

Southwest Florida *Water Management District*

2014 Northern Issues Final Report



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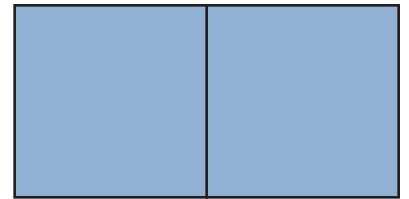
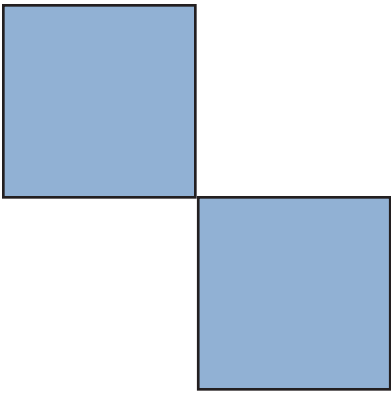
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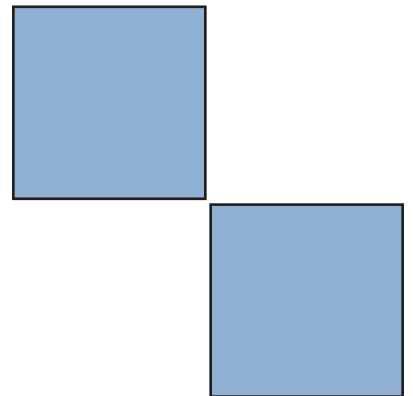
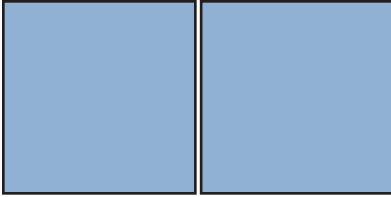
August 2014

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INTRODUCTION

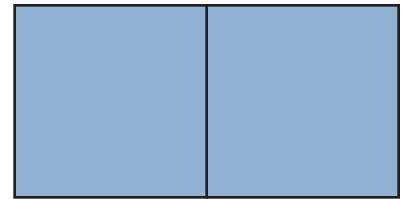
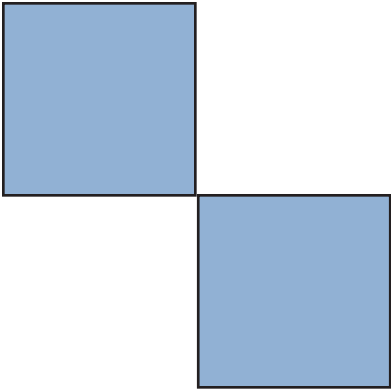


Introduction

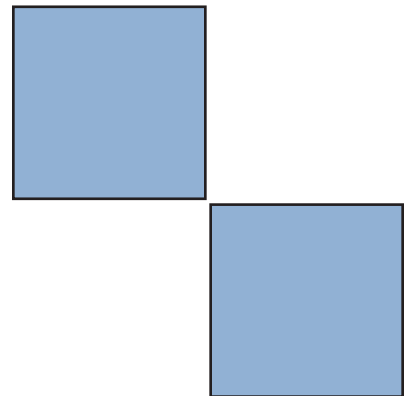
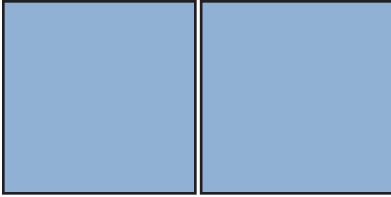
This study is the Northern Issues Post-Survey, which encompasses residents of Citrus, Hernando, and Marion counties who live within the boundaries of the Southwest Florida Water Management District (District). The study is designed to measure changes in perceptions and attitudes based on an informational campaign designed by the District. The study also measures unaided and aided awareness of the informational campaign and elements of the campaign.

Methodology

Telephone interviews with 1,152 residents of the study area were conducted in June 2014. Sample sizes per county were 384, giving a sampling error of $\pm 5\%$ points given a 95% confidence level. The sampling error for the entire study is $\pm 2.9\%$ points given a 95% confidence level.



EXECUTIVE SUMMARY



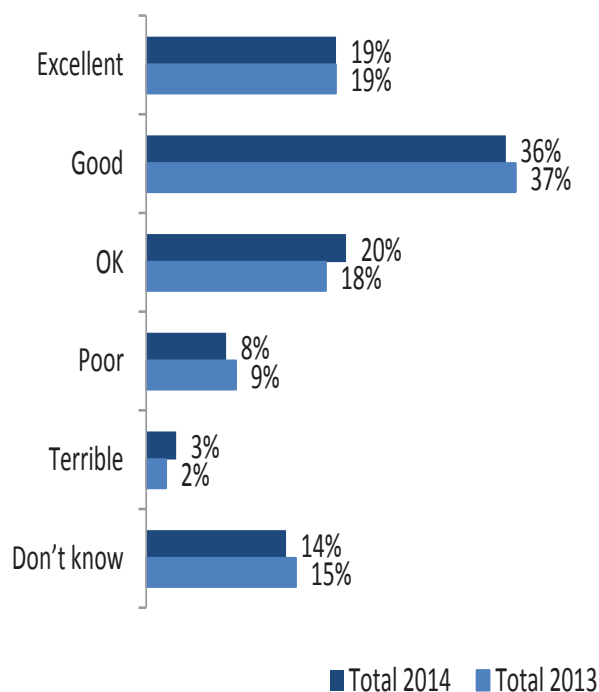
Advertising Campaign

Unaided recall of advertising campaigns was modest as one in three residents (35%) had seen or heard advertisements about the springs or springs restoration. However, only 7% of residents mentioned an element of the Restoring our Springs campaign, with the name of the campaign eliciting the highest level of unaided awareness (6%). Aided recall of elements of the campaign was much higher (63%), and four in ten residents recalled “Restoring our Springs!” and a logo with a mother and baby manatee.

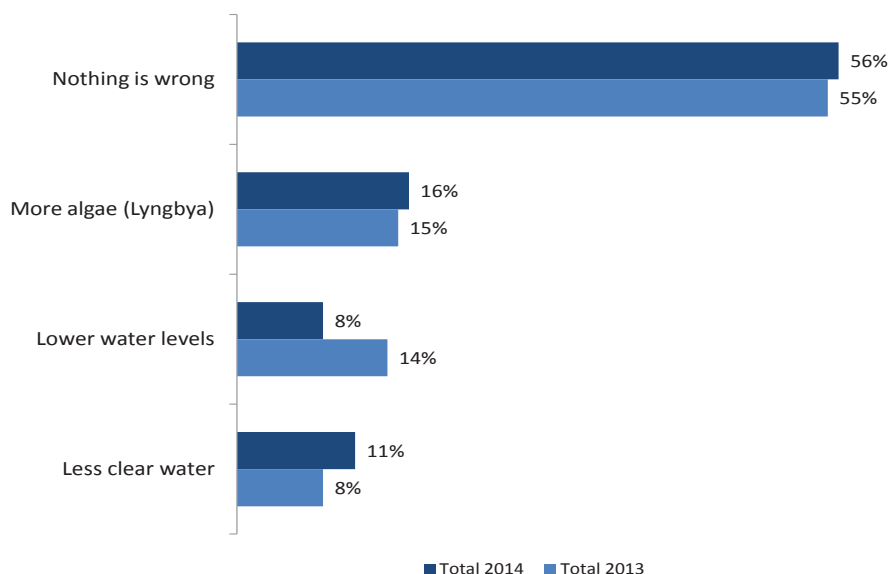
Only 11% of residents associated the Restoring our Springs campaign with the District, yet 29% of residents claimed they became aware that the District was involved in restoring and protecting springs based on the campaign. A plurality of residents (27%) saw the campaign in newspapers. Based on the campaign, 3% of residents visited WaterMatters.org, and 15% of residents claimed they plan to alter their behavior, e.g., 5% will use fertilizer more sparingly, and 4% will dispose of trash properly while at springs.

Health of the Springs

Not quite half of residents (46%) have visited springs in their area within the past year – this is nearly identical to the finding prior to the informational campaign. Just over half of residents (55%) rate the health of the springs as excellent or good – this is down 1% point since the beginning of the informational campaign.



A majority of residents (56%) claim there is nothing wrong with the springs in their area – this is up 1% point since the beginning of the informational campaign. People who believe there is damage to the springs cite algae (16%, up 1% point from before the informational campaign) and less clear water (11%, up 3% points from before the informational campaign).

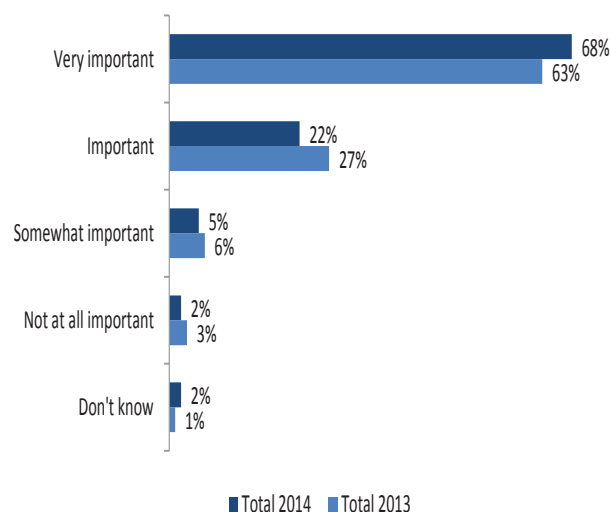


Residents who believe there are problems with the springs in their area are more likely to name:

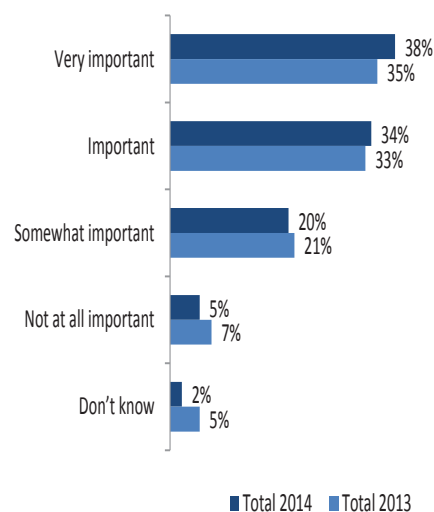
- Rainbow Springs (26%, up 5% points from before the informational campaign)
- Weeki Wachee Springs (25%, up 9% points from before the informational campaign)
- Crystal River/Kings Bay (22%, up 4% points from before the informational campaign)
- Silver Springs (20%, down 4% points from before the informational campaign)

Nine out of ten residents (90%) assign a high level of importance to the health of the springs, yet far fewer (72%) say it is important that their tax dollars be used to improve the health of the springs. Nonetheless, more residents after the informational campaign (68% to 63% before the campaign) say the health of the springs is “very important”, and more residents after the campaign (38% to 35% before the campaign) say it is very important that their tax dollars be used to improve the health of the campaign.

How important to you is the health of the springs in your area?



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



Changes in Attitudes

After the informational campaign, slightly more residents blame people's actions for degradation of the springs (59% to 57% prior to the campaign).

The informational campaign had a positive impact on people's attitudes about several dimensions related to the health of the springs. As the table below shows, after the campaign people are more likely to believe their actions, no matter how far from the springs, can affect the quality of the springs. They are also more likely to believe their fertilizing behavior and organizations' fertilizing behavior affect the health of the springs. After the informational campaign, people are more likely to believe there will be improvement in the springs' health if there is less water removed from the ground, and they are more likely to believe that corrections taken today will not result in noticeable improvements to the springs for many years.

Attitude about Health of Springs	Strongly agree + agree 2013	Strongly agree + agree 2014
Even in areas miles from the springs, actions people take affect the quality of the springs	85%	87%
How you fertilize and water your lawn and plants can affect the health of the springs	77%	80%
We would see significant improvement in the health of the springs in your area if we reduced the amount of water that was taken from the ground	72%	76%
We would see significant improvement in the health of the springs in your area if we cut back on fertilizing yards, farms, and golf courses	75%	81%
Even if the correct action to fix problems were taken today, the health of the springs may not improve for many years	71%	73%
No matter what any government agency does, the health of the springs, local rivers, and lakes will never return to the conditions of several decades ago	55%	57%

Attitudes Toward Contributors to Degradation of the Springs

The informational campaign definitely had an impact on people's perceptions of what contributes to the degradation of the springs in their area. As the table below shows, the percentage of people who believe over fertilization contributes a "great deal" to problems with the springs increased from 51% to 58%, the percentage of people who believe using too much water contributes a "great deal" to problems with the springs increased from 45% to 48%, and the percentage of people who believe rising sea levels contribute a "great deal" to problems with the springs increased from 14% to 23%.

Factors contributing to water quality problems in the springs	2013	2014
Over fertilization	51%	58%
Growth & development	53%	51%
Too much water being used	45%	48%
Rising sea levels	14%	23%
Rainfall	N/A	47%

Behavioral Intent

Nearly all residents in the study area (94%) claim they will use fertilizer sparingly if they were assured their efforts would help restore the springs. Nearly eight out of ten residents (78%) would also have their septic tanks inspected every two to three years if they knew this activity would help restore the springs. Over nine out of ten residents would never dump anything down a storm drain (93%) or dispose of grass clippings, litter, motor oil, and pet waste properly (95%) if they knew these efforts would help restore the springs. However, only 56% of residents are willing to have a waterfront vegetated buffer placed in front of their seawall to improve water quality.

Residents would do the following to help restore the springs:	
Use fertilizer sparingly	94%
Have septic tanks inspected every 2-3 years	78%
Never dump anything down a storm drain	93%
Dispose of grass clippings, litter, motor oil, and pet waste properly	95%
Place a waterfront vegetated buffer in front of seawall	56%

Health of Groundwater, Rivers, Lakes & Bays

Six in ten residents (61%) think there is too much groundwater or water from the aquifer being pumped out of the ground for various uses – this is down 1% point from prior to the informational campaign. Fifteen percent of residents believe water in rivers and bays is getting saltier – this is up 2% points from before the informational campaign. Two out of five residents (40%) who believe water in rivers and bays is getting saltier think this process can be reversed if governments and scientists get involved.

Residents (54%) name development as the number one culprit for why rivers, streams, and lakes are low – this is up 5% points from before the informational campaign. Nearly as many residents (49%) cite the belief that some areas use more than their share of water as the key reason why rivers, streams, and lakes are low – this is up 4% points since before the informational campaign.

Southwest Florida Water Management District

Aided awareness of Southwest Florida Water Management District is up six percentage points to 71% after the informational campaign.

The informational campaign had mixed results in terms of impacting the public's view of the District. Nonetheless, there were more positive changes based on the informational campaign than negative ones.

For example, based on the informational campaign, people are much more likely:

- To feel that the District possesses the scientific knowledge necessary to improve the health of the springs
- To feel that the District is a leader in taking the right actions to improve health of the springs
- To feel that the District is committed to improving the health of the springs
- Give the District higher marks for protecting the springs
- Give the District higher marks for educating people about the condition of the springs and educating people on what they can do to protect the springs
- Give the District higher marks for ensuring that not too much water is being drawn out of the ground,
- Give the District higher marks for sharing information about the condition of water resources and listening to community input
- Give the District higher marks for listening to community input that may benefit springs in your area

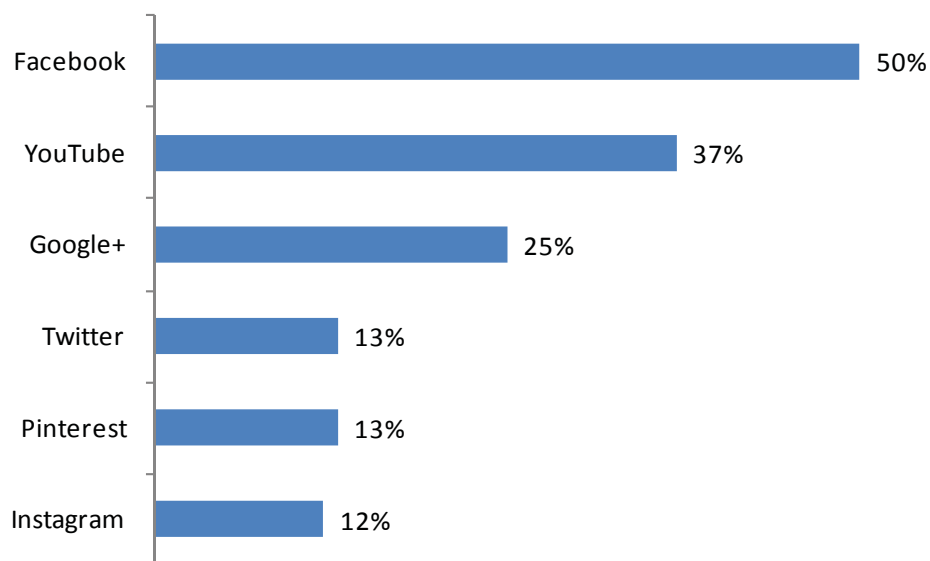
On the other hand, after the campaign, people are more likely after the campaign to say the District repeatedly studies the health of the springs but does nothing to improve the springs.

