

Weeki Wachee River

2025 Annual Survey Report

This report represents data collected
October 24 – November 7, 2025

Submitted by

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Executive Summary

Introduction & Background

The Southwest Florida Water Management District (District) and Hernando County, with support from the Florida Department of Environmental Protection, carried out a study regarding the recreational use of the Weeki Wachee River. The popularity of this destination as a recreational hub has highlighted concerns surrounding the degradation of the river and its ecosystems.

A study conducted by Wood Environment & Infrastructure Solutions showed that managing the kinds of activities that occur on the river and limiting where certain activities can occur may be as important, if not more important, as capping the number of users. Science-based recommendations were provided at the conclusion of the study with management options that could reduce the negative impacts of recreation on the river.

In February 2021, the District collaborated with The Taproot Agency to gather initial data in a social media pre-survey regarding visitor behaviors at the river. A District-led campaign began on March 1, 2021, to educate targeted audiences about the recreational best management practices that will help protect the Weeki Wachee River and reduce ecological impacts. Following the campaign, a post-survey was conducted via social media in November 2021 to determine whether behaviors have changed because of the campaign. The first annual survey was conducted via social media in 2022.

In July 2023, a request was made to the Florida Fish & Wildlife Conservation Commission for the establishment of a Weeki Wachee Springs Protection Zone. It was approved and now applies from the headspring within Weeki Wachee Springs State Park to approximately 5.61 miles downriver at Rogers Park. The protection in this designated zone prohibits anchoring, mooring, beaching or grounding of vessels within the spring and the associated portions of the spring run.

This report provides data gathered during an annual follow-up survey conducted via social media from October 24 – November 7, 2025, to monitor potential continued behavior change as well as initial testing of knowledge of, and likelihood of complying with, the springs protection zone rules.

Methods of Data Collection and Analysis

The Taproot Agency deployed a social media survey using the Meta ads function. The ad was active October 24 – November 7, 2025, and gathered 441 total responses.

Due to the growing number of data points across the surveys conducted since 2021, the 2021 post-campaign data and annual 2022 data have been removed from this report. The baseline set in the 2021 pre-campaign remains for comparison.

As in previous Weeki Wachee surveys, parameters were set for the Facebook ad to run in the geographic area of the following Florida counties: Citrus, Hernando, Hillsborough, Pasco, Pinellas and Polk. Respondents were only excluded based on whether they had visited the Weeki Wachee River. If their response was “more than five years ago,” “don’t know” or “never visited,” they were terminated from the survey.

To avoid potentially skewed results/reactions and mirror the pre-survey, the members/followers of the following Facebook groups were also removed from this post-survey data: Friends of Weeki Wachee Preserve, Weeki

Wachee River Rescue Team and Weeki Wachee River Rangers. 69% of respondents indicated not being a member of any of the social media groups, including those removed from this data.

As in previous years, the survey sample resulted in a theoretical margin of error of approximately +/-4% at the 95% confidence level.

Post-Survey Insights

The following insights were gleaned from the 2025 annual survey data represented in this report as compared to responses in previous surveys.

- While other resources are still utilized in planning a visit to the river, the most common (top three) are the same as in 2024:
 - I'm a local resident (59%)
 - Visited previously (46%)
 - Social media (16%)
- Respondents were asked to identify up to three activities they participate in while on the river.
 - The top three recreational activities identified by respondents remained the same from 2024:
 - Kayak or Canoe (74%)
 - Swim or snorkel (54%)
 - Observe wildlife (62%)
- Regarding exiting vessels on the river, responses were like previous surveys:
 - 5%-point increase in those indicating they do not exit their vessel while on the river
 - 3%-point increase in those indicating they let their vessel float freely while on the river
- Opinions recorded in how many respondents agreed with statements regarding actions while on the river were largely like the 2024 survey. Variations are noted below:
 - A 1%-point increase was recorded in those that remain neutral on whether sandy white bottoms are a sign of an unhealthy spring. For this statement, a 3%-point increase was recorded in those that "strongly agree" and, similarly, a 3%-point increase in those that "disagree."
 - A combined 4%-point decrease was recorded for those in agreement ("strongly agree" and "agree") that the number of vessels should be limited on the river. This change was reflected in the combined 4%-point increase in those that disagree ("disagree" and "strongly disagree"), as those remaining neutral stayed the same from 2024.
 - Those in agreement ("strongly agree" and "agree") that vessels should only be allowed to park in the designated spots on the river saw a collective 6%-point increase.
- All previous surveys tested respondents' ability to recognize current challenges with the river.
 - The top three challenges remained the same as the 2024 survey.

- Too many motorized vehicles – no change recorded (71%)
- Too many people recreating on the river at one time – down 4% points
- Trampled vegetation – up 3% point
- All other listed challenges saw only a 1%-point change or no change since 2024.
- As in all previous surveys, when respondents were asked how likely they were to take certain actions if they knew it would benefit the health of the river, the majority responded they were very likely to take those actions.
 - ***Increases*** in those “very likely” to take actions to protect the river were recorded for the following:
 - Avoid docking on riverbanks – up 1% point
 - Avoid climbing on banks and walking on sand point bars – up 3% points
 - Don’t climb trees or use rope swings – up 2% points
 - **Follow the Springs Protection Zone rules – up 7% points**
 - There were ***decreases*** in respondents indicating they were “very likely” to take the following actions:
 - Stay in the vessel when possible – down 1% point (“not at all likely” increased by 3% points)
 - If you have to leave the vessel, tie off in shallow waters – down 8% points (“not at all likely” increased by 9% points)
- As in previous surveys, internet and social media outlets were two of the most memorable vehicles for campaign messaging. Significant increases were noted in the top three:
 - Social media – up 21% points
 - Internet – up 26% points
 - Unlike the 2024 survey, the Water Management District website was the third highest selection. An 11%-point increase was recorded from the previous survey.
- Finally, beginning with the 2023 annual survey, respondents’ knowledge of the springs protection zone was tested.
 - 72% of respondents indicated they had heard information about the springs protection zone, up 7% points from 2024.
 - Those who indicated they had heard information were then asked what activities they recalled are restricted with these rules. The top three selected were the same as 2024:
 - No anchoring, mooring, grounding or beaching of vessels – 92%
 - You must stay in your vessel at all times – 45%
 - No swimming or snorkeling – 27%

Sample Demographics

When was the last time you visited the Weeki Wachee River?

