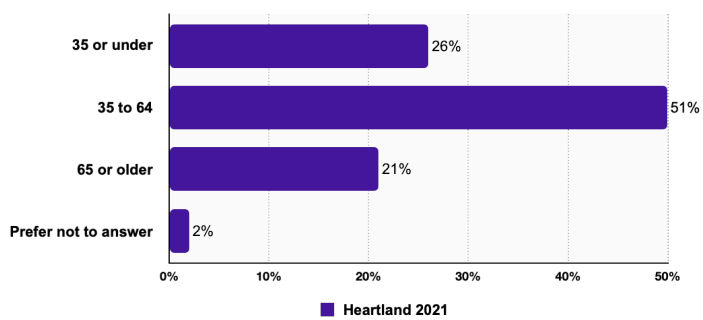
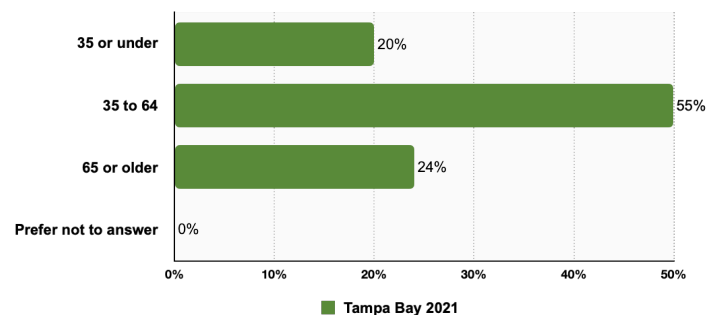
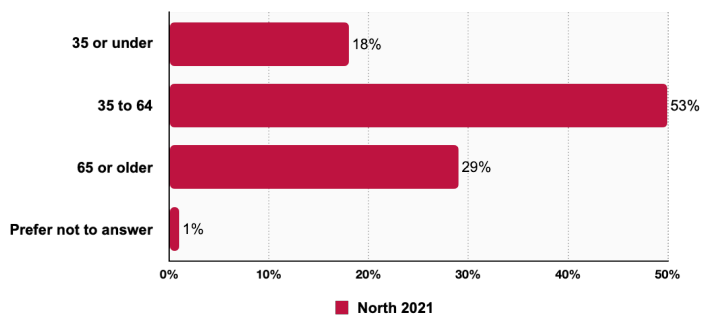
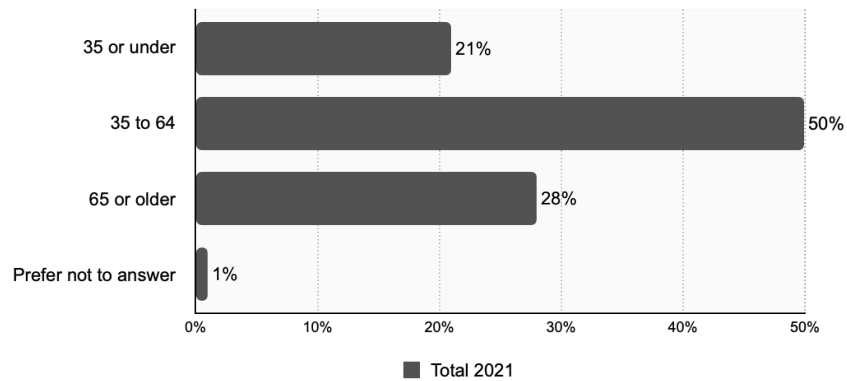
When asked what best represented their formal education, the top three responses across the District were:

- Some college (29%)
- College graduate – 4 years (25%)
- High school graduate (24%)