Southwest Florida Water Management District:	Strongly Agree + Agree 2013	Strongly Agree + Agree 2014
Has the scientific knowledge necessary to improve the health of the springs in your area	44%	48%
Is the leader in taking the right actions to improve health of the springs in your area	28%	40%
Is committed to improving the health of the springs in your area	32%	48%
Has repeatedly studied the health of the springs, but nothing has been done to improve the springs	31%	39%

Southwest Florida Water Management District's Performance in:	Excellent + Good 2013	Excellent + Good 2014
Protecting springs in your area	25%	32%
Educating people about the condition of the springs	20%	29%
Educating people about what they can do to help protect the springs	20%	31%
Ensuring that not too much water is drawn out of the ground for various uses	16%	24%
Sharing information about the condition of the water resources with the public	20%	30%
Listening to community input that may benefit springs in your area	17%	27%

Informational Sources

Two out of five residents (43%) in the District claim they use Facebook at least once or twice a week, while two out of ten use YouTube (22%) and Google+ (18%) that frequently. Fewer than one in ten residents (8%) use Pinterest, Twitter, and Instagram at least weekly. Percentages of residents who have ever used these social media are shown below:

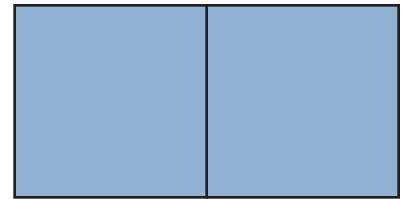
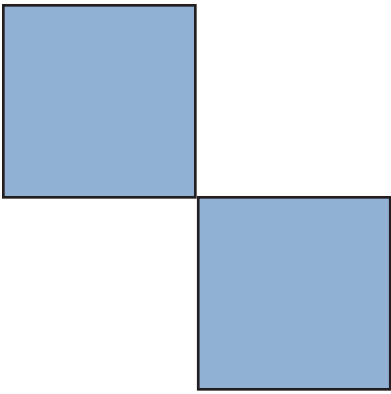


The informational campaign had a slight salutary impact on the District's credibility as 54% perceived the District as a trustworthy source of information about the springs prior to the informational campaign compared to 57% after the campaign.

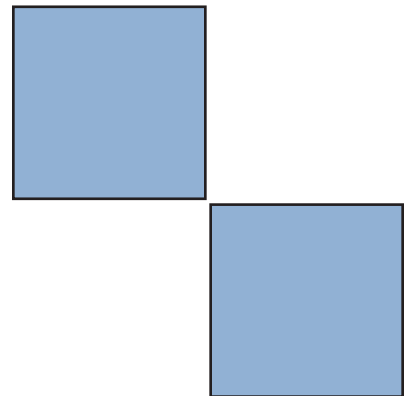
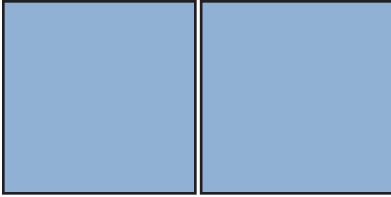
Characteristics of Residents

Typical residents participating in the study:

- Lived in the District for about 12.5 years
- Lives about 4 to 5 miles from a water body
- Is 56 years old
- Lives full-time in Florida
- Owns their house
- Has a lawn
- Does not have a seawall (only 4% do so)
- Does not belong to a homeowners association (yet 39% do)
- Is not currently employed (65%)
- Has a household income of about \$48,000
- Is Caucasian
- Equally likely to be male or female



ADVERTISING CAMPAIGN



Southwest Florida Water Management District Advertising Campaign

This section of the report presents residents' abilities to recall various advertisements displayed in Citrus, Hernando, and Marion counties as well as some of the effects the advertisements had on residents' perceptions. This section includes the following questions:

- In the past few months, have you seen or heard advertisements about springs or spring restoration?
- What do you remember about the advertisements?
- What phrases have you seen or heard in the advertisements?
- Which agency is responsible for the "Restoring Our Springs!" advertisements?
- Through the "Restoring Our Springs!" advertisements, were you made aware the Southwest Florida Water Management District is helping restore and protect springs in your region?
- Where did you hear or see this advertising?
- Did you visit WaterMatters.org/Springs after seeing or hearing the advertisements?
- After seeing or hearing the advertisements, do you plan on doing anything differently to help the springs?
- What do you plan to do?

One in three residents (35%) had seen or heard advertisements about springs or springs restoration. About four in ten Citrus County (42%) and Marion County (39%) residents had seen advertisements, while only a quarter of Hernando County residents (27%) had seen advertisements about springs or springs restoration.

Unaided recall of "Restoring our Springs!" was low (6%). Aided recall of the phrase "Restoring Our Springs!" was much higher (40%). Slightly more residents (42%) were aware of a logo with a mother and baby manatee. Aided awareness of this logo was especially high in Citrus County (52%). Other elements of the advertising campaign had much lower aided awareness levels:

- WaterMatters.org/Springs (14%)
- "Experts are committed to improving the health of major springs in our region" (22%)
- Circles with pictures of the springs (19%)
- "Springs are unique and complex" (19%)
- "The springs have been changing for nearly a century" (18%)

Six out of ten residents (63%), when presented with each element of the advertising campaign, were aware of at least one element of the campaign. However, only one in ten residents (11%) associated the advertising campaign with the District.

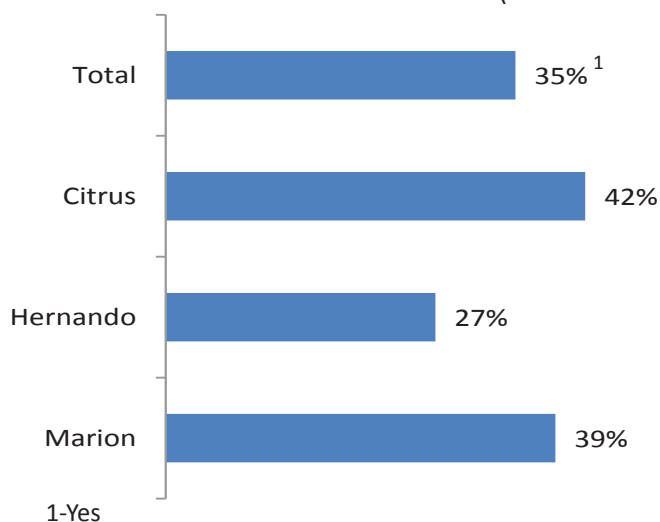
Based on the advertising campaign, three out of ten residents (29%) were made aware through the advertisements that the Southwest Florida Water Management District is helping to restore and protect springs in their area.

Residents were most likely to recall seeing the advertising in the newspaper (27%).

Only 3% of residents visited WaterMatters.org/Springs after seeing or hearing the advertisements, and 15% of residents plan on doing something differently to help the springs. The top 5 things residents plan to do to help the springs are to use fertilizer sparingly (5%), dispose of trash properly while at a spring (4%), dispose of grass clippings, motor oil, and pet waste properly (3%), volunteer or become involved in a community organization (2%), and never dump anything down a storm drain (2%).

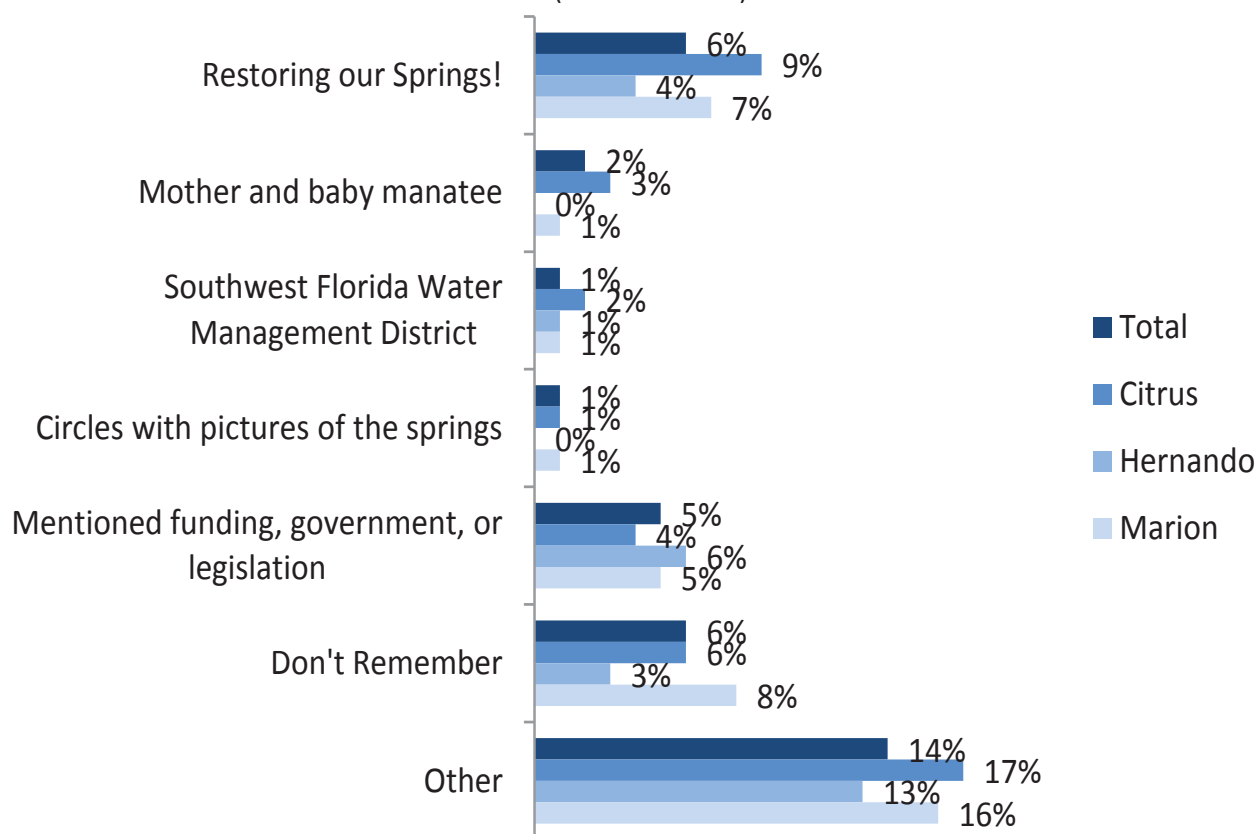
In the past few months, have you seen or heard any advertisements about springs or springs restoration?

(Unaided Recall)



What do you remember about the advertisements?*/**

(Unaided Recall)



*Multiple responses permitted.

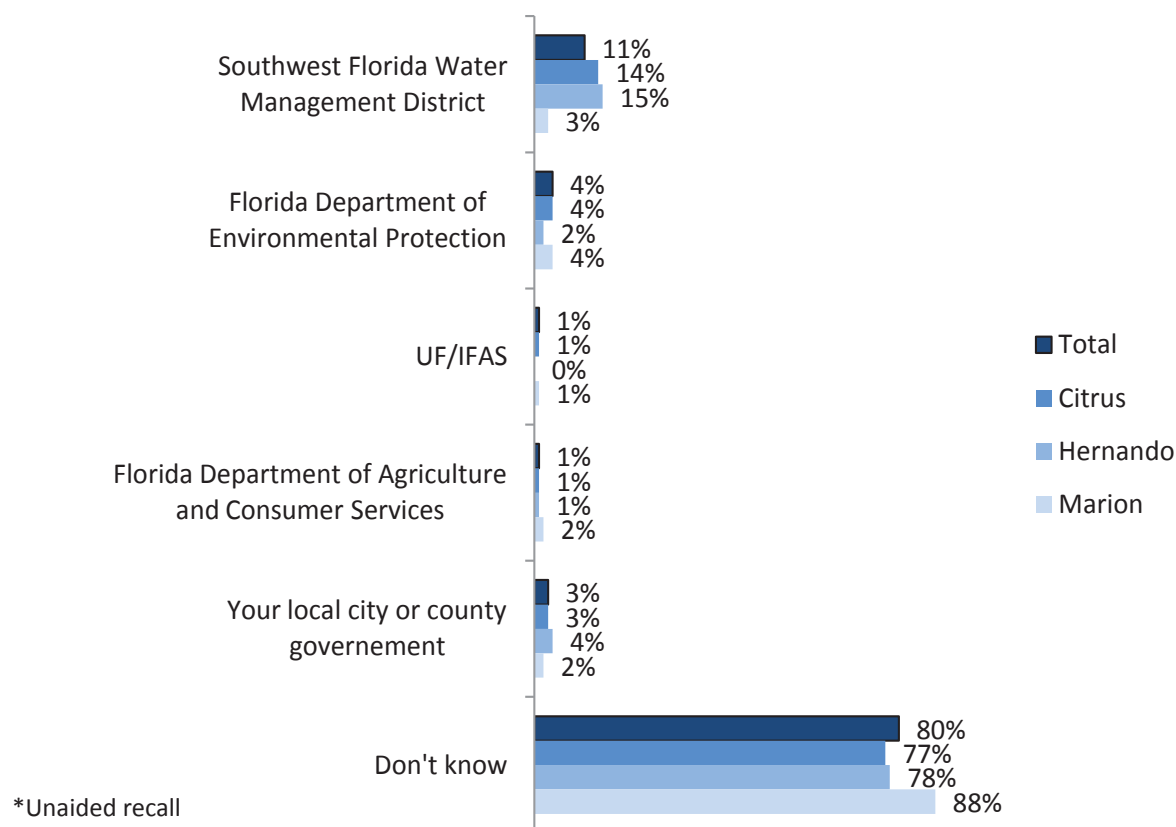
**Unaided recall

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

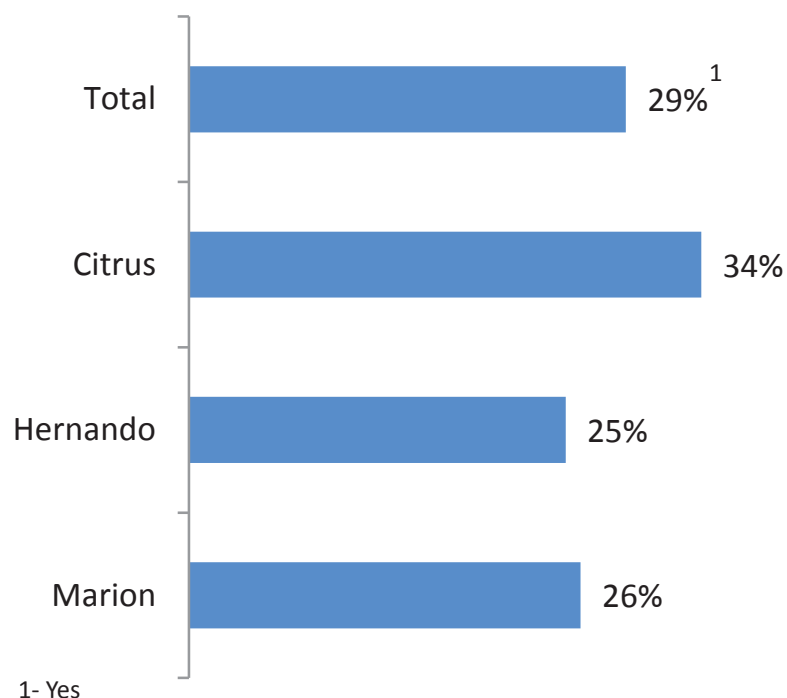
	Total	Citrus	Hernando	Marion
The phrase "Restoring our Springs!"	40%	40%	39%	42%
A logo with a mother and baby manatee	42%	52%	46%	28%
WaterMatters.org/Springs	14%	12%	19%	12%
Circles with pictures of the springs	19%	22%	19%	13%
The phrase "experts are committed to improving the health of major springs in our region"	22%	29%	19%	19%
The phrase "The springs have been changing for nearly a century"	18%	19%	17%	19%
The phrase "Springs are unique and complex"	19%	23%	17%	18%

Six out of ten residents (63%) were aware of at least one element of the Restore our Springs Campaign.

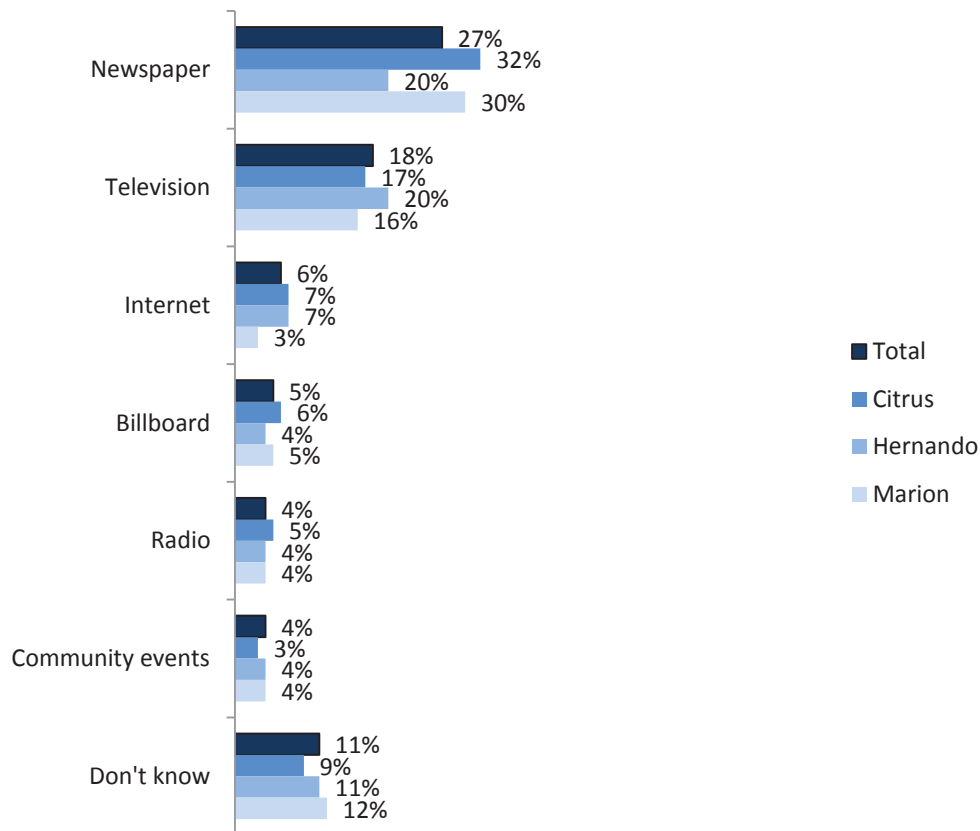
Which agency is responsible for the “Restoring Our Springs!” advertisements?*



Through the “Restoring Our Springs!” advertisements, were you made aware the Southwest Florida Water Management District is helping restore and protect springs in your area?