	2021 Pre-Survey	2023 Annual Survey	2024 Annual Survey	2025 Annual Survey
Within in the last six months	42%	68%	51%	57%
6 months to one year ago	21%	12%	19%	17%
One to five years ago	26%	14%	16%	16%
More than five years ago*	6%	4%	11%	7%
Don't know*	1%	<1%	1%	1%
Never visited*	4%	2%	2%	3%

* Respondent was terminated as not qualified for this survey.

In which Florida county do you live?

	2021 Pre-Survey	2023 Annual Survey	2024 Annual Survey	2025 Annual Survey
Citrus	9%	5%	7%	9%
Hernando	29%	43%	39%	40%
Hillsborough	12%	7%	10%	10%
Pasco	18%	15%	16%	18%
Pinellas	20%	15%	14%	12%
Polk	7%	3%	6%	6%
Other*	2%	8%	7%	5%
I don't live in FL	4%	4%	1%	1%

*Respondents were given the option to enter the name of their Florida county in a text box. Not all respondents who select the “Other” choice provided additional information. Responses that were recorded: Broward (1), Indian River (1), Jefferson (1), Levy (2), Manatee (2), Marion (1), Volusia (1).

The following table provides a breakdown by timeframe of when residents last visited the river.

Responses for each category are listed left to right as follows: 2021 Pre / 2023 Annual / 2024 Annual / 2025 Annual.

(2021 Pre / 2023 Annual / 2024 Annual / 2025 Annual) Recorded as %	Within in the last six months				6 months to one year ago				One to five years ago			
	44	56	54	56	20	11	32	23	36	33	14	22
Citrus	44	56	54	56	20	11	32	23	36	33	14	22
Hernando	56	83	74	71	23	9	13	17	21	9	13	13
Hillsborough	41	71	47	56	21	21	25	23	38	8	28	21
Pasco	48	71	50	61	27	11	31	16	26	18	19	23
Pinellas	44	59	41	57	29	23	29	19	27	19	29	24
Polk	36	61	61	73	24	22	22	15	39	17	17	12
Other	22	65	62	38	11	6	19	21	67	29	19	41
I don't live in FL	52	79	0	57	10	11	75	14	38	11	25	29

River Behaviors & Opinions

Which of the following resources do you use when planning a trip to the Weeki Wachee River?
Select all that apply.

	2021 Pre-Survey	2023 Annual Survey	2024 Annual Survey	2025 Annual Survey
YouTube videos	5%	4%	4%	4%
Social media pages (Facebook, Twitter)	19%	18%	20%	16%
Search engines (Google, Bing)	26%	11%	17%	13%
Travel Websites	3%	2%	2%	2%
WeekiWachee.com	20%	9%	12%	12%
Visitors Bureau	2%	<1%	1%	2%
Word of Mouth	30%	12%	19%	16%
I'm a local resident**	--	57%	53%	59%
Visited previously**	--	37%	47%	46%
Other*	30%	4%	6%	8%

* Responses entered in the "Other" text box are recorded in Appendix II.

** Choice included beginning with the 2023 Annual Survey due to the high rate of write-in responses of this nature on past surveys.

Please select up to three recreation activities you engage in while on the Weeki Wachee River.

	2021 Pre-Survey	2023 Annual Survey	2024 Annual Survey	2025 Annual Survey
Boat (motorized vehicle)	13%	22%	18%	19%
Kayak or Canoe	77%	75%	80%	74%
Paddleboard	7%	22%	25%	25%
Fishing	N/A	10%	13%	14%
Tubing	6%	5%	9%	9%
Swim or snorkel	41%	53%	54%	54%
Rope Swing	3%	3%	9%	7%
Observe wildlife (manatees, birds, etc.)	50%	55%	61%	62%
Camp	2%	2%	6%	6%
Hike	4%	3%	8%	7%
Picnic	9%	7%	15%	14%
Other*	3%	3%	6%	6%

* Responses entered in the "Other" text box are recorded in Appendix III.

If you exit your vessel, where do you leave it while on the river?

	2021 Pre-Survey	2023 Annual Survey	2024 Annual Survey	2025 Annual Survey
I don't leave my vessel while I'm on the river	32%	35%	41%	46%
Park on riverbanks or sand point bars	40%	25%	18%	17%
Tie off in shallow waters	19%	23%	19%	12%
Let it float freely	5%	9%	12%	15%
Other*	4%	7%	9%	11%

* Responses entered in the "Other" text box are recorded in Appendix IV.

How much do you agree or disagree with the following statements?

Responses for each category are listed left to right as follows: 2021 Pre / 2023 Annual / 2024 Annual / 2025 Annual.

ALL RESPONDENTS (2021 Pre / 2023 Annual / 2024 Annual / 2025 Annual) Recorded as %	Strongly Agree				Agree				Neither Agree nor Disagree				Disagree				Strongly Disagree			
People should stay in their vessels on the river.	15	21	21	22	17	14	15	16	27	18	18	19	30	29	28	28	12	18	18	15
Climbing on banks and sand point bars damages the river.	28	36	39	39	31	27	30	28	23	18	15	15	15	13	14	13	4	6	3	6
Climbing trees and rope swings damages trees.	28	37	36	36	30	29	23	26	22	17	19	20	16	12	17	12	5	6	5	5
Sandy white bottoms are a sign of an unhealthy spring.	7	12	11	14	8	14	18	18	47	43	37	38	29	22	26	23	9	9	8	7
The number of vessels should be limited on the river.	31	38	39	37	42	28	31	29	13	16	17	17	11	13	9	11	3	5	4	6
Vessels should only be allowed to park in designated spots on the river.	26	34	35	39	34	32	28	30	15	13	14	10	18	14	16	14	7	7	7	7
The river is too crowded with visitors.	31	40	41	44	27	28	28	26	28	20	23	21	11	11	7	7	4	2	1	2
Vegetation is a sign of a healthy spring.*	-	40	41	41	-	41	41	40	-	15	15	15	-	4	3	3	-	1	1	1

* This statement was added beginning with the 2023 Annual Survey.

Note: What follows is a breakdown of the agreement statements by county of residence (includes the "other" and "I don't live in FL" as well). A breakdown of each statement with responses from all six counties appears as Appendix IV in this report.

Responses for each category are listed left to right as follows: 2021 Pre / 2023 Annual / 2024 Annual / 2025 Annual.