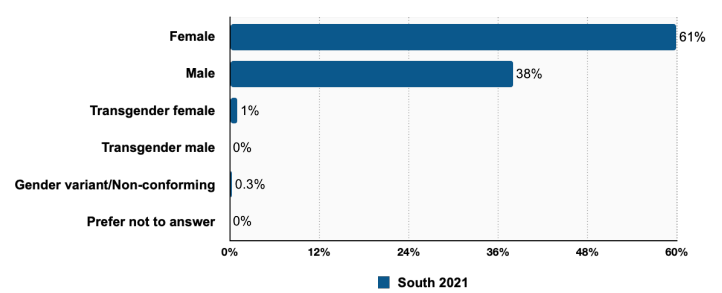
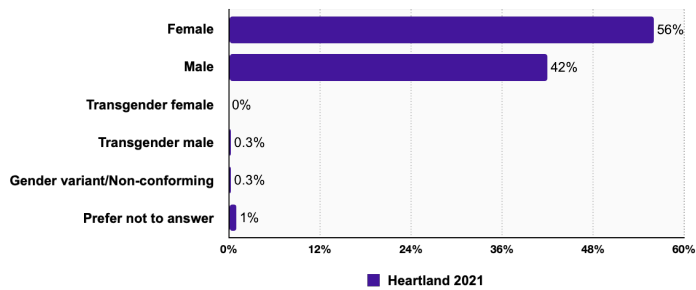
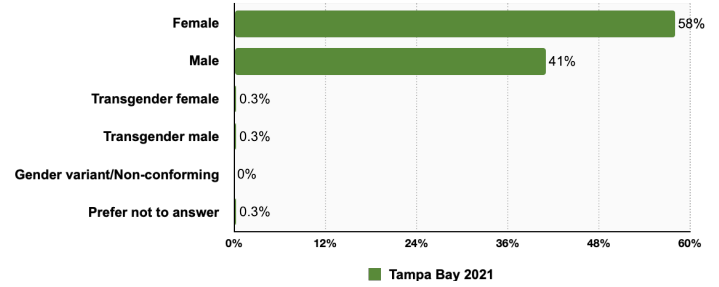
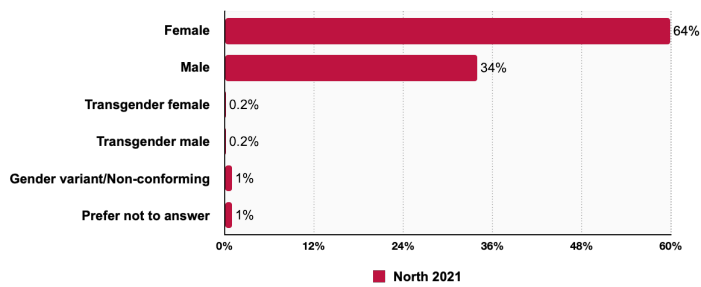
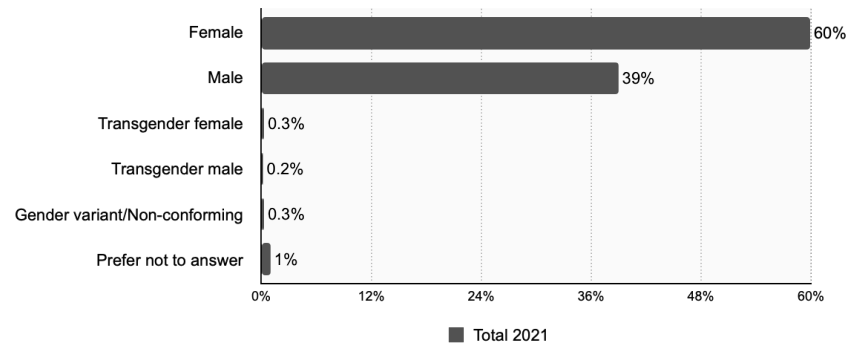
The sample was recorded as majority “Anglo/White” (78%) with all regions reporting the same response at 71% or higher.

In the 2021 survey we did not ask how long residents had lived in their current home or for them to report the best representation of their total household income. Income reporting was purposefully excluded to avoid confusion or misreporting due to employment shifts during the COVID-19 pandemic.