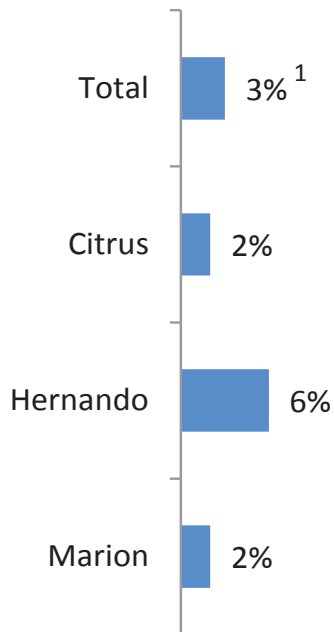


Where did you see or hear this advertising?*



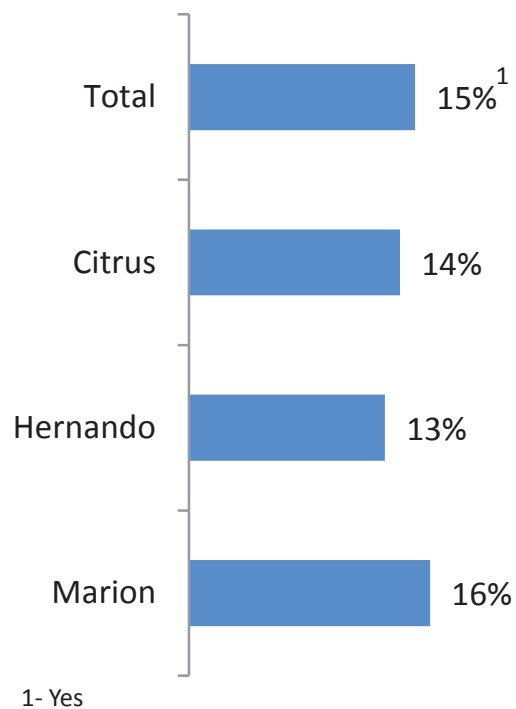
*Multiple responses permitted

Did you visit WaterMatters.org/Springs after seeing or hearing the advertisements?



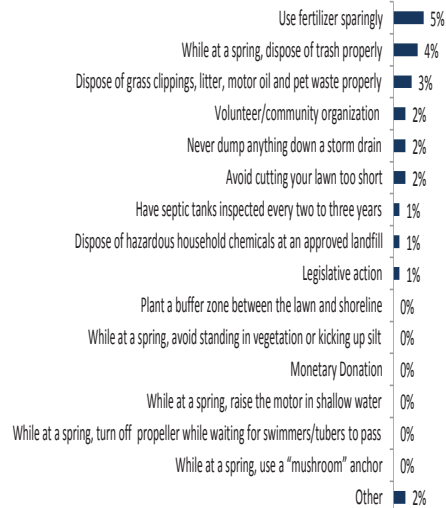
1- Yes

After seeing or hearing the advertisements, do you plan on doing anything differently to help the springs?

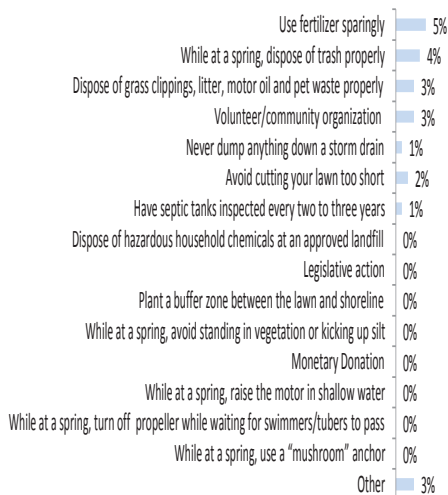


What do you plan to do?*

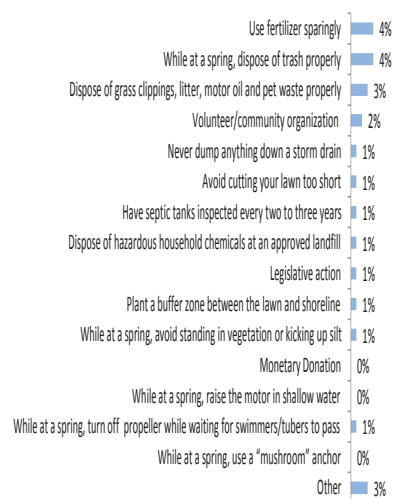
Total



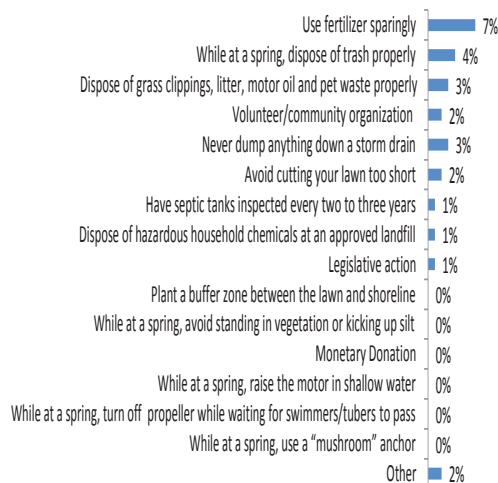
Citrus



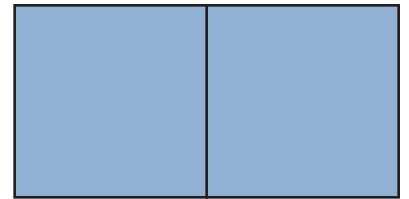
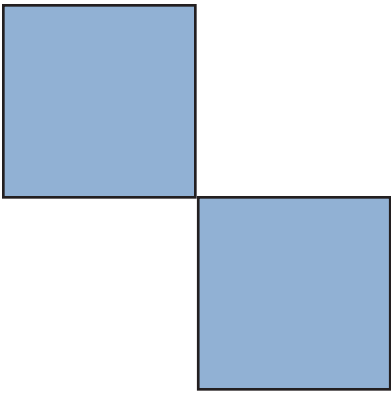
Hernando



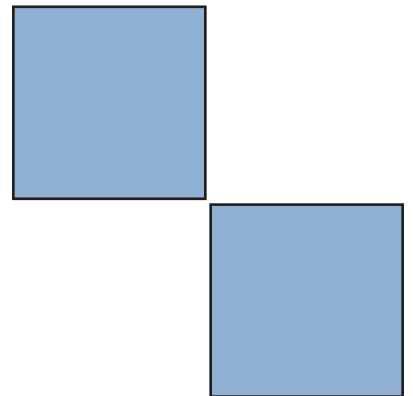
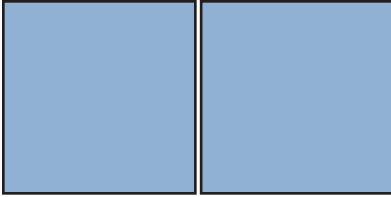
Marion



*Multiple responses permitted



HEALTH OF THE SPRINGS



Health of the Springs

This section of the report presents residents' perceptions and opinions on the health of springs in Citrus, Hernando, and Marion counties. This section includes the following questions:

- How many years has it been since you visited one of the springs in your area?
- How would you rate the health of the springs in your area?
- Based on what you know or have heard, is there anything wrong with the springs in your area?
- Which springs have something wrong with them?
- How important to you is the health of the springs in your area?
- How important to you is it that your tax dollars be used to improve the health of the springs in your area?
- Do you believe the health of the springs is affected more by things people do, or by natural things such as climate and amount of rainfall?
- Agreement with the following statements
 - o How you fertilize and water your lawn and plants can affect the health of the springs in your area.
 - o Even in areas miles from the springs, actions people take affect the quality of the springs.
 - o Even if the correct actions to fix problems were taken today, the health of the springs may not improve for many years.
 - o No matter what any government agency does, the health of springs, local rivers and lakes, and the aquifer will never return to conditions of several decades ago.
 - o We would see significant improvement in the health of the springs in your area if we cut back on fertilizing for yards, farms, and golf courses.
 - o We would see significant improvement in the health of the springs in your area if we reduced the amount of water that was taken from the ground.
- How much do each of the following contribute to health of the springs in your area?
 - o Over fertilization
 - o Growth and development
 - o Over watering
 - o Rising sea levels
 - o Rainfall
- Willingness to do the following, if known that it could help restore the springs
 - o Use fertilizer sparingly
 - o Have septic tanks inspected every two to three years
 - o Never dump anything down a storm drain
 - o Dispose of grass clippings, litter, motor oil, and pet waste properly
 - o Have a waterfront vegetated buffer placed in front of your seawall to improve water quality

A plurality of residents (46%) have visited one of the springs in their area within the last year. Eight percent more Hernando County residents visited one of the springs in the past year in 2014 (44%) than in 2013 (36%).

Nearly six in ten residents (55%) rate the springs in their area as excellent or good. This is nearly equal to the percentage of residents who rated the health of the springs as good or excellent in 2013 (56%). Citrus County residents (59%) rather than Marion County residents (55%) are now most likely to rate the springs in their area as excellent or good, while Hernando County residents (51%) are still least likely.

In 2014, more than half of residents (56%) still believe that nothing is wrong with the local springs. This belief was highest in Hernando County in 2013; in 2014 this dropped from 62% to 57%, a 5% point decrease. Of residents who mentioned that something was wrong with the springs, about one in five residents mentioned that something was wrong with Rainbow Springs (26%, an increase of 5% points from 2013), Weeki Wachee Springs (25%, a 9% point increase from 2013), Crystal River/Kings Bay (22%, an increase of 4% points from 2013), and Silver Springs (20%, a 4%

point decrease from 2013).

64% of Hernando County residents who mentioned something was wrong with the springs said that Weeki Wachee Springs had something wrong with it, a 16% point increase from 2013.

Nine in ten residents (90%) believe the health of the springs is very important or important, no change from 2013. This belief is highest in Hernando County (93%). Nearly three in four residents (72%) believe it is very important or important to use tax dollars to improve the health of the springs in their area, a 4% point increase from 2013. Three in four residents of Hernando County (76%) and Citrus County (74%) believe tax dollars should be used to improve the health of the springs, while 67% of Marion County residents share this belief, a 4% point increase from 2013.

Nearly six in ten residents (59%) believe the health of the springs is affected more by people's actions, a 2% point increase from last year. Only 7% of residents believe that the health of the springs is affected more by nature, a 6% point decrease from 2013.

Of residents with a lawn, eight in ten (80%) agree that how one fertilizes and waters his/her lawn and plants can affect the health of the springs, a 3% point increase from 2013. This belief is highest in Hernando County (82%) and lowest in Citrus County (77%).

Nearly nine in ten residents (87%) agree that even in areas miles from the springs, actions people take affect the quality of the springs, a 2% point increase from 2013. This belief is highest in Hernando County (90%) and lowest in Marion County (83%).

Seven in ten residents (73%) agree that even if correct actions to fix problems are taken today, the health of the springs may not improve for many years, a 2% point increase from 2013. 71% of Marion County residents agree with this statement, a 7% point increase from 2013.

More than half of residents (57%) agree that no matter what a government agency does, the health of local water bodies will never return to the conditions of several decades ago, up 2% points from 2013. The percentage of residents who agree that no matter what a government agency does, the health of local water bodies will never return to the conditions of several decades ago is consistent across Hernando (57%, -6% points from 2013), Marion (56%, +5% points from 2013) and Citrus (58%, +6% points from 2013) Counties.

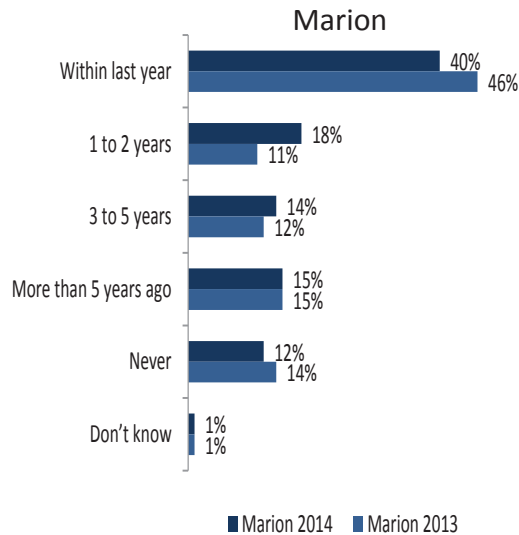
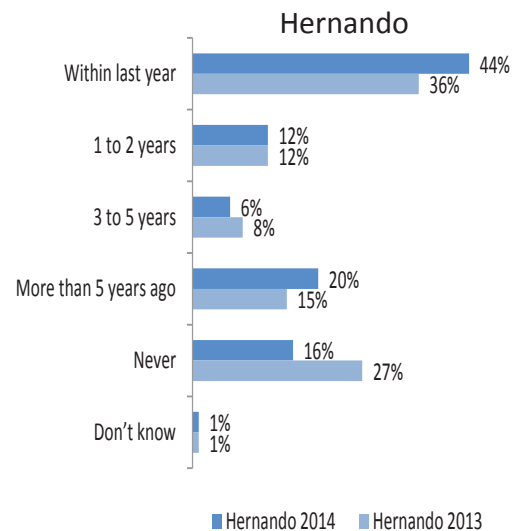
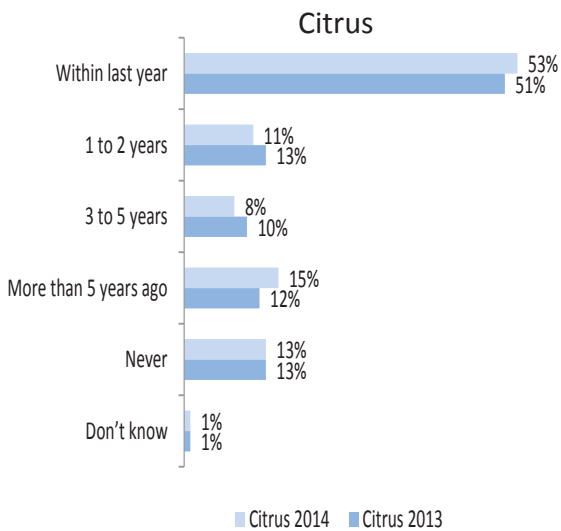
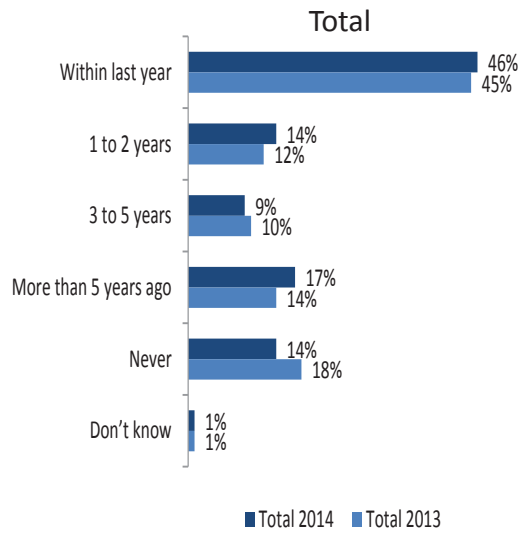
Eight in ten residents (81%) agree that significant improvement in the health of area springs would be seen if there were cutbacks in fertilizing yards, farms, and golf courses, a 6% point increase from 2013. Over eight in ten (82%) Marion County residents agree that significant improvement in the health of area springs would be seen if there were cutbacks in fertilizing yards, farms, and golf courses, an 11% point increase from 2013.

Three in four residents (76%) agree that significant improvement in the health of area springs would be seen if less water was taken from the ground, a 4% point increase from 2013. There is little variation in agreement across counties.