CITRUS COUNTY (2021 Pre / 2023 Annual / 2024 Annual / 2025 Annual) Recorded as %	Strongly Agree				Agree				Neither Agree nor Disagree				Disagree				Strongly Disagree			
	16	25	25	21	26	22	25	15	20	17	14	19	29	28	25	26	10	8	11	5
People should stay in their vessels on the river.	16	25	25	21	26	22	25	15	20	17	14	19	29	28	25	26	10	8	11	5
Climbing on banks and sand point bars damages the river.	39	42	43	35	33	28	39	26	12	14	11	18	12	17	7	7	4	0	0	0
Climbing trees and rope swings damages trees.	35	33	43	37	28	42	29	18	12	11	14	12	16	11	14	19	10	3	0	0
Sandy white bottoms are a sign of an unhealthy spring.	2	11	7	11	16	8	14	11	39	39	46	39	31	25	21	19	12	17	11	7
The number of vessels should be limited on the river.	24	36	36	26	39	31	36	28	20	14	21	19	14	17	7	12	4	3	0	0
Vessels should only be allowed to park in designated spots on the river.	26	42	50	37	39	36	14	26	8	8	18	9	24	8	18	11	4	6	0	4
The river is too crowded with visitors.	24	39	43	33	29	31	50	21	33	25	7	25	10	6	0	7	4	0	0	0
Vegetation is a sign of a healthy spring.*	-	36	36	38	-	44	39	39	-	14	18	11	-	6	7	7	-	0	0	2

* This statement was added beginning with the 2023 Annual Survey.

Responses for each category are listed left to right as follows: 2021 Pre / 2023 Annual / 2024 Annual / 2025 Annual.

HERNANDO COUNTY (2021 Pre / 2023 Annual / 2024 Annual / 2025 Annual) Recorded as %	Strongly Agree				Agree				Neither Agree nor Disagree				Disagree				Strongly Disagree			
	2021 Pre	2023 Annual	2024 Annual	2025 Annual	2021 Pre	2023 Annual	2024 Annual	2025 Annual	2021 Pre	2023 Annual	2024 Annual	2025 Annual	2021 Pre	2023 Annual	2024 Annual	2025 Annual	2021 Pre	2023 Annual	2024 Annual	2025 Annual
People should stay in their vessels on the river.	26	27	24	21	19	13	14	15	26	15	13	17	23	24	29	26	8	22	20	13
Climbing on banks and sand point bars damages the river.	44	43	41	35	26	22	24	24	18	15	16	14	8	15	16	12	5	6	4	7
Climbing trees and rope swings damages trees.	42	41	39	32	26	27	22	26	18	15	20	18	8	12	15	11	5	5	5	7
Sandy white bottoms are a sign of an unhealthy spring.	15	15	13	13	10	13	19	15	47	41	37	39	22	23	22	20	5	7	9	7
The number of vessels should be limited on the river.	42	44	41	36	36	25	28	27	10	14	16	14	8	11	12	11	4	7	3	5
Vessels should only be allowed to park in designated spots on the river.	39	38	36	33	28	30	24	30	17	11	16	12	11	13	18	10	5	8	7	8
The river is too crowded with visitors.	51	47	46	46	24	28	24	23	14	16	20	14	8	9	9	6	3	1	1	3
Vegetation is a sign of a healthy spring.*	-	42	43	35	-	40	35	40	-	14	19	16	-	4	3	1	-	0	1	1

* This statement was added beginning with the 2023 Annual Survey.

Responses for each category are listed left to right as follows: 2021 Pre / 2023 Annual / 2024 Annual / 2025 Annual.

HILLSBOROUGH COUNTY (2021 Pre / 2023 Annual / 2024 Annual / 2025 Annual) Recorded as %	Strongly Agree				Agree				Neither Agree nor Disagree				Disagree				Strongly Disagree			
People should stay in their vessels on the river.	10	17	19	18	17	10	11	21	26	17	28	16	32	33	25	23	15	23	17	15
Climbing on banks and sand point bars damages the river.	22	35	36	34	25	25	28	31	29	19	25	10	17	10	11	15	7	10	0	3
Climbing trees and rope swings damages trees.	17	35	25	39	36	27	22	25	30	21	25	16	13	8	25	12	2	8	3	2
Sandy white bottoms are a sign of an unhealthy spring.	10	8	8	5	3	21	14	20	46	27	39	34	26	23	31	26	15	21	8	8
The number of vessels should be limited on the river.	28	42	31	30	46	25	36	28	9	13	25	23	13	19	6	12	4	2	3	2
Vessels should only be allowed to park in designated spots on the river.	17	27	31	38	32	31	31	26	12	21	22	5	32	13	14	23	7	8	3	2
The river is too crowded with visitors.	32	35	28	34	25	23	42	30	20	25	25	20	19	15	6	8	4	2	0	2
Vegetation is a sign of a healthy spring.*	-	42	36	36	-	33	42	41	-	17	19	12	-	6	0	5	-	2	3	0

* This statement was added beginning with the 2023 Annual Survey.

Responses for each category are listed left to right as follows: 2021 Pre / 2023 Annual / 2024 Annual / 2025 Annual.

PASCO COUNTY (2021 Pre / 2023 Annual / 2024 Annual / 2025 Annual) Recorded as %	Strongly Agree				Agree				Neither Agree nor Disagree				Disagree				Strongly Disagree			
People should stay in their vessels on the river.	10	14	11	17	16	18	8	12	30	16	19	12	31	35	36	28	13	18	26	21
Climbing on banks and sand point bars damages the river.	21	27	32	32	34	28	32	22	26	23	16	17	15	12	15	14	5	10	5	6
Climbing trees and rope swings damages trees.	28	33	32	30	22	27	18	18	24	21	18	23	23	12	26	13	5	7	7	6
Sandy white bottoms are a sign of an unhealthy spring.	4	10	7	15	16	14	15	15	43	46	37	29	25	24	31	20	13	5	11	12
The number of vessels should be limited on the river.	28	27	36	35	36	40	31	20	17	19	23	16	15	11	7	11	4	3	5	10
Vessels should only be allowed to park in designated spots on the river.	20	32	29	35	36	37	31	24	18	10	15	8	18	12	15	12	9	8	11	12
The river is too crowded with visitors.	27	34	36	35	24	34	31	31	33	17	29	18	14	12	3	4	3	3	2	3
Vegetation is a sign of a healthy spring.*	-	35	39	39	-	43	44	32	-	18	13	17	-	2	5	3	-	2	0	1

* This statement was added beginning with the 2023 Annual Survey.

Responses for each category are listed left to right as follows: 2021 Pre / 2023 Annual / 2024 Annual / 2025 Annual.