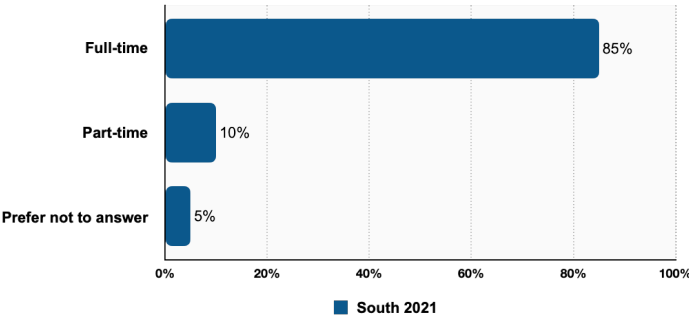
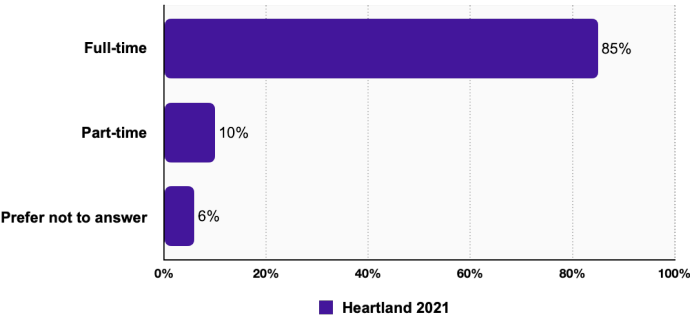
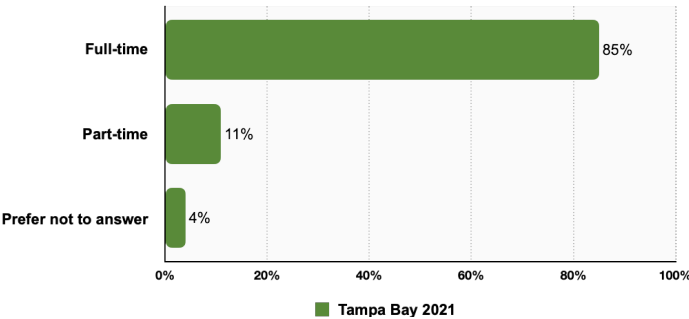
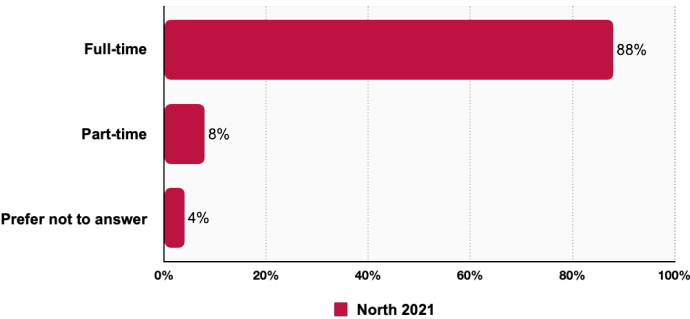
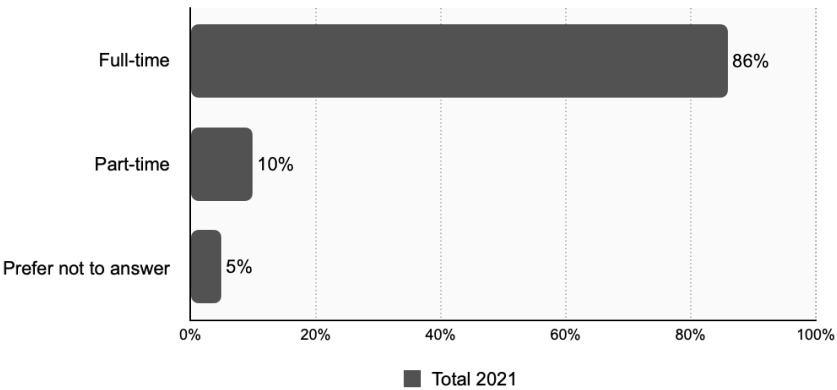
Which category best fits your age?