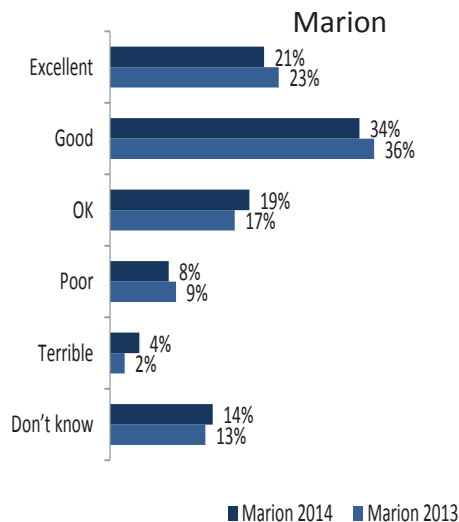
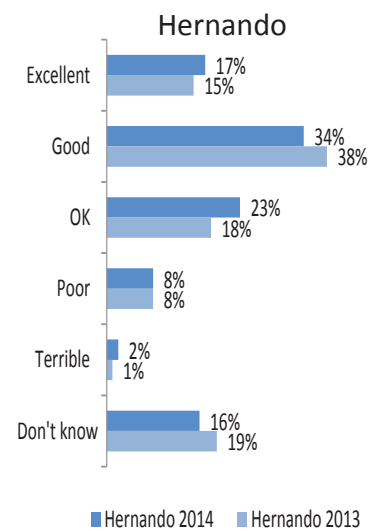
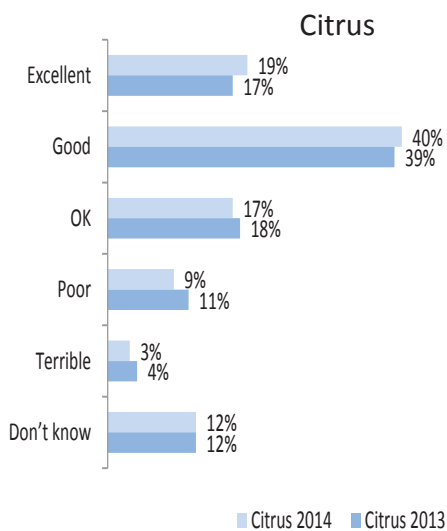
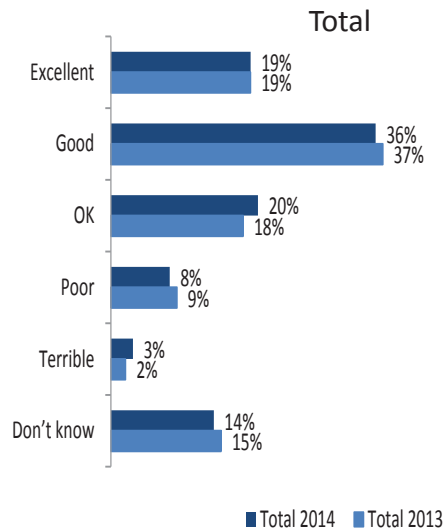
Nearly three in five residents believe that over fertilization (58%) contributes a great deal to water quality problems in the springs, a 7% point increase from 2013. Half of residents believe growth and development (53%, -2% points from 2013), too much water being used (48%, +3% points from 2013), and rainfall (47%) contribute a great deal to water quality problems in the springs. Only 23% of residents believe rising sea levels contribute a great deal, a 9% point increase from 2013.

When asked, over nine in ten residents said they would use fertilizer sparingly (94%), never dump anything down a storm drain (93%), and dispose of grass clippings, motor oil and pet waste properly (95%), if they knew it would help the springs. Nearly eight in ten residents (78%) would be willing to have septic tanks inspected every two to three years to help the springs. Over half of residents (56%) would be willing to have a waterfront vegetated buffer placed in front their seawall to improve water quality.

How many years has it been since you visited one of the springs in your area?

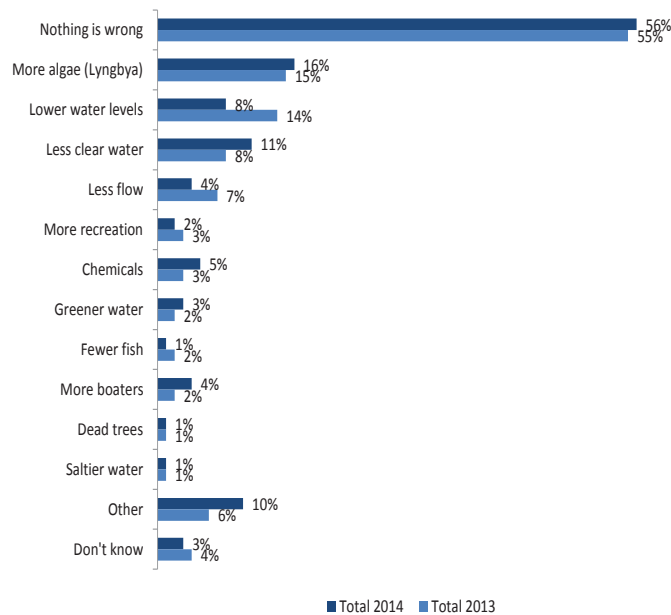


How would you rate the health of the springs in your area?

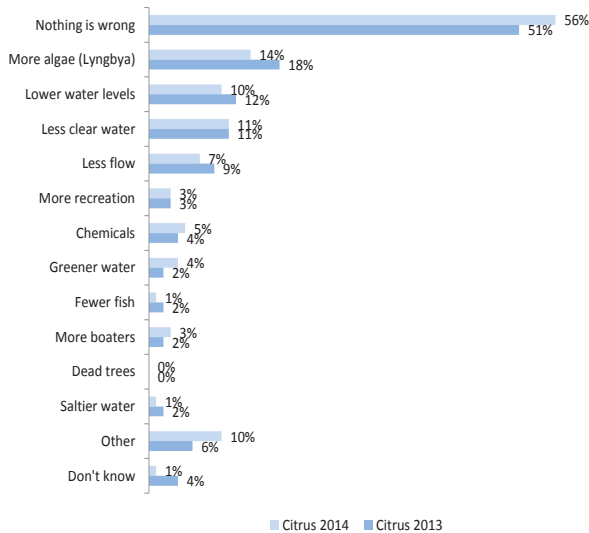


Based on what you know or have heard, what is wrong with the springs in your area?*

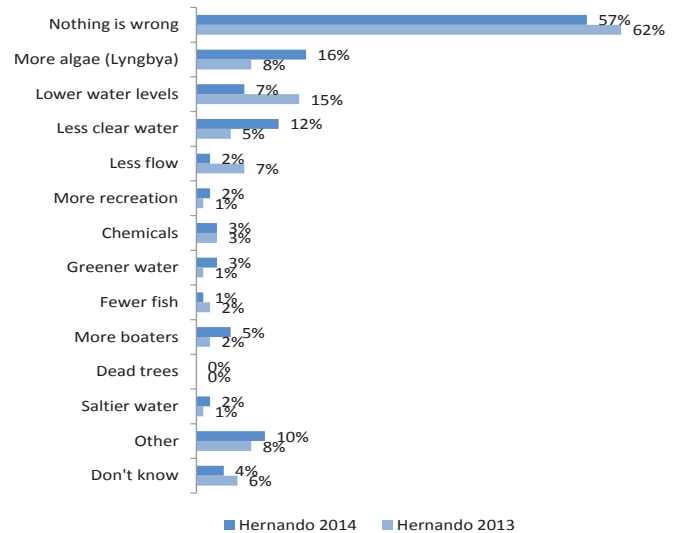
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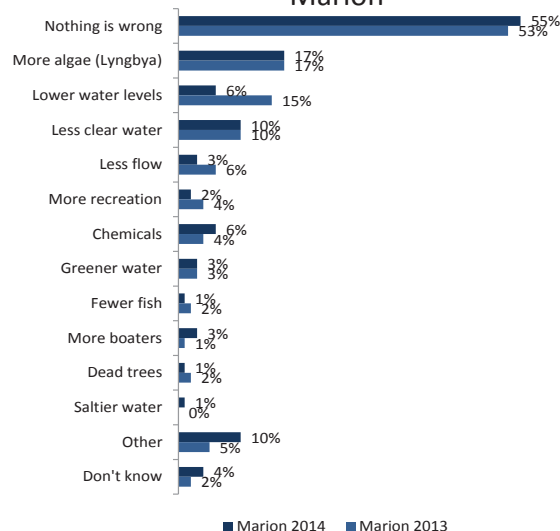
Citrus



Hernando

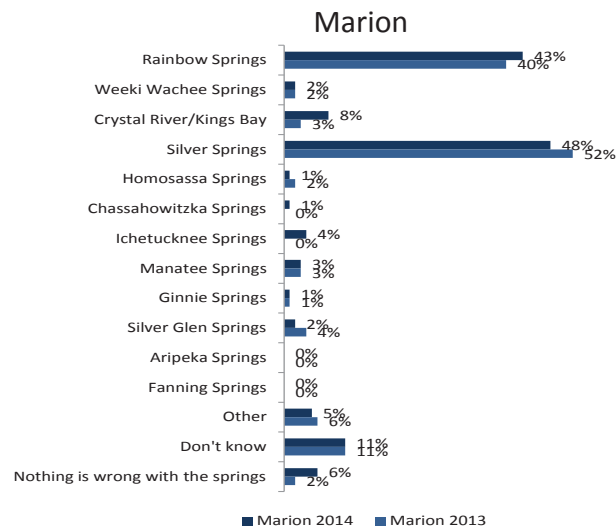
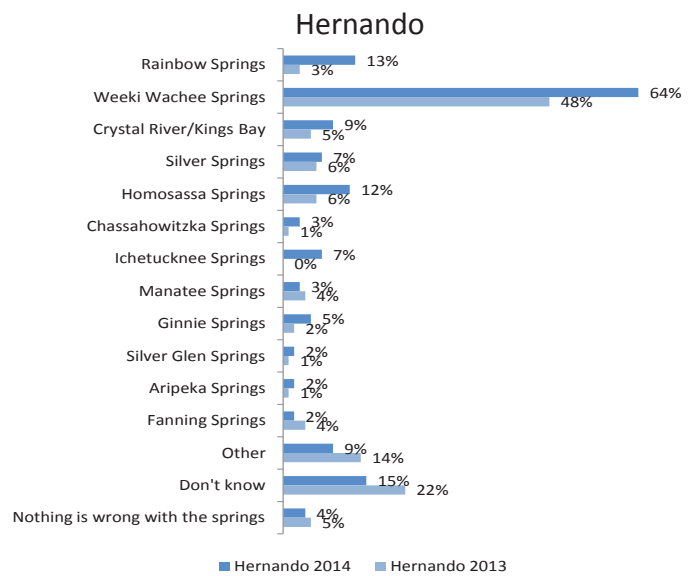
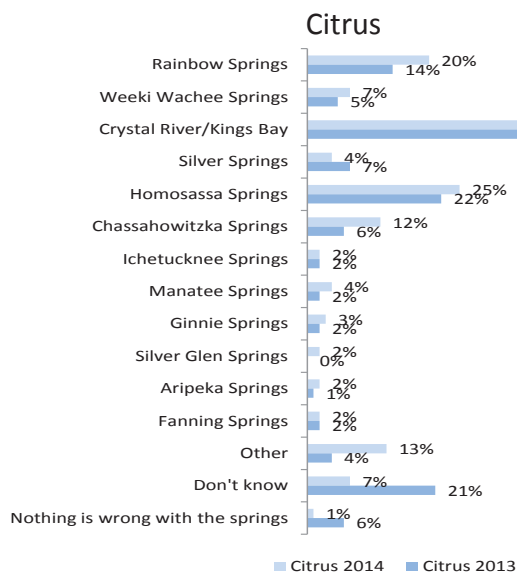
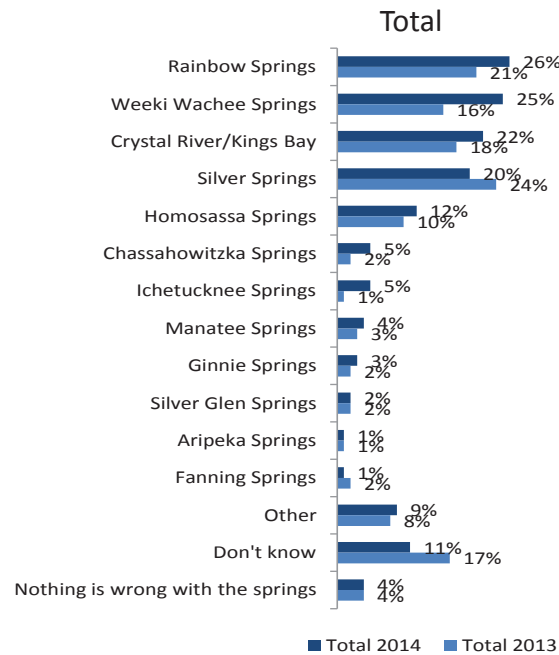


Marion



* Multiple responses permitted

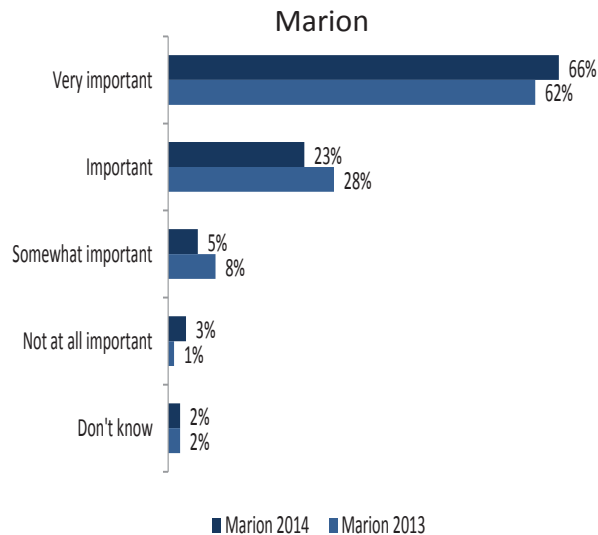
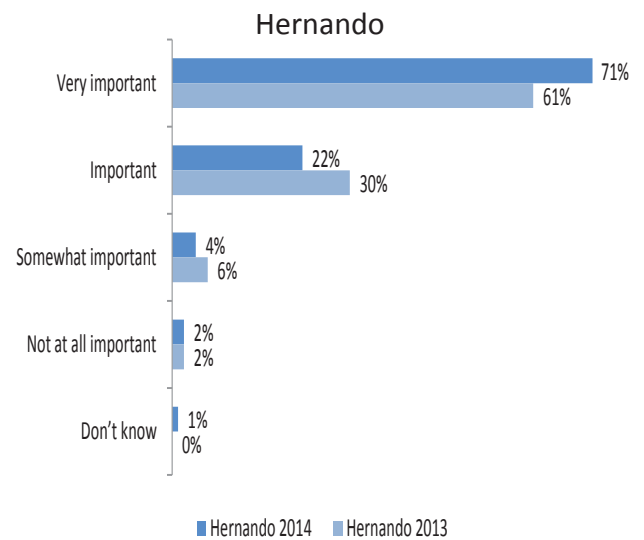
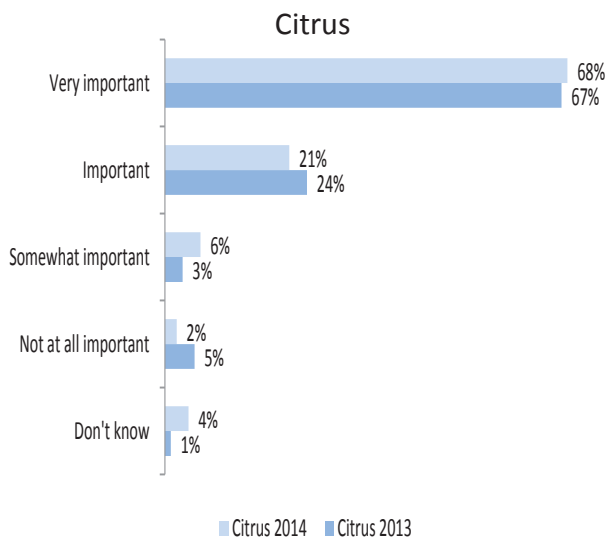
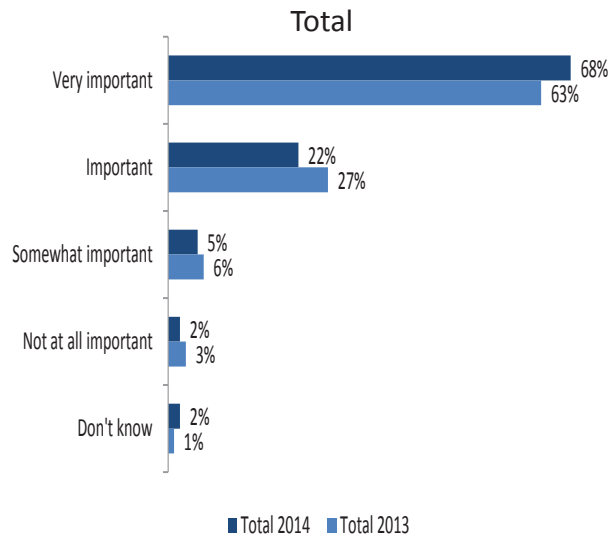
Which springs have something wrong with them?*/**



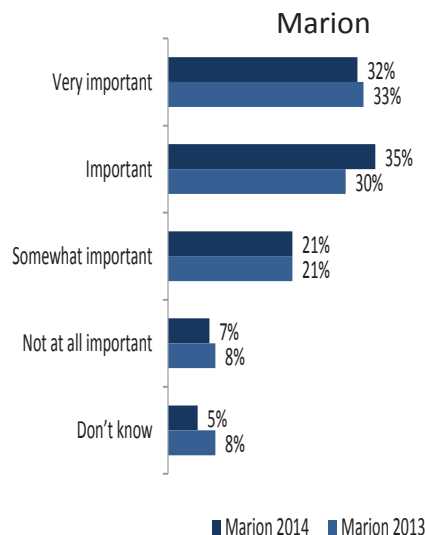
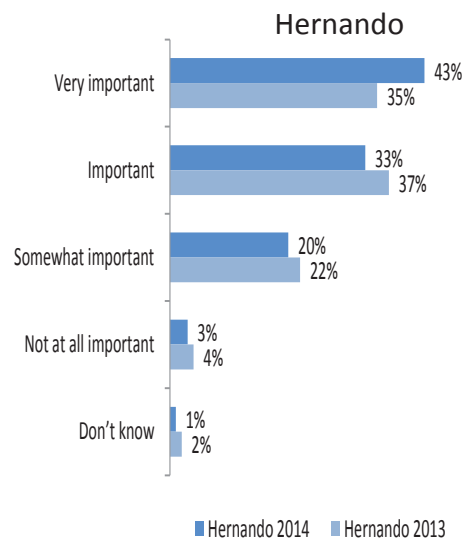
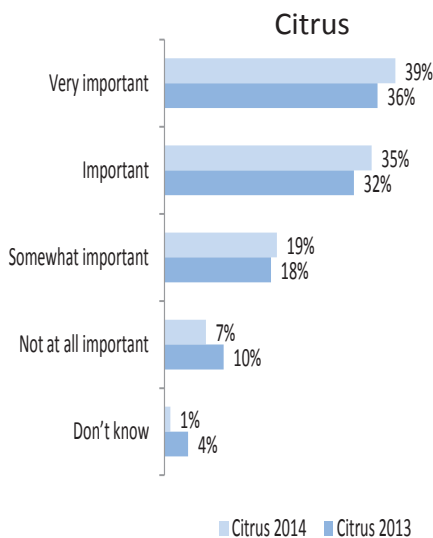
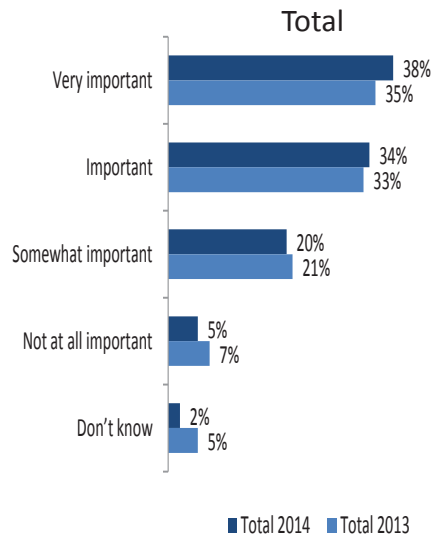
* Multiple responses permitted