PINELLAS COUNTY (2021 Pre / 2023 Annual / 2024 Annual / 2025 Annual) Recorded as %	Strongly Agree				Agree				Neither Agree nor Disagree				Disagree				Strongly Disagree			
	2021 Pre	2023 Annual	2024 Annual	2025 Annual	2021 Pre	2023 Annual	2024 Annual	2025 Annual	2021 Pre	2023 Annual	2024 Annual	2025 Annual	2021 Pre	2023 Annual	2024 Annual	2025 Annual	2021 Pre	2023 Annual	2024 Annual	2025 Annual
People should stay in their vessels on the river.	10	19	26	19	17	11	20	15	28	28	18	19	33	34	29	27	11	9	8	12
Climbing on banks and sand point bars damages the river.	27	33	49	45	36	37	29	23	20	23	10	10	16	6	10	7	1	1	2	8
Climbing trees and rope swings damages trees.	29	37	31	32	32	31	35	28	22	21	16	16	14	7	14	11	3	4	4	4
Sandy white bottoms are a sign of an unhealthy spring.	7	14	14	15	8	14	31	15	43	54	26	28	36	15	26	27	7	4	4	7
The number of vessels should be limited on the river.	35	37	39	31	42	30	37	32	12	19	10	16	9	13	8	5	3	1	6	7
Vessels should only be allowed to park in designated spots on the river.	27	34	43	32	38	28	33	34	13	15	4	7	15	20	16	15	7	3	4	4
The river is too crowded with visitors.	27	38	43	32	32	29	22	26	29	20	24	27	8	13	12	5	4	0	0	1
Vegetation is a sign of a healthy spring.*	-	48	45	47	-	38	45	38	-	10	10	5	-	4	0	0	-	0	0	1

* This statement was added beginning with the 2023 Annual Survey.

Responses for each category are listed left to right as follows: 2021 Pre / 2023 Annual / 2024 Annual / 2025 Annual.

POLK COUNTY (2021 Pre / 2023 Annual / 2024 Annual / 2025 Annual) Recorded as %	Strongly Agree				Agree				Neither Agree nor Disagree				Disagree				Strongly Disagree			
	2021 Pre	2023 Annual	2024 Annual	2025 Annual	2021 Pre	2023 Annual	2024 Annual	2025 Annual	2021 Pre	2023 Annual	2024 Annual	2025 Annual	2021 Pre	2023 Annual	2024 Annual	2025 Annual	2021 Pre	2023 Annual	2024 Annual	2025 Annual
People should stay in their vessels on the river.	11	17	26	18	23	17	20	6	20	6	18	27	23	39	29	21	23	22	8	24
Climbing on banks and sand point bars damages the river.	31	44	49	36	20	28	29	18	23	11	10	18	23	11	10	18	3	6	2	6
Climbing trees and rope swings damages trees.	23	50	31	21	29	11	35	18	20	6	16	33	20	11	14	15	9	22	4	9
Sandy white bottoms are a sign of an unhealthy spring.	11	22	14	9	0	22	31	18	54	39	26	36	26	6	26	21	9	11	4	12
The number of vessels should be limited on the river.	23	33	39	30	46	28	37	24	11	28	10	12	17	6	8	18	3	6	6	12
Vessels should only be allowed to park in designated spots on the river.	20	28	43	36	31	33	33	24	20	22	4	12	20	11	16	18	9	6	4	6
The river is too crowded with visitors.	20	50	43	33	29	17	22	21	37	22	24	36	14	6	12	3	0	6	0	3
Vegetation is a sign of a healthy spring.*	-	44	45	39	-	39	45	39	-	17	10	15	-	0	0	3	-	0	0	0

* This statement was added beginning with the 2023 Annual Survey.

Responses for each category are listed left to right as follows: 2021 Pre / 2023 Annual / 2024 Annual / 2025 Annual.

OTHER (2021 Pre / 2023 Annual / 2024 Annual / 2025 Annual) Recorded as %	Strongly Agree				Agree				Neither Agree nor Disagree				Disagree				Strongly Disagree			
People should stay in their vessels on the river.	10	8	23	27	10	17	15	21	20	33	19	15	40	27	23	12	20	15	19	9
Climbing on banks and sand point bars damages the river.	10	23	31	29	20	37	42	32	40	25	8	9	20	12	15	9	10	4	4	3
Climbing trees and rope swings damages trees.	20	27	42	38	10	33	27	29	20	21	19	9	40	15	4	6	10	4	8	0
Sandy white bottoms are a sign of an unhealthy spring.	0	2	8	15	10	23	8	24	60	37	50	24	20	25	31	15	10	14	4	6
The number of vessels should be limited on the river.	50	35	46	32	40	23	27	27	10	15	4	15	0	17	15	9	0	10	8	0
Vessels should only be allowed to park in designated spots on the river.	10	27	31	44	20	39	31	21	30	12	12	9	30	12	19	6	10	12	8	3
The river is too crowded with visitors.	30	27	42	29	30	37	19	21	30	23	27	29	10	12	8	3	0	2	4	0
Vegetation is a sign of a healthy spring.*	-	35	35	47	-	39	62	21	-	19	4	15	-	4	0	0	-	4	0	0

* This statement was added beginning with the 2023 Annual Survey.

Responses for each category are listed left to right as follows: 2021 Pre / 2023 Annual / 2024 Annual / 2025 Annual.

I DON'T LIVE IN FL (2021 Pre / 2023 Annual / 2024 Annual / 2025 Annual) Recorded as %	Strongly Agree				Agree				Neither Agree nor Disagree				Disagree				Strongly Disagree			
	35	18	50	14	13	14	50	0	17	4	0	29	30	36	0	14	4	29	0	29
People should stay in their vessels on the river.	35	18	50	14	13	14	50	0	17	4	0	29	30	36	0	14	4	29	0	29
Climbing on banks and sand point bars damages the river.	48	25	50	14	22	14	50	14	17	21	0	29	13	32	0	14	0	7	0	14
Climbing trees and rope swings damages trees.	48	29	75	29	22	29	25	29	17	18	0	14	9	25	0	0	4	0	0	14
Sandy white bottoms are a sign of an unhealthy spring.	4	4	0	14	4	4	25	14	57	46	25	43	30	36	50	14	4	11	0	0
The number of vessels should be limited on the river.	35	18	50	0	35	29	25	14	17	29	0	14	13	18	25	43	0	7	0	14
Vessels should only be allowed to park in designated spots on the river.	44	21	25	0	35	39	75	43	9	18	0	14	9	11	0	29	4	11	0	0
The river is too crowded with visitors.	22	18	25	0	13	7	25	14	48	57	50	14	17	18	0	43	0	0	0	14
Vegetation is a sign of a healthy spring.*	-	25	50	14	-	54	50	14	-	21	0	29	-	0	0	14	-	0	0	14

* This statement was added beginning with the 2023 Annual Survey.

Based on what you know or have heard, what challenges does the Weeki Wachee River face?