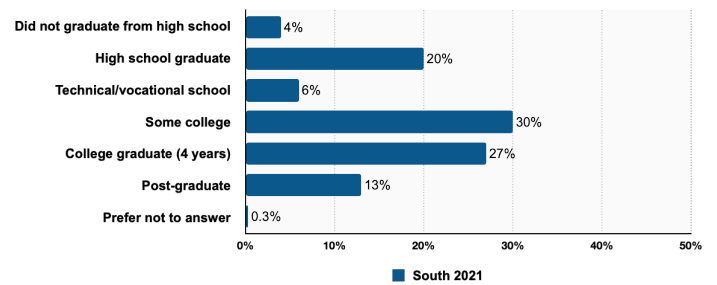
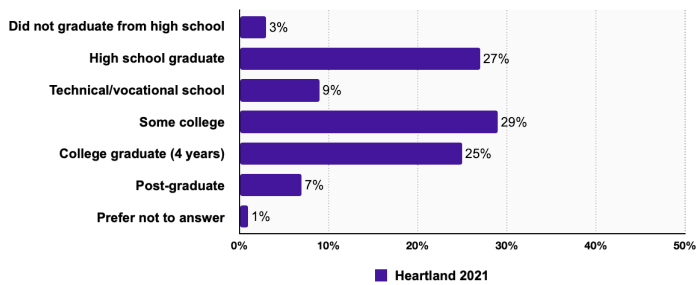
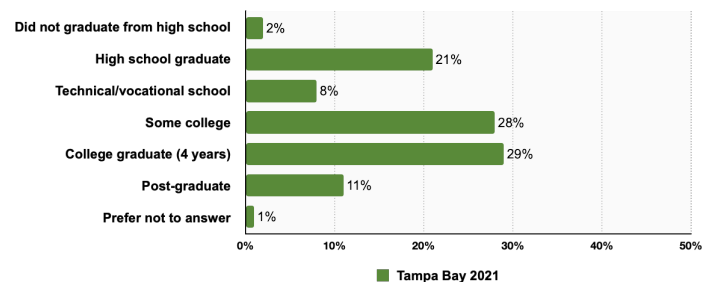
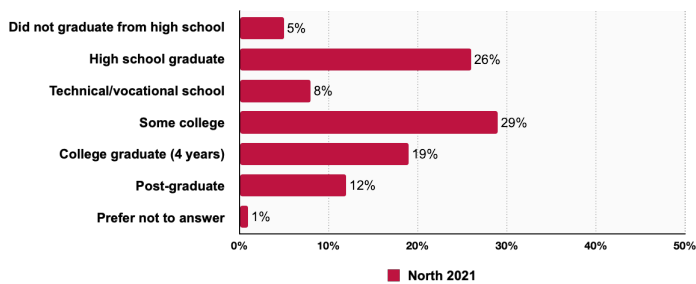
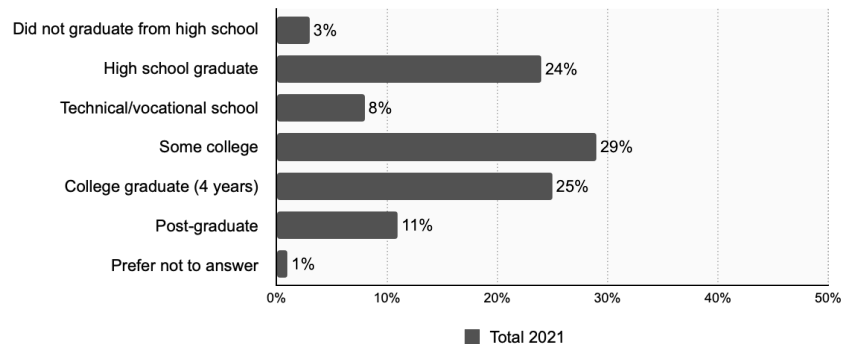
To which gender identity do you most identify?