** Only residents who indicated something was wrong with the springs were asked this question

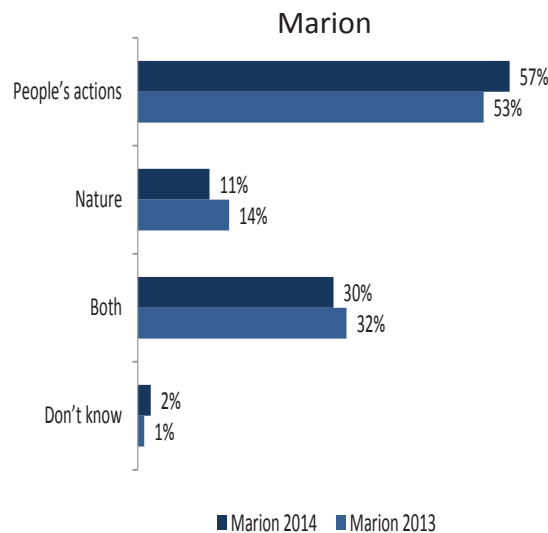
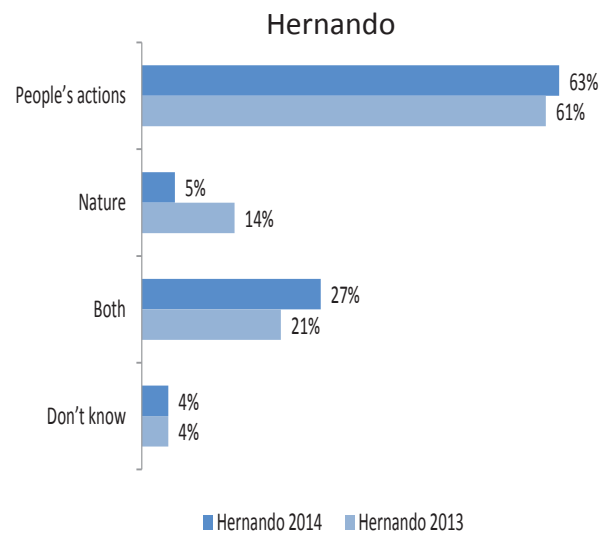
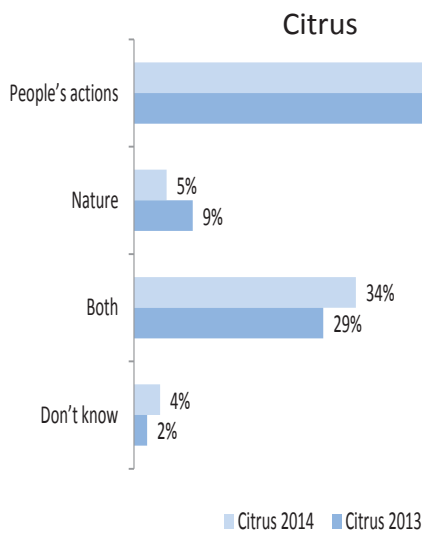
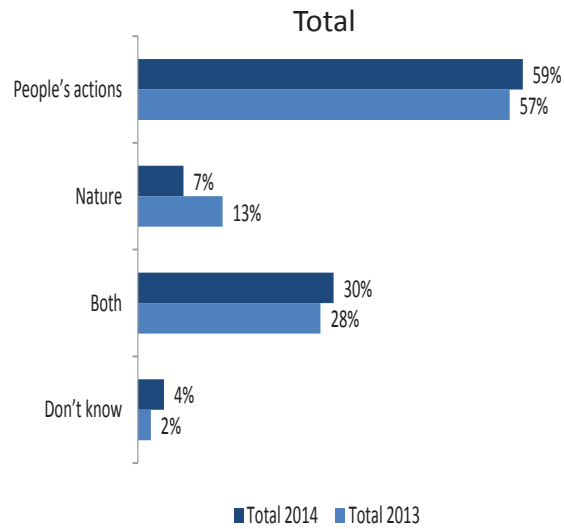
How important to you is the health of the springs in your area?



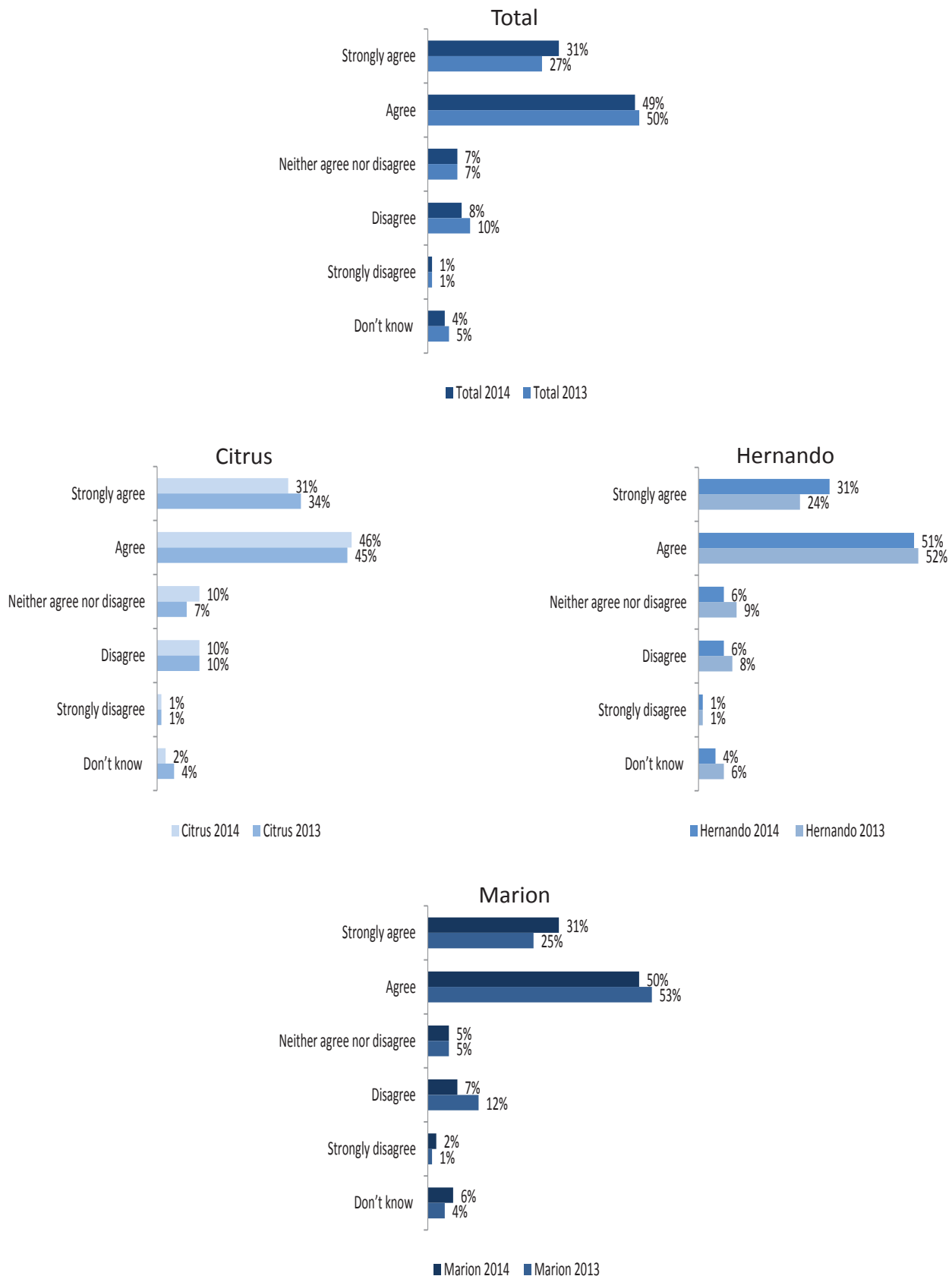
How important to you is it that your tax dollars be used to improve the health of the springs in your area?



Do you believe the health of the springs is affected more by things people do or by natural things, such as climate and amount of rainfall?

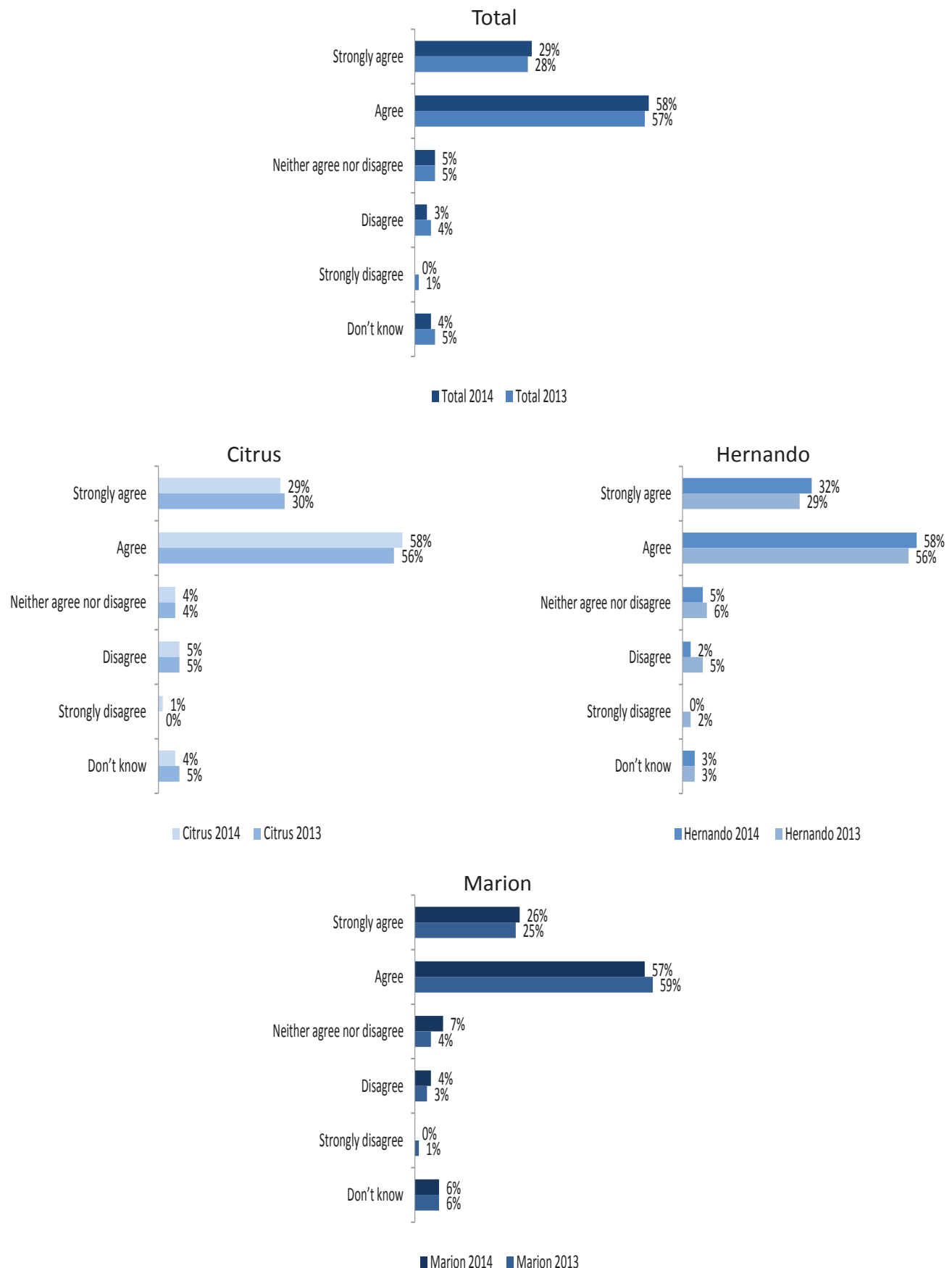


How you fertilize and water your lawn and plants can affect the health of the springs.*



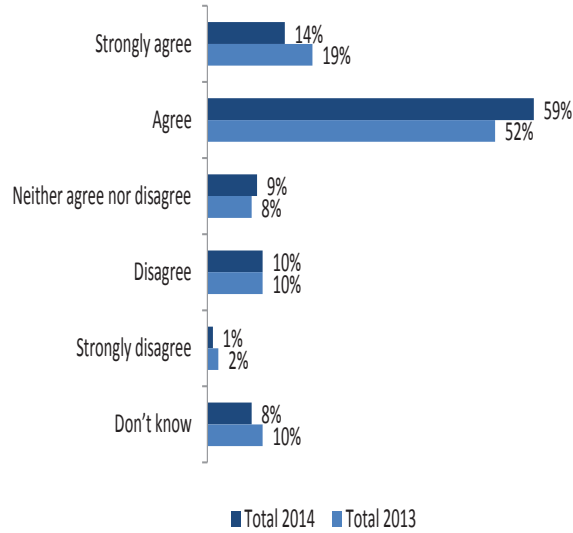
* Only asked of residents who had a lawn

Even in areas miles from the springs, actions people take affect the quality of the springs.

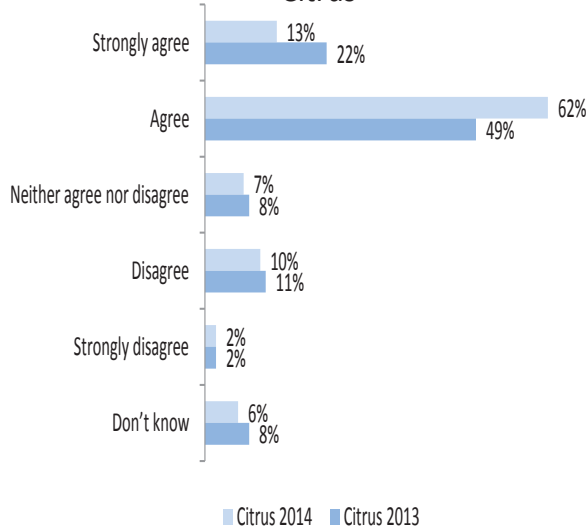


Even if the correct actions to fix problems were taken today, the health of the springs may not improve for many years.