	2021 Pre-Survey	2023 Annual Survey	2024 Annual Survey	2025 Annual Survey
No challenges at the moment	10%	5%	3%	3%
Too many kayakers	32%	40%	33%	32%
Trampled vegetation	37%	48%	53%	56%
Too many people recreating on the river at one time	53%	59%	63%	59%
Worn down or eroded shorelines	39%	48%	53%	54%
Climbing and rope swinging from trees	33%	44%	43%	43%
Murky water	20%	16%	29%	29%
Too many vendors on the river	19%	22%	25%	24%
Too many motorized vehicles (e.g. boats, jet skis, etc.)	-	67%	71%	71%
Other*	18%	11%	16%	17%

* Responses for "Other" are included in Appendix V.

Note: what follows is a breakdown by county showing the percentage of respondents identifying challenges the river faces.

Responses for each category are listed left to right as follows: 2021 Pre / 2023 Annual / 2024 Annual / 2025 Annual.

Note: continued on next page

(2021 Pre / 2023 Annual / 2024 Annual / 2025 Annual) Recorded as %	Citrus				Hernando				Hillsborough			
No challenges at the moment	8	3	0	0	7	5	4	5	13	8	3	8
Too many kayakers	41	33	25	23	55	50	47	38	33	35	39	18
Trampled vegetation	63	47	61	54	52	53	49	49	36	44	61	57
Too many people	57	50	61	56	66	64	64	56	61	56	72	46
Worn down or eroded shorelines	39	61	57	51	59	50	50	46	35	40	56	56
Climbing and rope swinging from trees	43	44	50	42	53	50	48	41	32	44	33	43
Murky water	22	17	14	25	25	18	36	29	23	19	25	25
Too many vendors on the river	20	28	36	12	36	25	28	24	20	21	17	21
Too many motorized vehicles	-	72	75	68	-	63	64	62	-	65	83	62
Other	12	11	4	11	12	12	14	16	20	10	11	18

Note: The top three challenges identified in each county are represented in red. Additionally, audiences in the "Other" or "I don't live in FL" were excluded from this breakdown as they are not a primary target of the campaign.

(2021 Pre / 2023 Annual / 2024 Annual / 2025 Annual) Recorded as %	Pasco				Pinellas				Polk			
No challenges at the moment	18	5	2	2	12	4	2	1	3	0	4	0
Too many kayakers	31	31	21	28	31	34	22	22	29	56	26	15
Trampled vegetation	37	42	37	48	44	52	67	50	49	44	61	39
Too many people	55	58	60	50	64	58	65	55	49	67	57	49
Worn down or eroded shorelines	40	41	42	42	46	56	71	57	37	50	44	55
Climbing and rope swinging from trees	33	39	39	30	38	40	41	39	34	50	30	42
Murky water	20	13	21	16	26	16	31	35	14	17	30	30
Too many vendors on the river	18	22	16	18	20	18	26	24	20	33	17	24
Too many motorized vehicles	-	67	68	63	-	83	82	69	-	39	70	64
Other	28	10	19	8	26	8	22	19	20	28	22	24

Note: The top three challenges identified in each county are represented in red. Additionally, audiences in the "Other" or "I don't live in FL" were excluded from this breakdown as they are not a primary target of the campaign.

How likely are you to take the following actions knowing it would protect the Weeki Wachee River?

Responses for each category are listed left to right as follows: 2021 Pre / 2023 Annual / 2024 Annual / 2025 Annual.

(2021 Pre / 2023 Annual / 2024 Annual / 2025 Annual) Recorded as %	Very Likely				Somewhat Likely				Not at all Likely			
Stay in the vessel when possible.	63	60	62	61	25	24	24	22	12	17	14	17
If you have to leave the vessel, tie off in shallow waters.	75	76	69	61	20	18	22	21	5	7	9	18
Avoid docking on riverbanks.	67	63	69	70	24	25	22	21	8	12	9	9
Don't trample vegetation or kick up silt.	88	86	85	85	10	11	12	11	2	3	3	4
Avoid climbing on banks and walking on sand point bars.	65	63	65	68	25	25	26	20	10	12	9	12
Don't climb trees or use rope swings.	80	81	76	78	11	8	15	11	9	11	9	11
Don't throw out litter or leave anything behind.	98	99	98	98	0	<1	<1	0	2	1	2	3
Follow the Springs Protection Zone rules.*	-	66	71	78	-	24	20	17	-	10	9	5

* This statement was added beginning with the 2023 Annual Survey.

Are you a member of or follow any of the following social media groups/pages? Select all that apply.

	2021 Pre-Survey	2023 Annual Survey	2024 Annual Survey	2025 Annual Survey
Friends of Weeki Wachee Preserve	10%	23%	10%	18%
Weeki Wachee River Rescue Team	6%	8%	1%	4%
Weeki Wachee River Rangers	6%	7%	2%	3%
Weeki Crime Watch	2%	6%	1%	3%
Friends of Weeki Wachee State Park	8%	22%	11%	17%
Nature Coast Conservation	4%	6%	3%	6%
Sierra Club Adventure Coast	1%	4%	3%	7%
I do not belong to/follow any of these pages.	71%	64%	72%	69%

Note: Data presented in this report removed respondents who reported being part of/following the following groups listed above: Friends of Weeki Wachee Preserve, Weeki Wachee River Rescue Team and Weeki Wachee River Rangers. They are included here to show the small percentage of the whole number of respondents they accounted for in the survey. Similar to previous surveys, the majority (69%) of respondents were not members/followers of these groups.

In the past six months, where did you see or hear messages about protecting the Weeki Wachee River? Select all that apply.

	2021 Post-Survey	2023 Annual Survey	2024 Annual Survey	2025 Annual Survey
I have not seen or heard messages about protecting the Weeki Wachee River.	12%	9%	16%	18%
Radio	3%	1%	1%	3%
Internet	22%	38%	13%	39%
Social media	63%	74%	47%	68%
Billboard	1%	1%	<1%	2%
Television	8%	10%	5%	6%
Newspaper	11%	3%	2%	4%
Water Management District website	N/A	15%	9%	20%
Restaurant/Bar	2%	3%	1%	2%
Kayak shop	5%	5%	2%	6%
Vacation rental or hotel	1%	3%	<1%	3%
Newsletter	2%	3%	1%	4%
Don't know	4%	4%	3%	3%

Responses for each category are listed left to right as follows: 2021 Post / 2023 Annual / 2024 Annual / 2025 Annual.