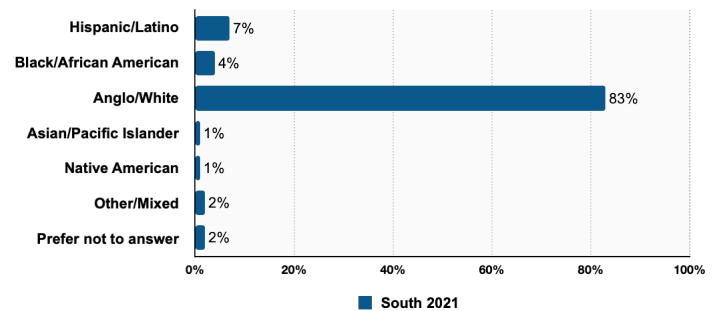
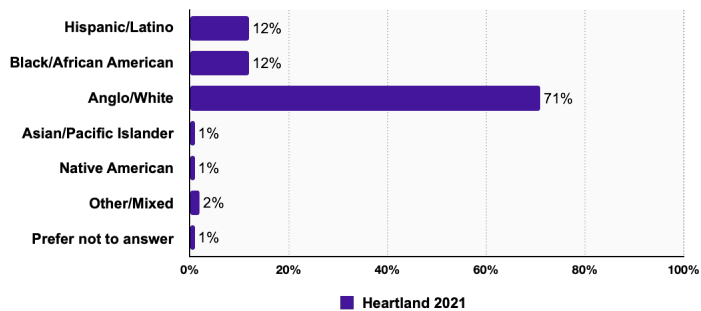
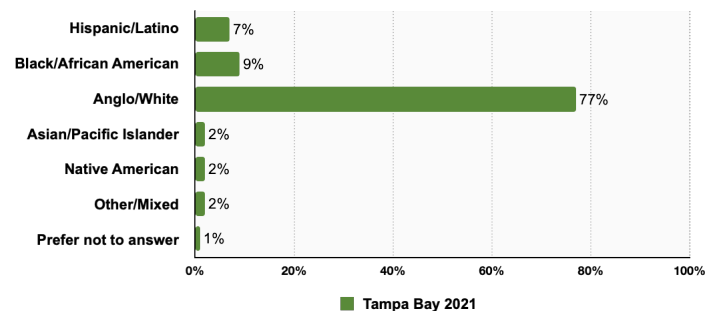
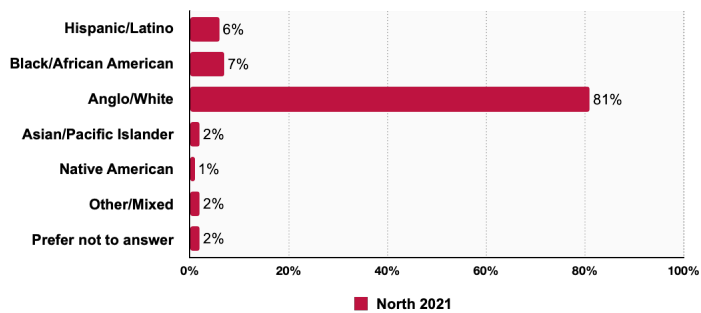
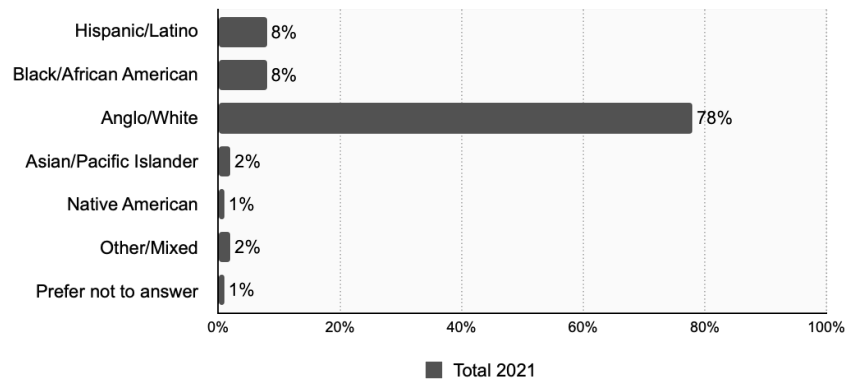
Do you live full-time or part-time in Florida?



Which of the following best represents your formal education?



Which ethnic or race category best fits you?