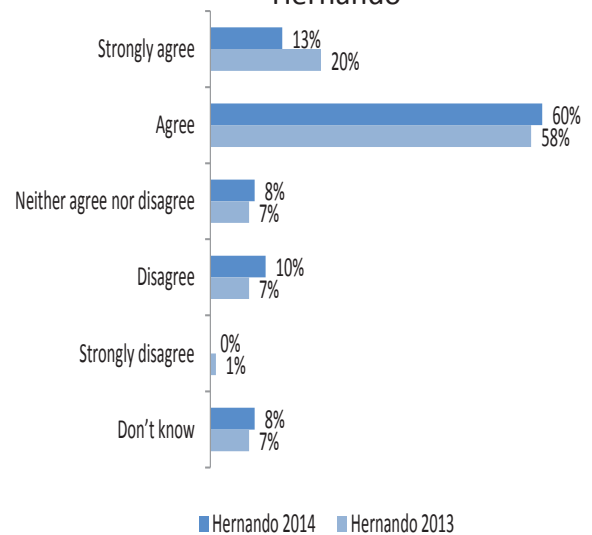
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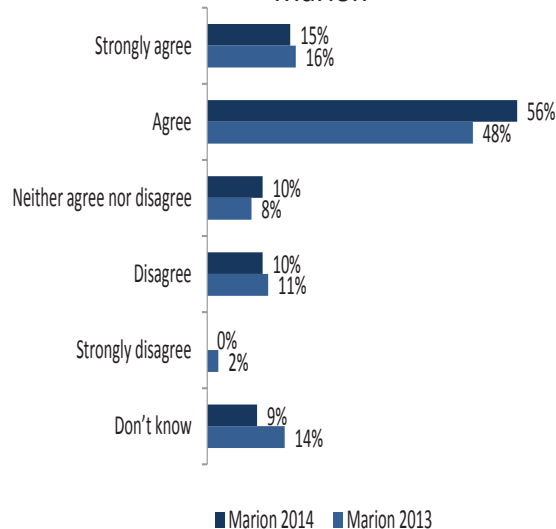
Citrus



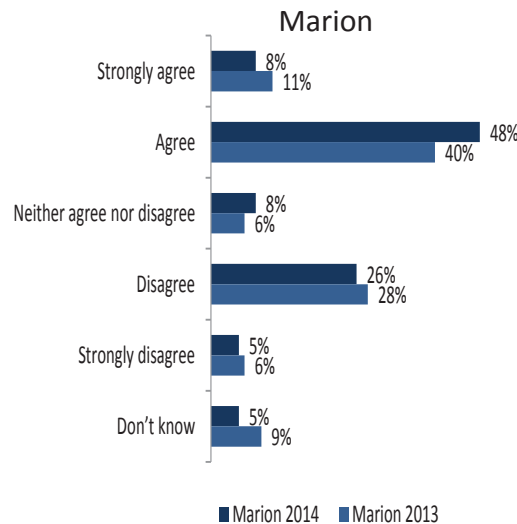
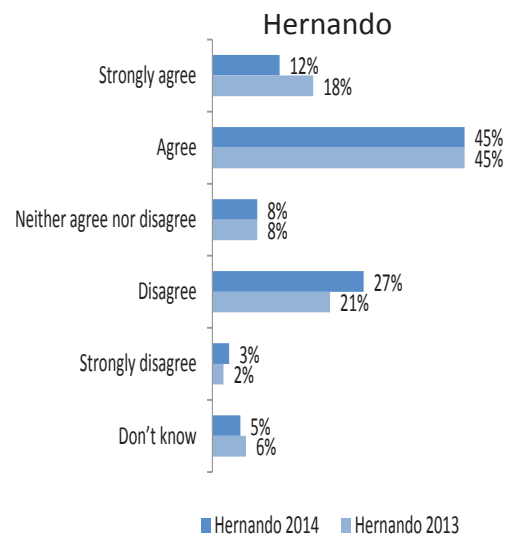
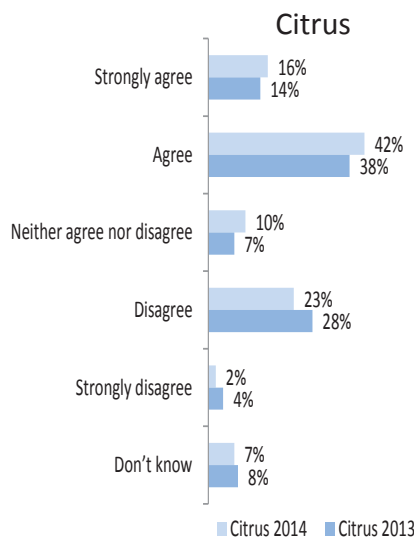
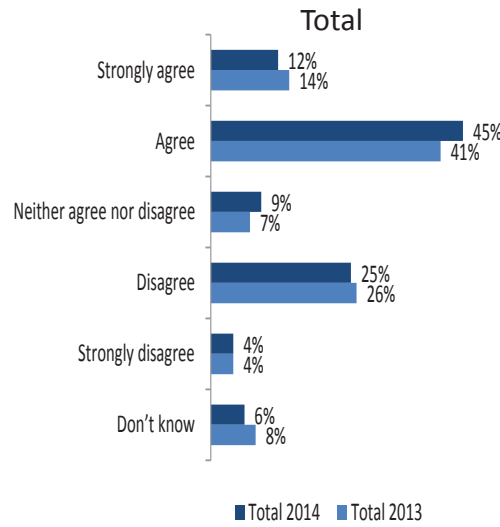
Hernando



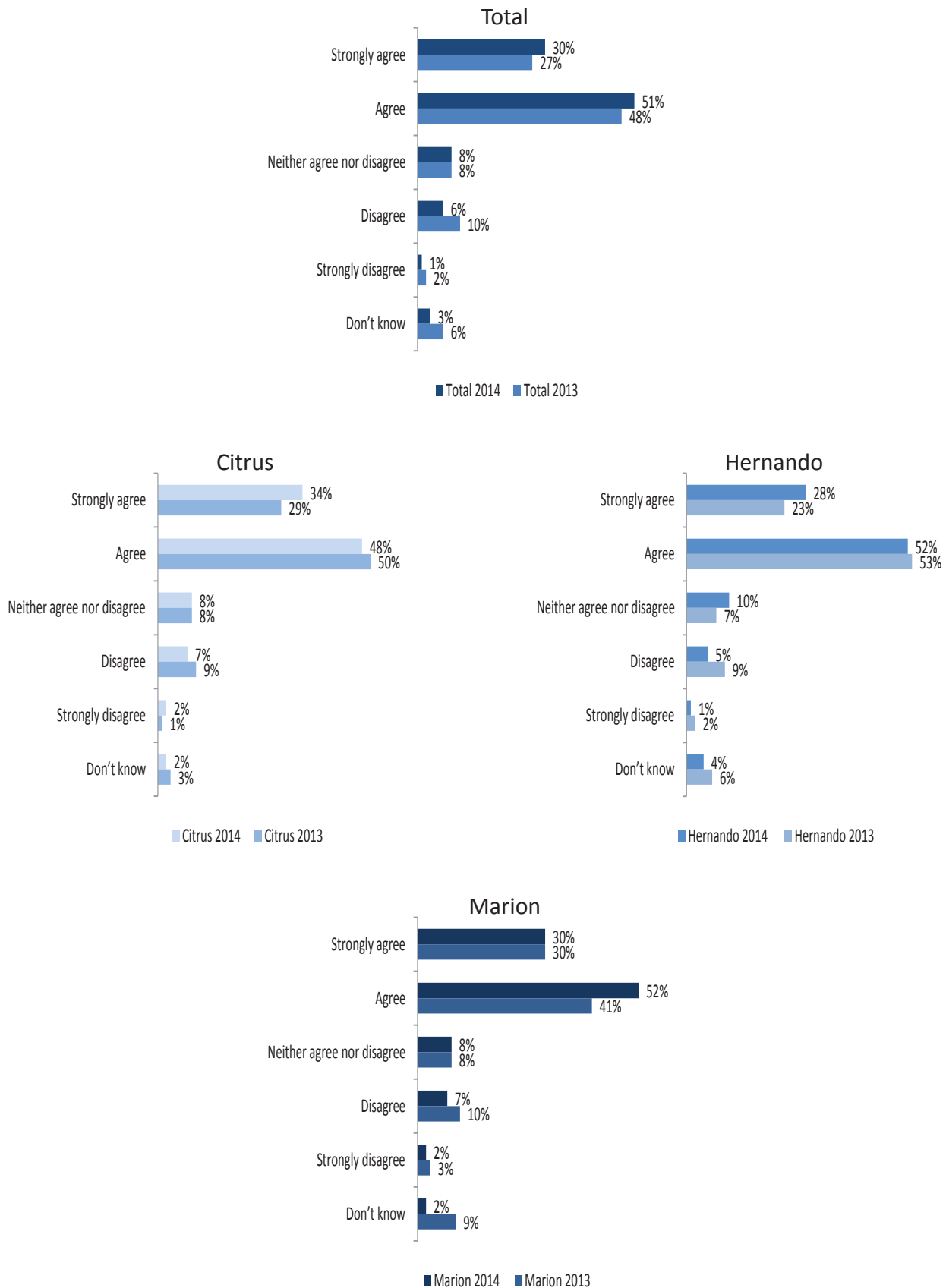
Marion



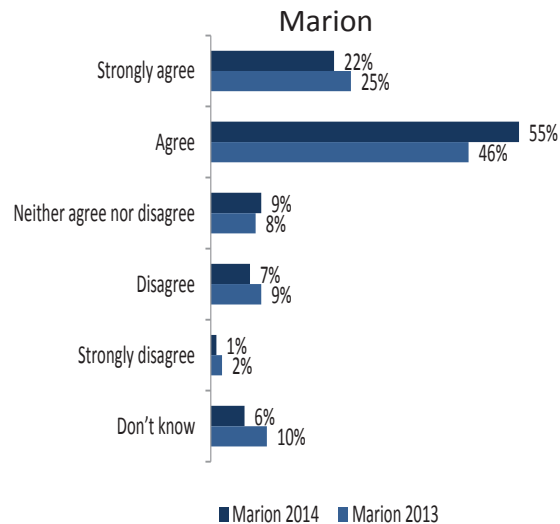
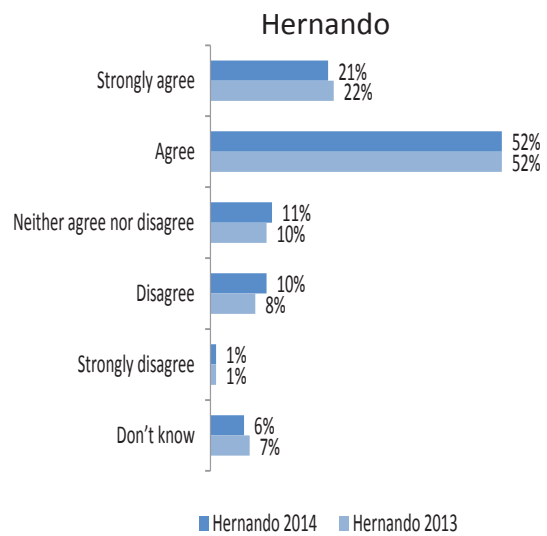
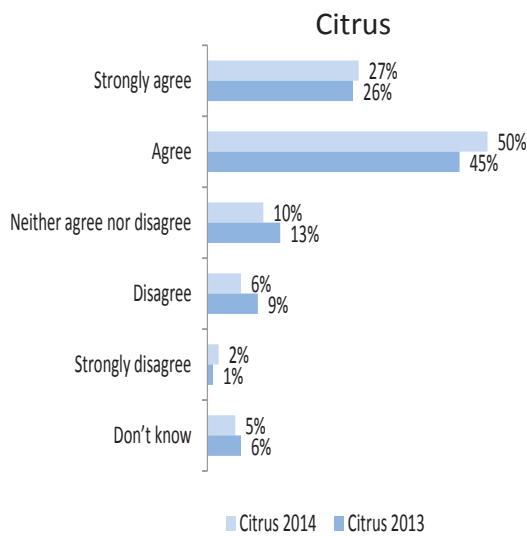
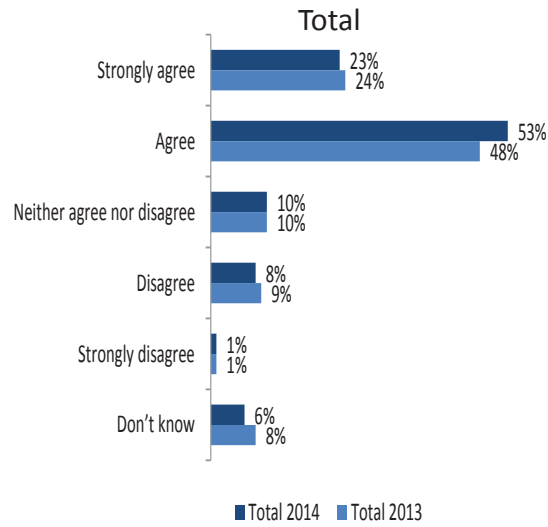
No matter what any government agency does, the health of springs, local rivers and lakes, and the aquifer will never return to the conditions of several decades ago.



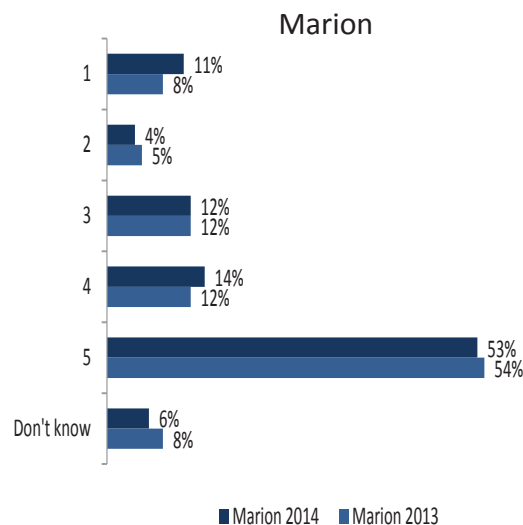
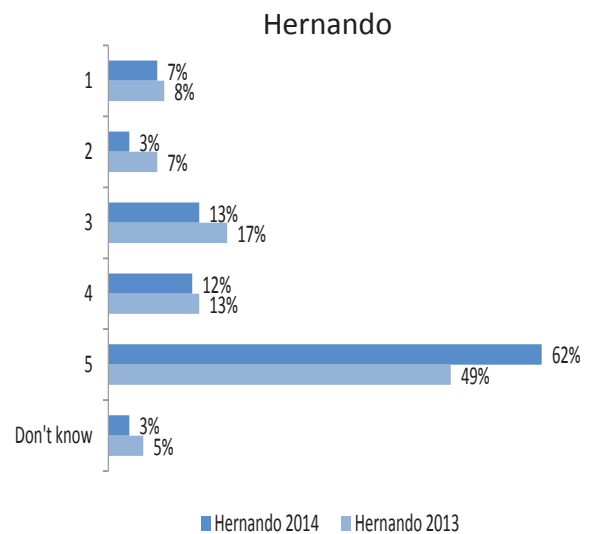
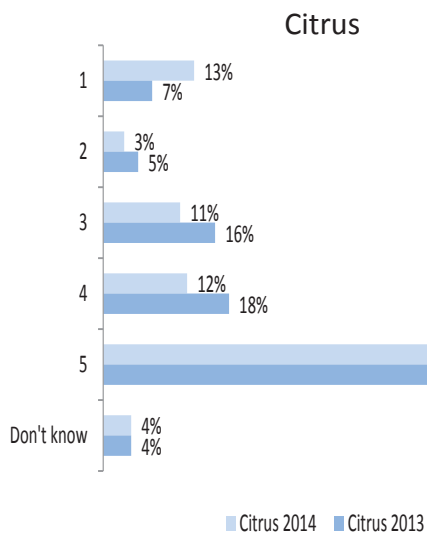
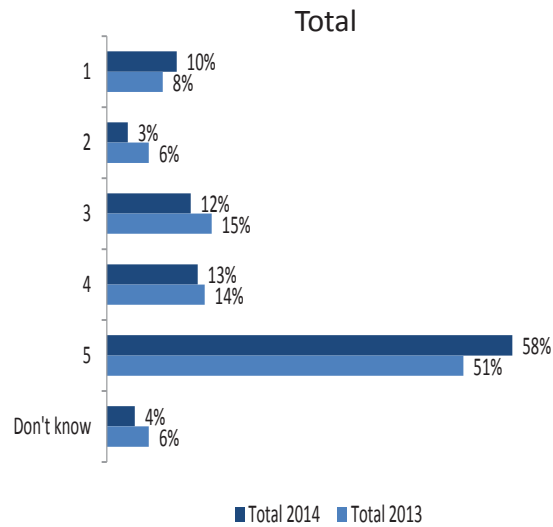
We would see significant improvement in the health of the springs in your area if we cut back on fertilizing yards, farms, and golf courses.



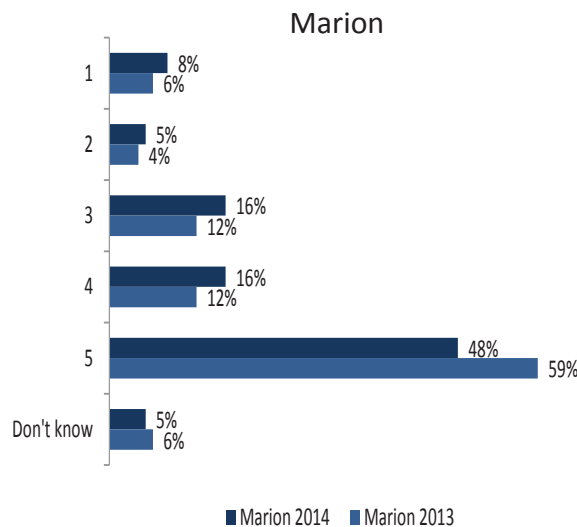
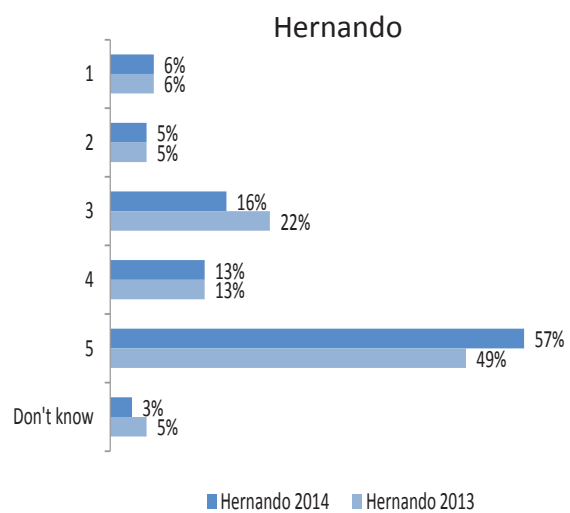
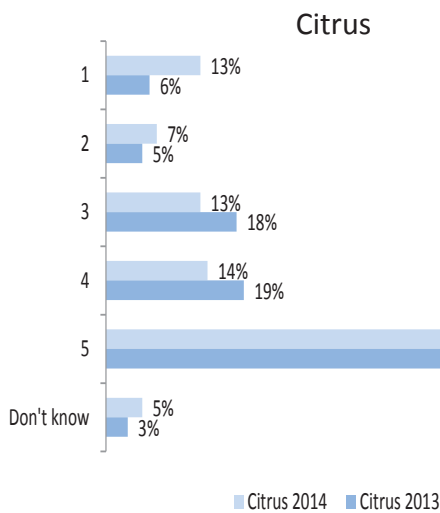
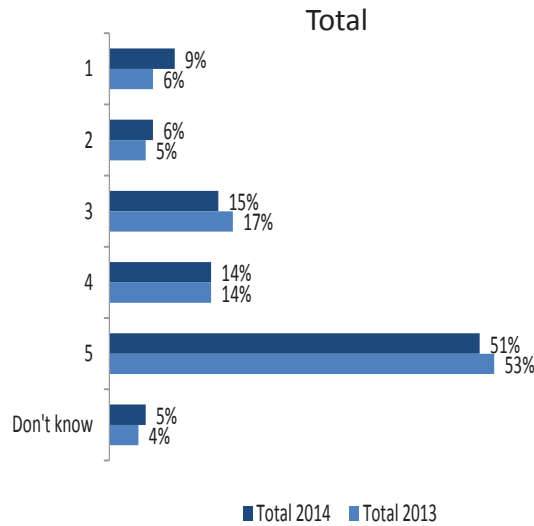
We would see significant improvement in the health of the springs in your area if we reduced the amount of water that was taken from the ground.