Note: continued on next page

(2021 Post/ 2023 Annual / 2024 Annual / 2025 Annual) Recorded as %	Citrus				Hernando				Hillsborough			
I have not seen or heard messages	23	11	18	14	4	7	9	11	13	8	19	23
Radio	10	0	0	0	3	1	1	4	3	0	0	2
Internet	10	33	7	35	16	36	16	39	24	38	14	20
Social media	67	64	54	56	59	77	48	62	63	75	44	43
Billboard	3	6	0	0	1	1	1	1	0	0	0	3
Television	13	11	0	0	10	12	3	4	5	8	6	7
Newspaper	20	17	4	5	10	13	3	6	18	8	6	7
District website	-	22	4	16	-	17	13	20	-	23	3	8
Restaurant/bar	3	3	0	2	1	5	2	3	3	2	3	3
Kayak shop	3	6	11	5	4	4	1	4	13	8	0	10
Vacation rental or hotel	3	0	0	0	0	3	0	1	0	8	0	0
Newsletter	3	3	0	7	3	4	1	6	0	0	3	0
Don't know	3	3	4	4	3	5	3	3	5	4	3	3

(2021 Post/ 2023 Annual / 2024 Annual / 2025 Annual) Recorded as %	Pasco				Pinellas				Polk			
I have not seen or heard messages	7	8	16	10	19	8	22	22	15	6	22	18
Radio	2	1	2	3	1	8	0	1	8	0	0	3
Internet	20	37	18	31	30	42	8	32	31	39	13	42
Social media	74	73	39	60	58	67	47	54	77	83	39	64
Billboard	0	0	0	1	0	0	0	4	8	0	0	0
Television	9	9	8	8	7	12	10	5	15	11	9	9
Newspaper	9	6	0	4	9	18	2	8	15	11	0	6
District website	-	12	10	16	-	12	6	22	-	11	13	18
Restaurant/bar	2	2	0	0	0	2	0	0	15	0	0	3
Kayak shop	2	3	3	4	4	11	2	7	8	0	0	15
Vacation rental or hotel	2	0	2	3	0	5	0	3	8	6	0	6
Newsletter	4	2	0	1	1	2	0	1	0	6	0	0
Don't know	6	1	0	4	3	3	0	3	0	0	0	0

Have you seen or heard information about the springs protection zone for the Weeki Wachee River?

	2023 Annual Survey	2024 Annual Survey	2025 Annual Survey
Yes	69%	65%	72%
No	32%	35%	28%

Based on what you know or have heard, what activities are restricted in the springs protection zone along the Weeki Wachee River? Select all that apply.

	2023 Annual Survey	2024 Annual Survey	2025 Annual Survey
You must stay in your vessel at all times.	47%	17%	45%
No anchoring, mooring, grounding or beaching of vessels.	90%	67%	92%
No swimming or snorkeling.	25%	4%	27%
Rafts and tubes will not be allowed.	13%	1%	15%
Kayak rentals will not be allowed.	3%	0%	2%
I don't know what the rules will be.	11%	4%	6%
Other	3%	7%	5%

* This question was only answered by respondents who indicated a "yes" response in the previous question.

Appendix I: 2025 Weeki Wachee River Annual Survey

1. When was the last time you visited the Weeki Wachee River?

- a. Within the last six months
- b. 6 months to one year ago
- c. More than one year to five years ago
- d. More than five years ago [TERMINATE]
- e. Don't know [TERMINATE]
- f. Never visited [TERMINATE]

2. In which Florida county do you live?

- a. Hillsborough
- b. Pasco
- c. Hernando
- d. Pinellas
- e. Citrus
- f. Polk
- g. I don't live in FL
- h. Other [TEXT BOX]

3. Which of the following resources do you use when planning a trip to the Weeki Wachee River?

Select all that apply.

- a. YouTube videos
- b. Social media pages (Facebook, Instagram, etc.)
- c. Search engines (Google, Bing)
- d. Travel Websites
- e. WeekiWachee.com
- f. Visitors Bureau
- g. Word of Mouth
- h. I'm a local resident
- i. Visited previously
- j. Other [TEXT BOX]

4. Please select up to three recreation activities you engage in while on the Weeki Wachee River.

- a. Boat (motorized vehicle)
- b. Kayak or Canoe
- c. Paddleboard
- d. Fishing
- e. Tubing [SKIP TO Q6]
- f. Swim or snorkel [SKIP TO Q6]
- g. Rope Swing [SKIP TO Q6]
- h. Observe wildlife (manatees, birds etc.) [SKIP TO Q6]
- i. Camp [SKIP TO Q6]
- j. Hike [SKIP TO Q6]
- k. Picnic [SKIP TO Q6]
- l. Other [TEXT BOX] [SKIP TO Q6]

- 5. If you exit your vessel, where do you leave it while on the river?**
 - a. I don't leave my vessel while I'm on the river.
 - b. Park on riverbanks or sand point bars
 - c. Tie off in shallow waters
 - d. Let it float freely
 - e. Other [TEXT BOX]
- 6. How much do you agree or disagree with the following statements? (Strongly Agree, Agree, Neither agree nor disagree, Disagree, Strongly Disagree)**
 - a. People should stay in their vessels on the river.
 - b. Climbing on banks and sand point bars damages the river.
 - c. Climbing trees and rope swings damages trees.
 - d. Sandy white bottoms are a sign of an unhealthy spring.
 - e. The number of vessels should be limited on the river.
 - f. Vessels should only be allowed to park in designated spots on the river.
 - g. The river is too crowded with visitors.
 - h. Vegetation is a sign of a healthy spring.
- 7. Based on what you know or have heard, what challenges does the Weeki Wachee River face? Select all that apply.**
 - a. No challenges at the moment
 - b. Too many kayakers
 - c. Trampled vegetation
 - d. Too many people recreating on the river at one time
 - e. Worn down or eroded shorelines
 - f. Climbing and rope swinging from trees
 - g. Murky water
 - h. Too many vendors on the river
 - i. Too many motorized vehicles (e.g. boats, jet skis, etc.)
 - j. Other [TEXT BOX]
- 8. How likely are you to take the following actions knowing it would protect the Weeki Wachee River? (Very Likely, Somewhat Likely or Not at all likely).**
 - a. Stay in the vessel when possible.
 - b. If you have to leave the vessel, tie off in shallow waters.
 - c. Avoid docking on riverbanks.
 - d. Don't trample vegetation or kick up silt.
 - e. Avoid climbing on banks and walking on sand point bars.
 - f. Don't climb trees or use rope swings.
 - g. Don't throw out litter or leave anything behind.
 - h. Follow the Springs Protection Zone rules.
- 9. Are you a member of any of the following social media groups? Select all that apply. [RANDOMIZE]**
 - a. Friends of Weeki Wachee Preserve
 - b. Weeki Wachee River Rescue Team
 - c. Weeki Wachee River Rangers
 - d. Weeki Crime Watch
 - e. Friends of Weeki Wachee State Park
 - f. Nature Coast Conservation
 - g. Sierra Club Adventure Coast
 - h. I do not belong to/follow any of these pages.