Appendix I: 2021 Districtwide Perceptions Survey

1. In which county do you live?
 - a. Charlotte - S
 - b. Citrus - N
 - c. DeSoto - S
 - d. Hardee - Heartland
 - e. Hernando - N
 - f. Highlands - Heartland
 - g. Hillsborough – TB
 - h. Lake - N
 - i. Levy – N
 - j. Manatee - S
 - k. Marion - N
 - l. Pasco – Tampa Bay
 - m. Pinellas - TB
 - n. Polk - Heartland
 - o. Sarasota - S
 - p. Sumter - N
 - q. Other [TERMINATE]
2. The term “natural water resources” refers to rivers, lakes, springs, wetlands, groundwater, bays and estuaries. How would you rate the health of natural water resources in your region?
 - a. Excellent
 - b. Good
 - c. OK
 - d. Poor
 - e. Terrible
 - f. Don’t know
3. How would you rate the health of the following water resources in your region? (Scale: Excellent, Good, OK, Poor, Terrible, Don’t know)
 - a. Rivers
 - b. Lakes
 - c. Springs
 - d. Wetlands and swamps
 - e. Groundwater from the Aquifer
 - f. Bays and Estuaries
4. Have you ever heard of the Southwest Florida Water Management District, sometimes called Swiftmud?
 - a. Yes
 - b. No [Skip to Q7]
 - c. Not sure [Skip to Q7]
5. Based on what you may know or have heard, how would you rate Swiftmud or the Southwest Florida Water Management District?
 - a. Excellent
 - b. Good
 - c. OK
 - d. Poor
 - e. Terrible
 - f. Don’t know
6. Is the Southwest Florida Water Management District (Swiftmud) doing too much, enough or too little to protect the following water resources: (Scale: Too much, Enough, Too little, Not sure)
 - a. Rivers
 - b. Lakes

- c. Springs
- d. Wetlands and swamps
- e. Groundwater from the Aquifer
- f. Bays and Estuaries

7. Where do you get your news? Choose your top 3 sources.

- a. TV news
- b. Newspaper – print
- c. Newspaper - online
- d. Radio
- e. Internet search engines (Google, Bing, etc.)
- f. City/county/state government websites
- g. Other websites, blogs, etc.
- h. Social media (Facebook, Twitter, Pinterest, etc.)
- i. Magazines
- j. Friends/Family/Word of Mouth
- k. Neighborhood newsletters/blogs/forums
- l. Other [TEXT BOX]

8. How often do you use the following social media? (Scale: Never, Once or twice a year, Once or twice a month, Once a week, A few times a week, Daily, Several times a day)

- a. Facebook
- b. Twitter
- c. YouTube
- d. Pinterest
- e. Snapchat
- f. Tumblr
- g. Instagram
- h. LinkedIn

9. How trustworthy are the following sources of information about water resources? (Scale: Very trustworthy, Somewhat trustworthy, Somewhat untrustworthy, Very untrustworthy, Don't know)

- a. Traditional media such as radio, TV, newspapers
- b. Social media such as Facebook and Twitter
- c. Southwest Florida Water Management District
- d. Florida Department of Environmental Protection
- e. Local environmental group
- f. Local utility company
- g. Universities
- h. US Geological Survey

These last few questions are to ensure that we are talking to a wide range of people. Your answers will remain anonymous.

10. Which category best fits your age?

- a. 35 or under
- b. 35 to 64
- c. 65 or older
- d. Prefer not to answer

11. To which gender identity do you most identify?

- a. Female
- b. Male
- c. Transgender female
- d. Transgender male

- e. Gender variant/Non-conforming
- f. Prefer not to answer

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

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

13. Which of the following best represents your formal education?

- a. Did not graduate from high school
- b. High school graduate
- c. Technical/Vocational school
- d. Some college
- e. College graduate (4 years)
- f. Post-graduate
- g. Prefer not to answer

14. Which ethnic or race category best fits you?

- a. Hispanic/Latino
- b. Black/African American
- c. Anglo/White
- d. Asian/Pacific Islander
- e. Native American
- f. Other/Mixed
- g. Prefer not to answer