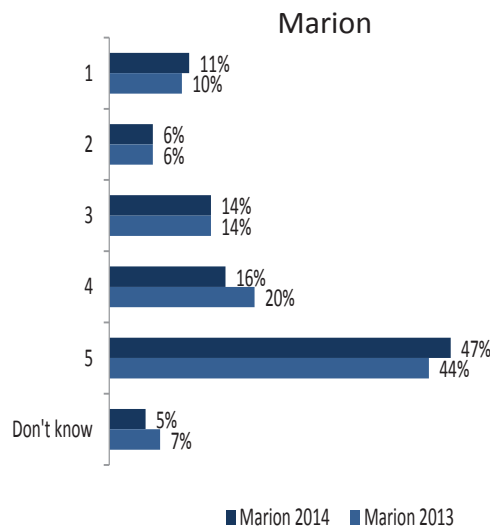
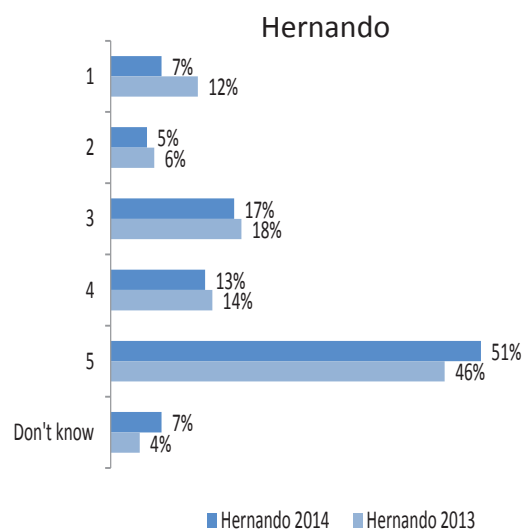
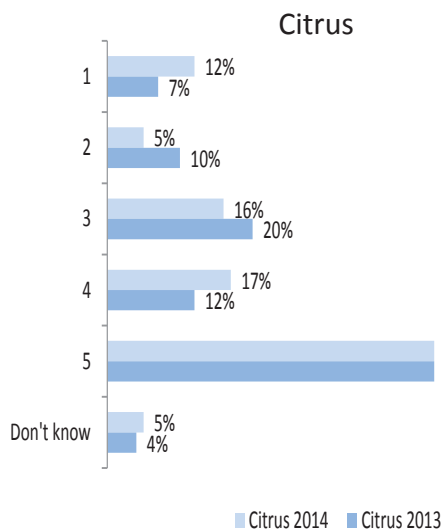
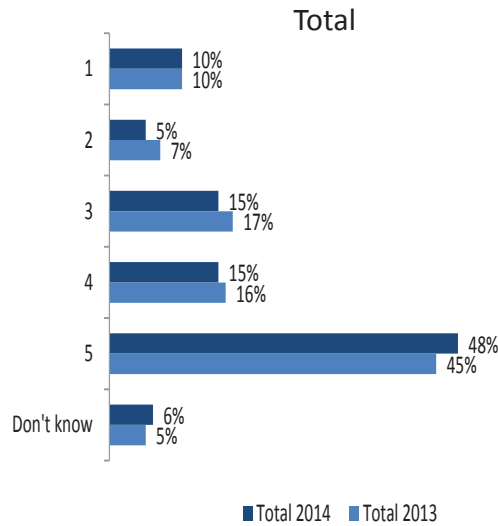
Using a scale of 1 to 5 where 1 means “not at all” and 5 means “a great deal,” how much does over fertilization contribute to water quality problems in the springs?



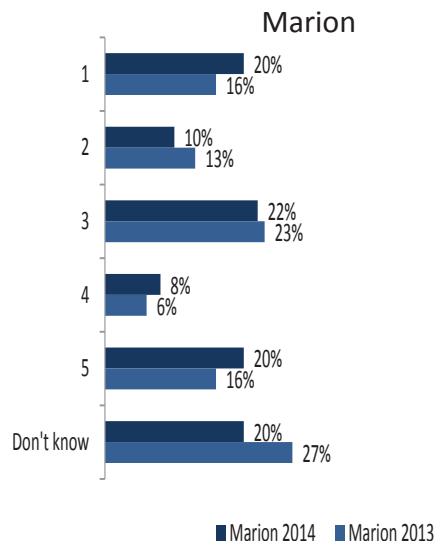
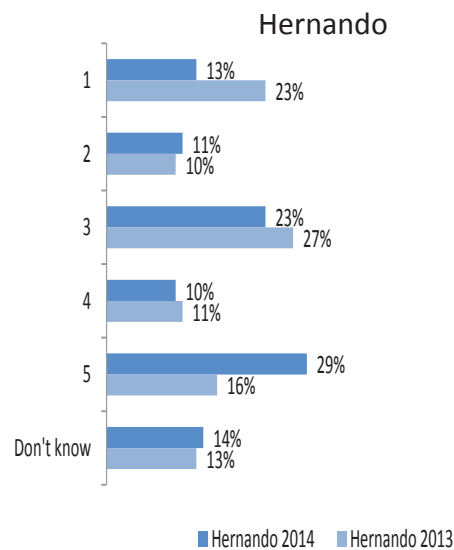
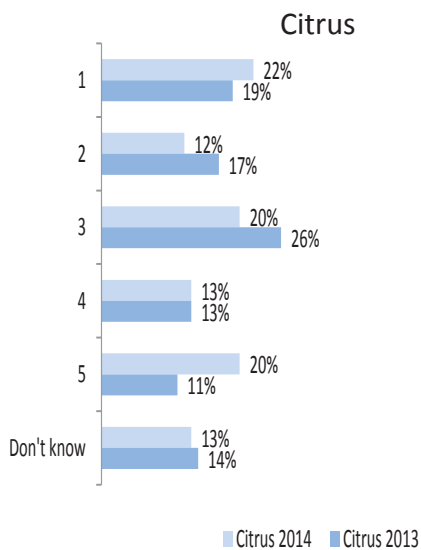
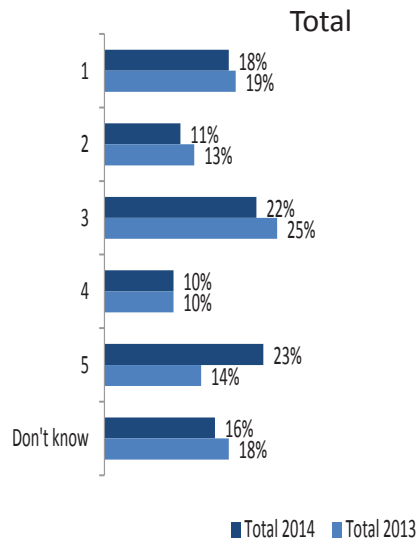
Using a scale of 1 to 5 where 1 means “not at all” and 5 means “a great deal,” how much does growth and development contribute to water quality problems in the springs?



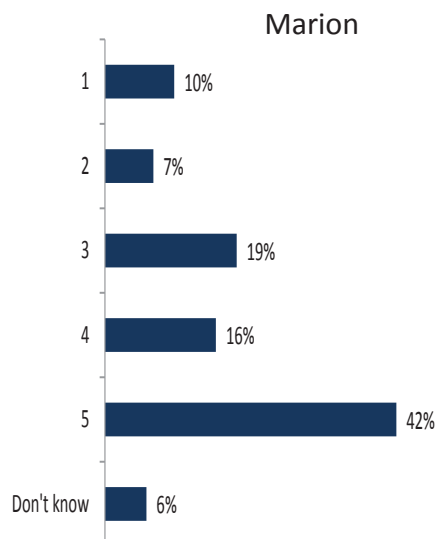
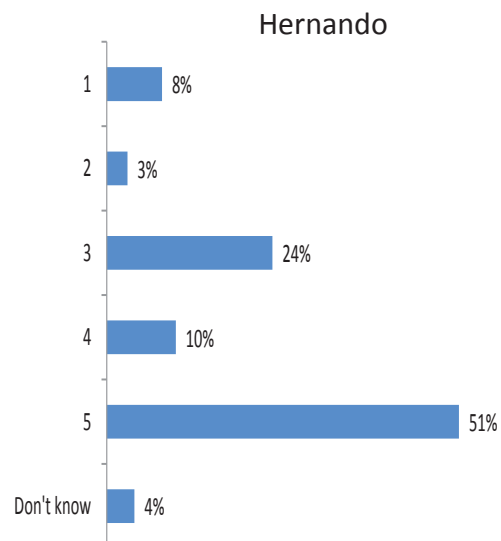
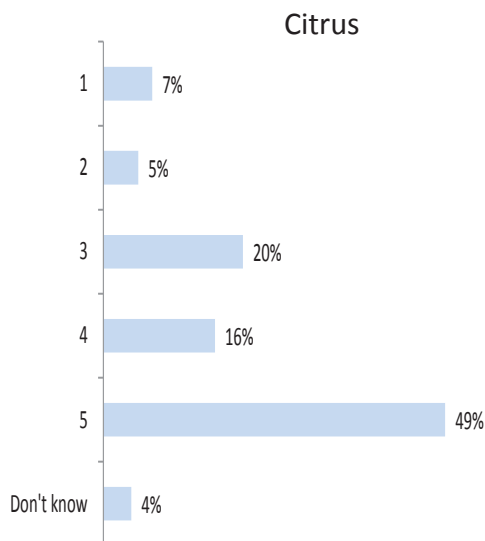
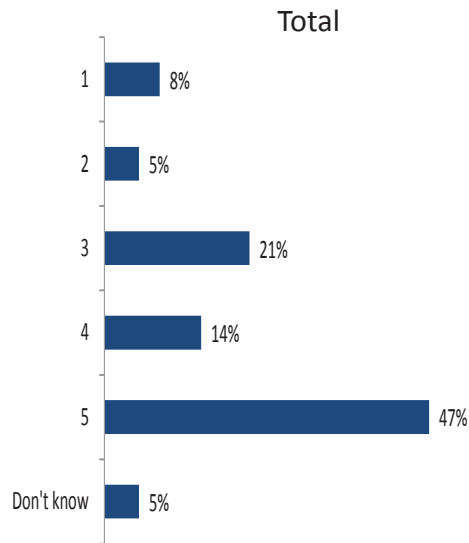
Using a scale of 1 to 5 where 1 means “not at all” and 5 means “a great deal,” how much does too much water being used contribute to water quality problems in the springs?



Using a scale of 1 to 5 where 1 means “not at all” and 5 means “a great deal,” how much do rising sea levels contribute to water quality problems in the springs?



Using a scale of 1 to 5 where 1 means “not at all” and 5 means “a great deal,” how much does rainfall contribute to water quality problems in the springs?



Would you be willing to use fertilizer sparingly, if you knew it would help restore the springs?



Would you be willing to have septic tanks inspected every two to three years, if you knew it would help restore the springs?



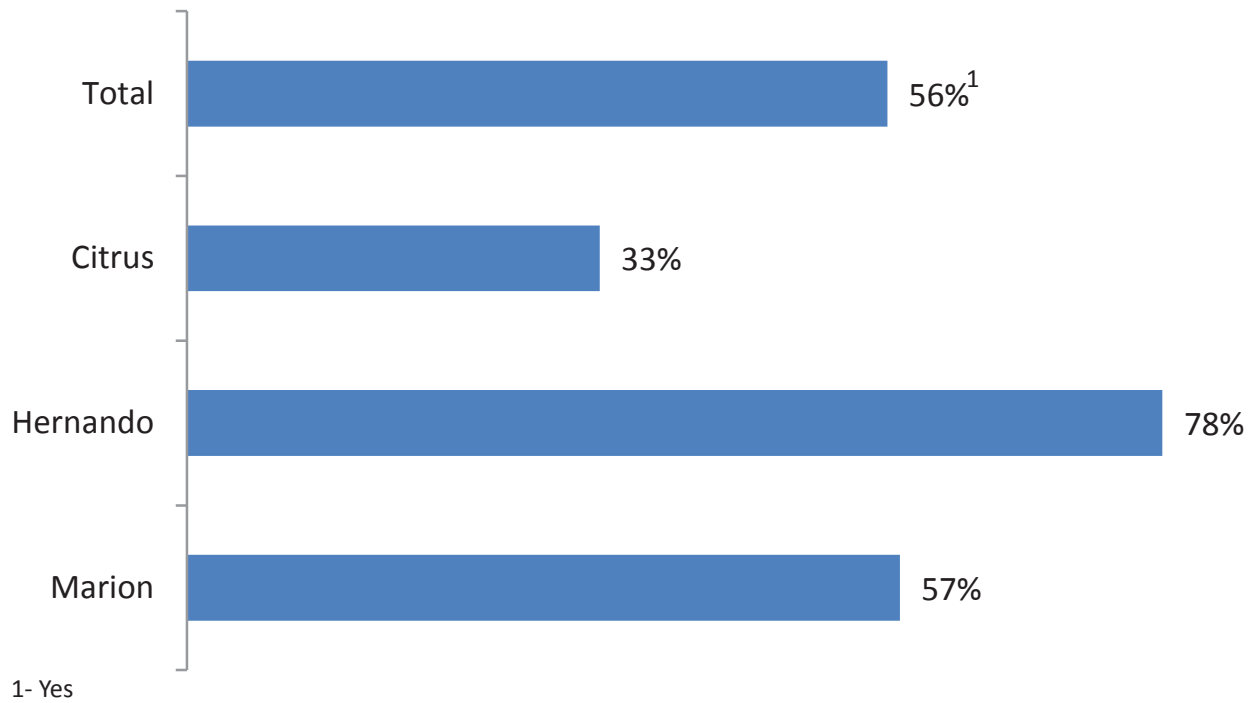
Would you be willing to never dump anything down a storm drain, if you knew it would help restore the springs?

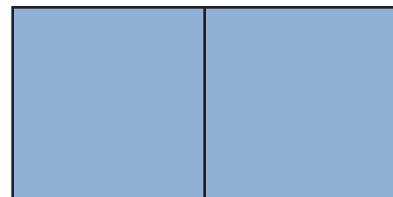
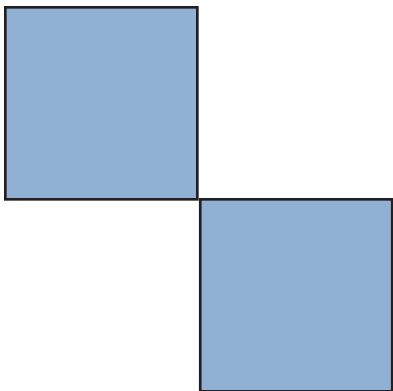


Would you be willing to dispose of grass clippings, litter, motor oil, and pet waste properly, if you knew it would help restore the springs?

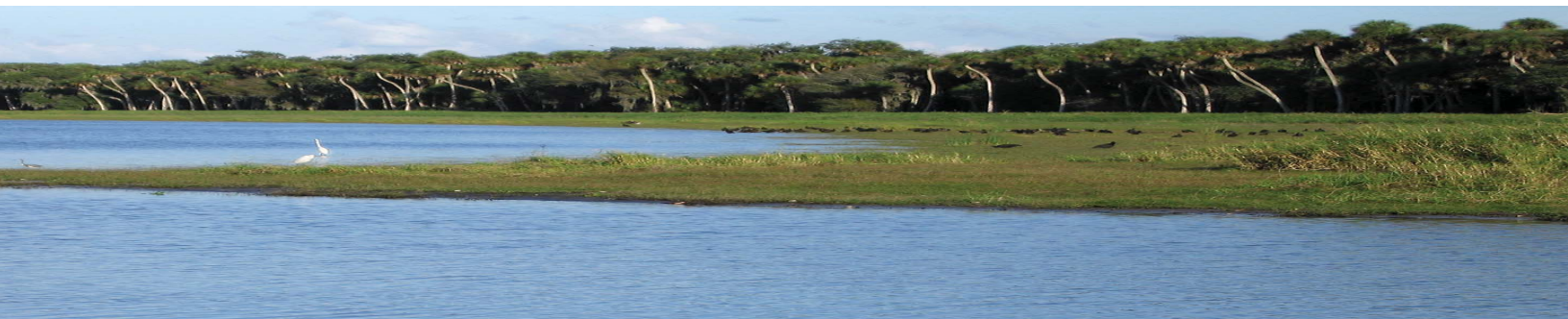
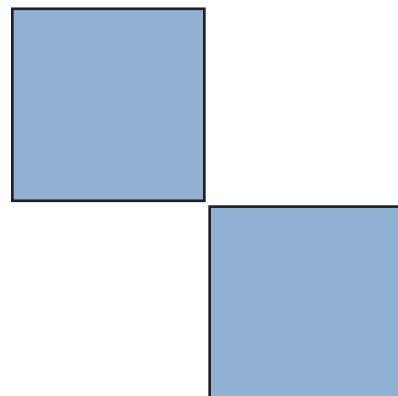
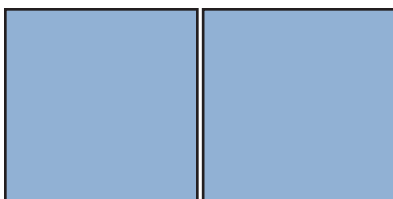


Would you be willing to have a waterfront vegetated buffer placed in front of your seawall to improve water quality?