10. In the past six months, where did you see or hear messages about protecting the Weeki Wachee River? Select all that apply.

- a. I have not seen or heard messages about protecting the Weeki Wachee River.
- b. Radio
- c. Internet
- d. Social media
- e. Billboard
- f. Television
- g. Newspaper
- h. Water Management District website at WaterMatters.org
- i. Restaurant/bar
- j. Kayak shop
- k. Vacation rental or hotel
- l. Newsletter
- m. Don't know

11. Have you seen or heard information about the springs protection zone for the Weeki Wachee River?

- a. Yes
- b. No [TERMINATE]

12. Based on what you know or have heard, what activities are restricted in the springs protection zone along the Weeki Wachee River? Select all that apply.

- a. You must stay in your vessel at all times.
- b. No anchoring, mooring, grounding or beaching of vessels.
- c. No swimming or snorkeling.
- d. Rafts and tubes are not allowed.
- e. Kayak rentals are not allowed.
- f. I don't know what the rules are.
- g. Other [TEXT BOX]

Appendix II: “Other” text responses Q3

- AirBnB
- ChatGPT
- PaddleWays app
- Seasons - for wildlife watching
- Sierra Club
- Tide app
- Visiting friends that live there
- VRBO

Appendix III: “Other” text responses Q4

- Diving
- Food at Upper deck
- Goboats
- Hunting
- I'd like to swim but there are signs everywhere saying it's not allowed
- Jet ski
- Nature photography.
- Photo ops
- SCUBA diving

Appendix IV: “Other” text responses Q5

- Anchor
- Anchor in the canals
- Float, hold it (2)
- Have tied to docks.
- Hold on to it. (2)
- I carry the anchor rope while diving. The boat drifts .
- I hold on the strap of my kayak or paddle board while I swim
- I keep it attached to me
- I tow I my kayak or paddleboard while snorkeling.
- Keep it tied to me
- Landing half way to Ray
- Let it float freely due to new restrictions. Otherwise would kinda push up on the side
- Not allowed to get out of the vessel in the state park.
- Place sup on my car, securely then go for hike at beginning or end.
- Specified ramp
- Stand by it and not beach or tie off cause don't want ticket
- Strap attached to me
- Tie it to myself (2)
- Tied to my dock

Appendix V: “Other” text responses Q7

All submitted responses recorded without editing or condensing for similarity.

- Algae
- Areas to tie up boats for diving Hospital Hole
- Boats going too fast washing down the banks
- Born and raised Floridian, all waterways are under stress. I am uninformed about specific threats to the WW River. But am interested.
- Depreciated water quality due to overrunning by corporations and nitrogen pollution from both septic systems and fertilizers used by farms and golf courses in the area.
- Either mandate prop guards on motorized vessels or restrict the WWR to canoes and kayaks, too many injured manatees with prop scars
- Houses should have berms
- I understand what answers you're looking for. But if people living on the river can walk out from the bank, so should visitors. The river will always have sand spots as it's a high flow rate spring. Those sand bars are not damaged by boats and should be free use. I do agree with climbing trees. But FWC is hated in Hernando for enforcing rules lobbied by residence. There should be rules like rainbow river. No trash. No single use containers. No alcohol. Please identify areas where people can swim. It's a spring after all.
- In the summer the weekends are to crazy with people they should limit the number of visitors allowed to go from the state park. If they can and are willing to paddle from Rogers park or beyond then let them otherwise limit state park visitors. Plus they (the state park) need to stop renting kayaks with holes in them I have personally rescued too many folks with faulty state park wquipment
- Law enforcement writing \$140 dollar tickets needlessly
- Limit the kayak companies. It's a cash grab. Way too many people on the river at 1 time. It's a madhouse. This river went bad when Kayak companies were allowed in.
- Not allowed to swim for most of the kayak ride to Roger's park
- Not educating visitors
- Nutrient levels too high to support healthy aquatic life.
- Nutrients from surrounding land
- Oil from motorized vessels on water.
- Overharvesting of water, reduced flow, nutrient pollution from fertilizer and septic systems
- Parking
- People disrespecting property owners boundaries.
- People getting out of their boats
- Pollution water clarity prop guards in the river
- Pollution from runoff. Need better water quality regulation
- Pollution/excess runoff from uplands.
- Poor job educating visitors
- Restricting access to the river

- Stay in your vessel & stop damaging plants & shorelines.
- Swift mud blaming the little guys for water problems but won't sound the alarm on the bigger problem, too much water pumping from the aquifer!
- Tethering vessels, wakes
- Too any tour operators
- Too commercialized. Rentals. Too much.
- Too many huge homes
- Too many regulations that cause this PUBLIC waterway to not be enjoyed. Vessels should be allowed to be anchored
- Too many rules!
- Walking in the river
- We see people touching Manatees and mooring their boats in the non-designated parking area.
- Weekends are crazy overcrowded. Weekdays are fine.
- When the state took over, The trimmed back all the overhanging brush along the banks, making the river, less pristine and more susceptible to erosion.
- You guys are the problem.

Appendix VI: Agreement statements all counties

People should stay in their vessels on the river.

(2021 Pre / 2023 Annual / 2024 Annual / 2025 Annual) Recorded as %	Strongly Agree				Agree				Neither Agree nor Disagree				Disagree				Strongly Disagree			
Citrus	16	25	25	21	26	22	25	14	20	17	14	19	29	28	25	26	10	8	11	5
Hernando	26	27	24	21	19	13	14	15	26	15	13	17	23	24	29	26	8	22	20	13
Hillsborough	10	17	19	18	17	10	11	21	26	17	28	16	32	33	25	23	15	23	17	15
Pasco	10	14	11	17	16	18	8	12	30	16	19	12	31	35	36	28	13	18	26	21
Pinellas	10	19	26	19	17	11	20	15	28	28	18	19	33	34	29	27	11	9	8	12
Polk	11	17	9	18	23	17	17	6	20	6	30	27	23	39	17	21	23	22	26	24

Climbing on banks and sand point bars damages the river.

(2021 Pre / 2023 Annual / 2024 Annual / 2025 Annual) Recorded as %	Strongly Agree				Agree				Neither Agree nor Disagree				Disagree				Strongly Disagree			
Citrus	39	42	43	35	33	28	39	26	12	14	11	18	12	17	7	7	4	0	0	0
Hernando	44	43	41	35	26	22	24	24	18	15	16	14	8	15	16	12	5	6	4	7
Hillsborough	22	35	36	34	25	25	28	31	29	19	25	10	17	10	11	15	7	10	0	3
Pasco	21	27	32	32	34	28	32	22	26	23	16	17	15	12	15	14	5	10	5	6
Pinellas	27	33	49	45	36	37	29	23	20	23	10	10	16	6	10	7	1	1	2	8
Polk	31	44	26	36	20	28	39	18	23	11	13	18	23	11	17	18	3	6	4	6

Climbing trees and rope swings damages trees.

(2021 Pre / 2023 Annual / 2024 Annual / 2025 Annual) Recorded as %	Strongly Agree				Agree				Neither Agree nor Disagree				Disagree				Strongly Disagree			
	35	33	43	37	28	42	29	18	12	11	14	12	16	11	14	19	10	3	0	0
Citrus	35	33	43	37	28	42	29	18	12	11	14	12	16	11	14	19	10	3	0	0
Hernando	42	41	39	32	26	27	22	26	18	15	20	18	8	12	15	11	5	5	5	7
Hillsborough	17	35	25	39	36	27	22	25	30	21	25	16	13	8	25	12	2	8	3	2
Pasco	28	33	32	30	22	27	18	19	24	21	18	23	23	12	26	13	5	7	7	6
Pinellas	29	37	31	32	32	31	35	28	22	21	16	16	14	7	14	11	3	4	4	4
Polk	23	50	30	21	29	11	13	18	20	6	26	33	20	11	26	15	9	22	4	9

Sandy white bottoms are a sign of an unhealthy spring.

(2021 Pre / 2023 Annual / 2024 Annual / 2025 Annual) Recorded as %	Strongly Agree				Agree				Neither Agree nor Disagree				Disagree				Strongly Disagree			
	2	11	7	11	16	8	14	11	39	39	46	39	31	25	21	19	12	17	11	7
Citrus	2	11	7	11	16	8	14	11	39	39	46	39	31	25	21	19	12	17	11	7
Hernando	15	15	13	13	10	13	20	15	47	41	37	39	22	23	22	20	5	7	9	7
Hillsborough	10	8	8	5	3	21	14	20	46	27	39	34	26	23	31	26	15	21	8	8
Pasco	4	10	7	15	16	14	15	15	43	46	37	29	25	24	31	20	13	5	11	12
Pinellas	7	14	14	15	8	14	31	15	43	54	26	28	36	15	26	27	7	4	4	7
Polk	11	22	17	9	0	22	4	18	54	39	44	36	26	6	26	21	9	11	9	12

The number of vessels should be limited on the river.

(2021 Pre / 2023 Annual / 2024 Annual / 2025 Annual) Recorded as %	Strongly Agree				Agree				Neither Agree nor Disagree				Disagree				Strongly Disagree			
	24	36	36	26	39	31	36	28	20	14	21	19	14	17	7	12	4	3	0	0
Citrus	24	36	36	26	39	31	36	28	20	14	21	19	14	17	7	12	4	3	0	0
Hernando	42	44	41	36	36	25	28	27	10	14	16	14	8	11	12	11	4	7	3	5
Hillsborough	28	42	31	30	46	25	36	28	9	13	25	23	13	19	6	12	4	2	3	2
Pasco	28	27	36	35	36	40	31	20	17	19	23	16	15	11	7	11	4	3	5	10
Pinellas	35	37	39	31	42	30	37	32	12	19	10	16	9	13	8	5	3	1	6	7
Polk	23	33	39	30	46	28	26	24	11	28	30	12	17	6	4	18	3	6	0	12

Vessels should only be allowed to park in designated spots on the river.

(2021 Pre / 2023 Annual / 2024 Annual / 2025 Annual) Recorded as %	Strongly Agree				Agree				Neither Agree nor Disagree				Disagree				Strongly Disagree			
	26	42	50	37	39	36	14	26	8	8	18	9	24	8	18	11	4	6	0	4
Citrus	26	42	50	37	39	36	14	26	8	8	18	9	24	8	18	11	4	6	0	4
Hernando	39	38	36	33	28	30	24	30	17	11	16	12	11	13	18	10	5	8	7	8
Hillsborough	17	27	31	38	32	31	31	26	12	21	22	5	32	13	14	23	7	8	3	2
Pasco	20	32	29	35	36	37	31	24	18	10	15	8	18	12	15	12	9	8	11	12
Pinellas	27	34	43	32	38	28	33	34	13	15	4	7	15	20	16	15	7	3	4	4
Polk	20	28	30	36	31	33	30	24	20	22	9	12	20	11	17	18	9	6	13	6

The river is too crowded with visitors.

(2021 Pre / 2023 Annual / 2024 Annual / 2025 Annual) Recorded as %	Strongly Agree				Agree				Neither Agree nor Disagree				Disagree				Strongly Disagree			
	24	39	43	33	29	31	50	21	33	25	7	25	10	6	0	7	4	0	0	0
Citrus	24	39	43	33	29	31	50	21	33	25	7	25	10	6	0	7	4	0	0	0
Hernando	51	47	46	46	24	28	24	23	14	16	20	14	8	9	9	6	3	1	1	3
Hillsborough	32	35	28	34	25	23	42	30	20	25	25	20	19	15	6	8	4	2	0	2
Pasco	27	34	36	35	24	34	31	31	33	17	29	18	14	12	3	4	3	3	2	3
Pinellas	27	38	43	32	32	29	22	26	29	20	24	27	8	13	12	5	4	0	0	1
Polk	20	50	39	33	29	17	30	21	37	22	26	36	14	6	0	3	0	6	4	3

Vegetation is a sign of a healthy spring.*

(2023 Annual / 2024 Annual / 2025 Annual) Recorded as %	Strongly Agree				Agree				Neither Agree nor Disagree				Disagree				Strongly Disagree			
	36	36	28	44	39	39	14	18	11	6	7	7	0	0	2					
Citrus	36	36	28	44	39	39	14	18	11	6	7	7	0	0	2					
Hernando	42	43	35	40	35	40	14	19	16	4	3	1	<1	1	1					
Hillsborough	42	36	36	33	42	41	17	19	12	6	0	5	2	3	0					
Pasco	35	39	39	43	44	32	18	13	17	2	5	3	2	0	1					
Pinellas	48	45	47	38	45	38	10	10	5	4	0	0	0	0	1					
Polk	44	39	39	39	44	39	17	9	15	0	9	3	0	0	0					

* This statement was added beginning with the 2023 Annual Survey.