HEALTH OF GROUNDWATER, RIVERS, LAKES & BAYS



Health of Groundwater, Rivers, Lakes, and Bays

This section of the report presents residents' perceptions and opinions on groundwater, rivers, lakes, and bays in Citrus, Hernando, and Marion counties. This section includes the following questions:

- Do you think there is too much groundwater, or water from the aquifer, being pumped out of the ground for various uses?
- Has water in the rivers and bays in your area been getting more salty, less salty, or stayed about the same?
- If water in rivers and bays is getting saltier – can this be reversed by things government and scientists do?
- What are the key reasons why water levels in rivers, streams, and lakes are low?

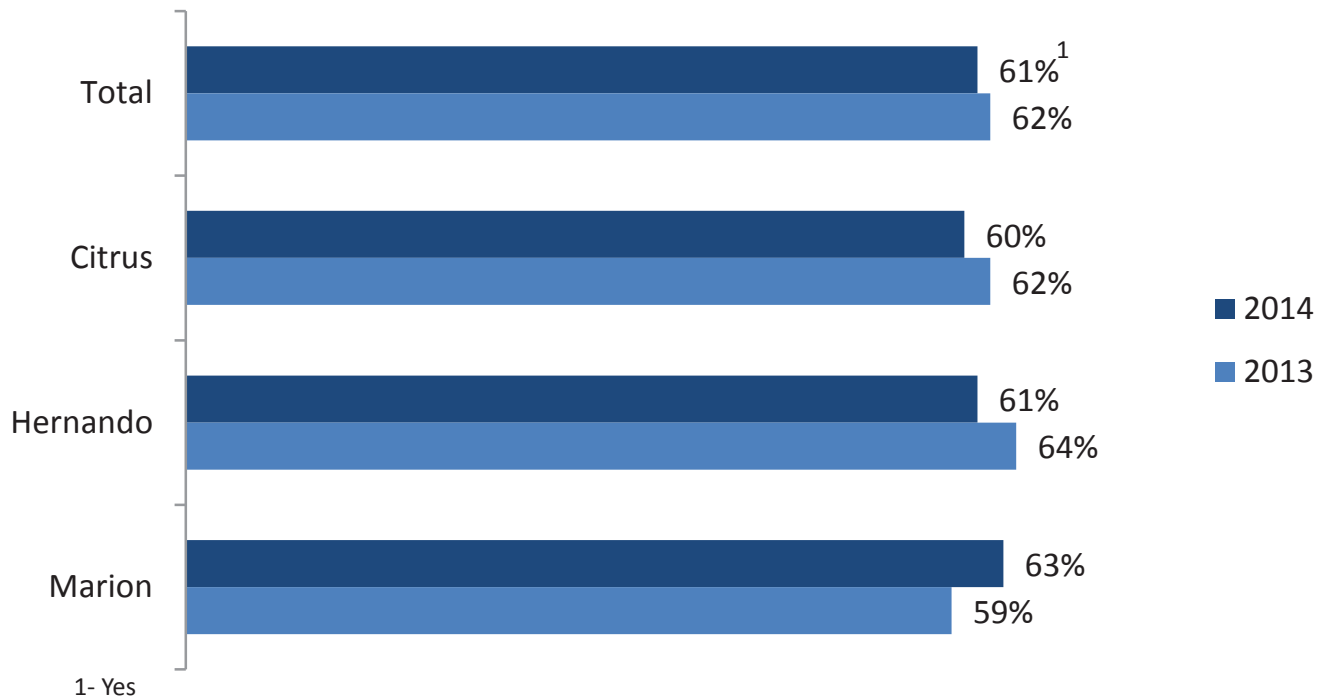
Six in ten residents (61%) think that there is too much groundwater being pumped out of the ground for various uses, down 1% point from 2013. This belief is highest among Marion County residents (63%) and lowest among Citrus County residents (60%).

Three in twenty residents (15%, a 2% point increase from 2013) believe that the water in rivers and bays in his/her area has been getting more salty, while seven in twenty residents believe that levels stayed about the same (35%, a 6% point decrease from 2013). About half of residents (49%, a 6% point increase from 2013) do not know if the rivers and bays in their area have been getting more salty, less salty, or stayed the same. Citrus County residents (23%) are more likely to believe that the water in rivers and bays in their area has been getting more salty.

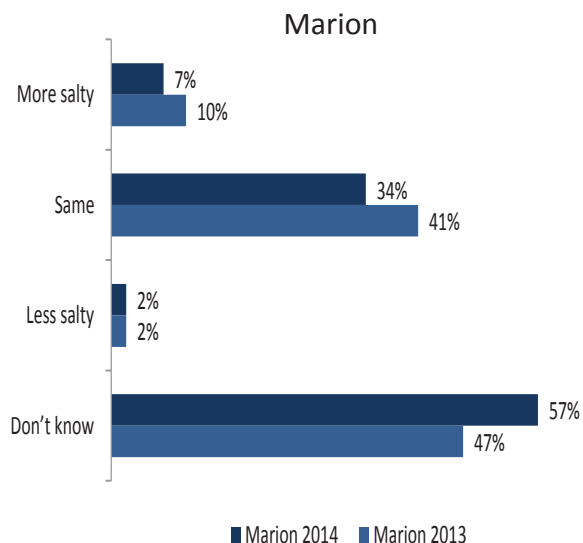
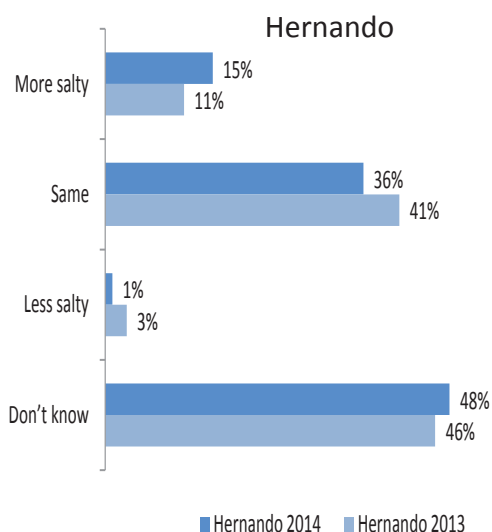
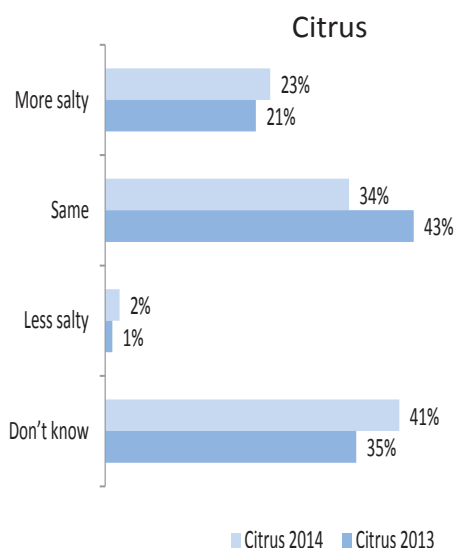
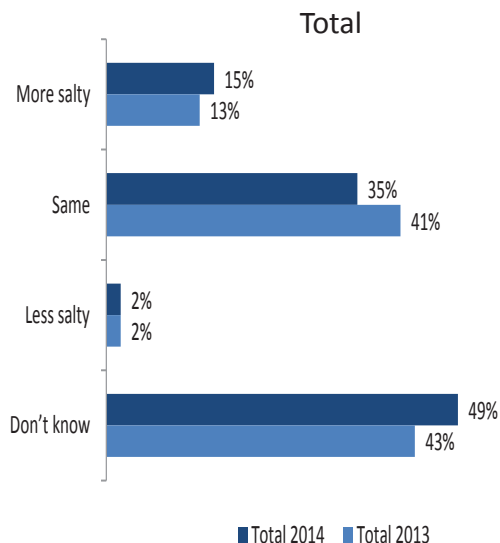
Of residents who believe rivers and bays are getting saltier, about two in five (40%, a 7% point decrease from 2013) believe the saltiness can be reversed by things government and scientists do. This belief is highest among Citrus County residents (46%), while only 23% of Marion County residents believe this to be true.

Over half of residents (54%, a 5% point increase from 2013) believe that too much development is the key reason why water levels in rivers, streams, and lakes are low. Over four in ten residents (45%) believe long term rainfall shortage is a key reason, a significant decrease from 2013 (-16% points).

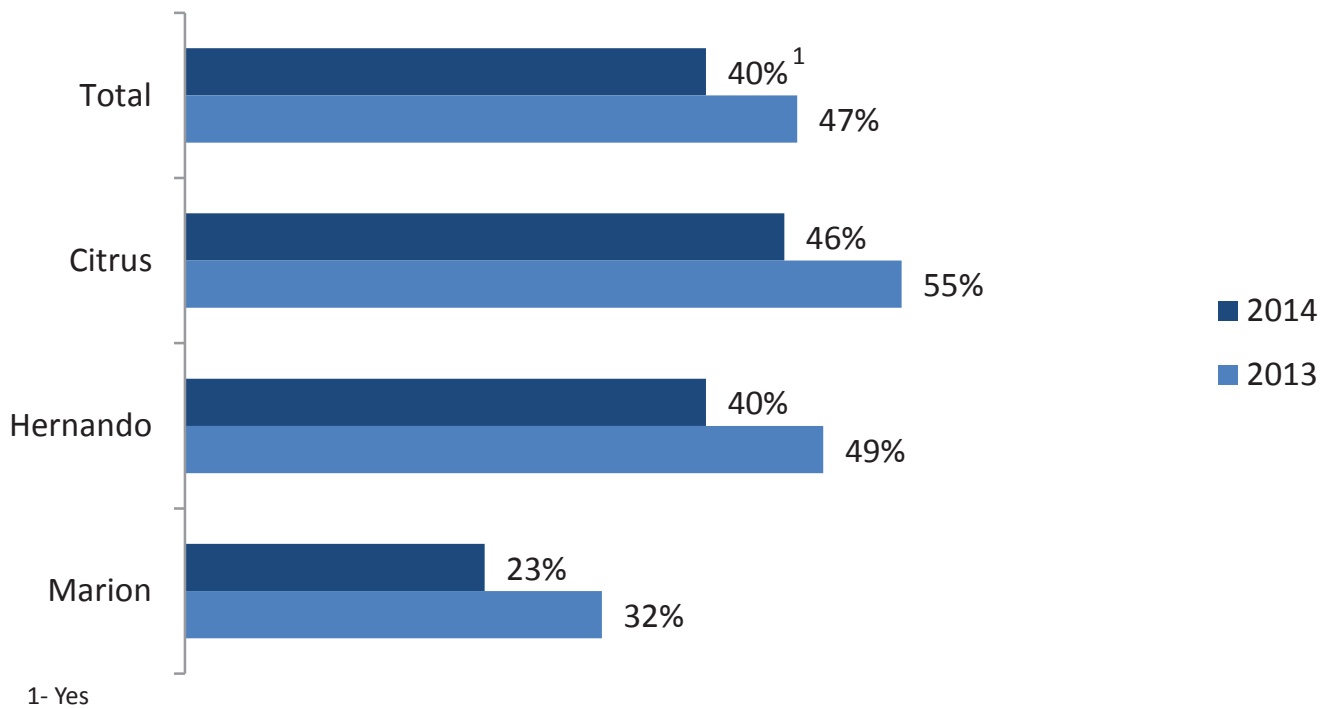
Do you think there is too much groundwater, or water from the aquifer, being pumped out of the ground for various uses?



Has water in the rivers and bays in your area been getting more salty, less salty, or stayed about the same?

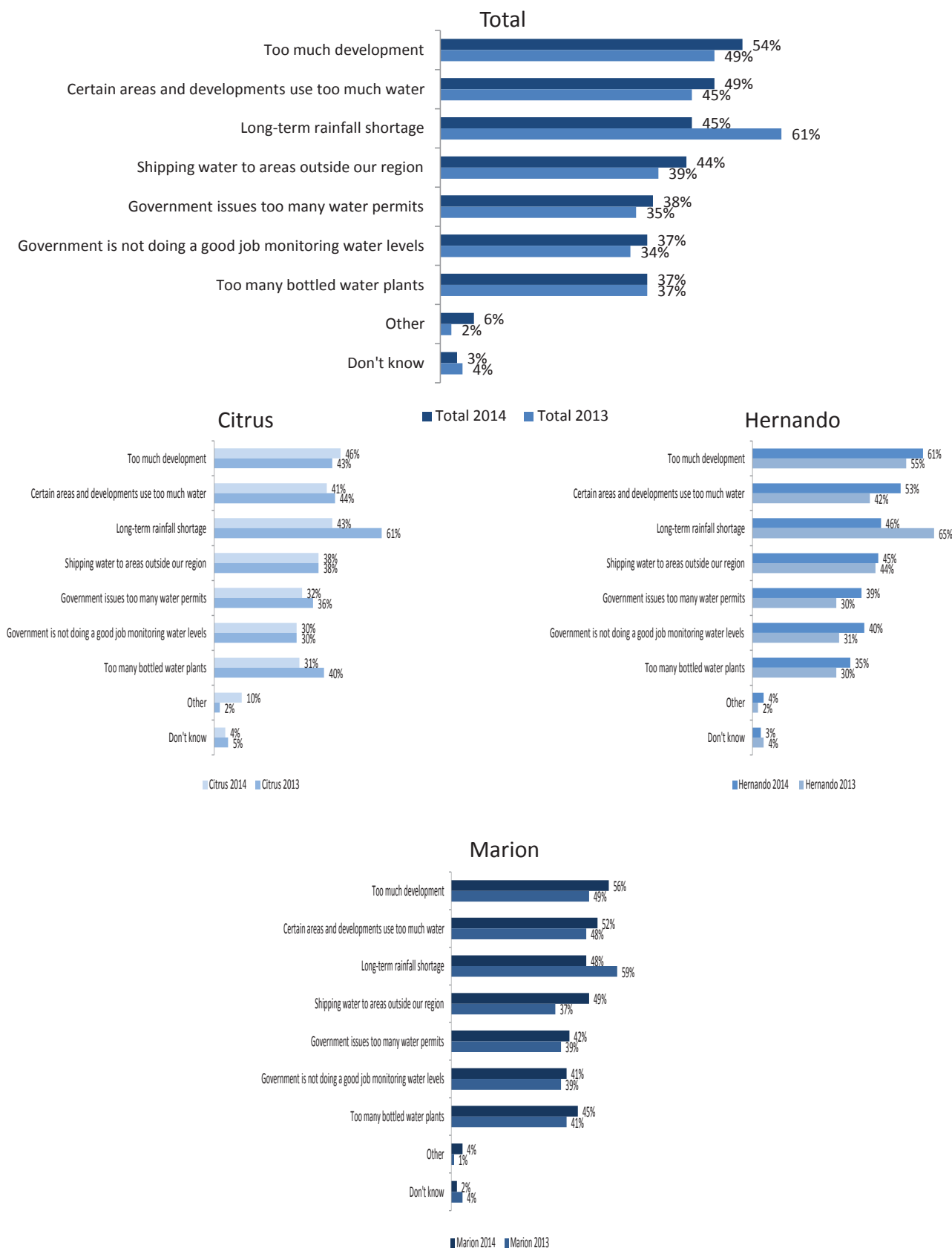


If the water in rivers and bays is getting saltier — can this be reversed by things government and scientists do?*

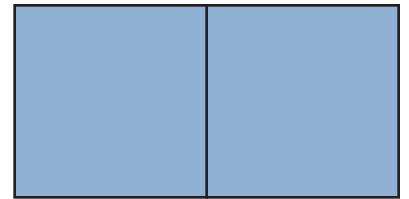
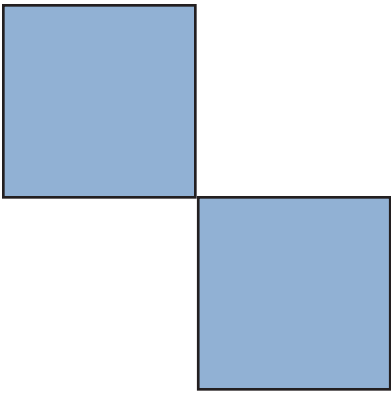


* Only asked of residents who thought that rivers and bays were getting saltier

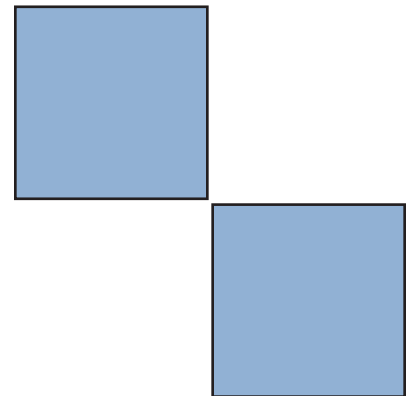
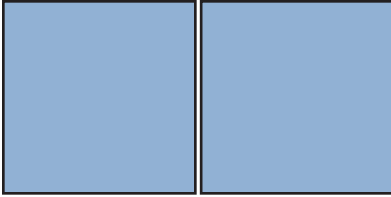
What are the key reasons why water levels in rivers, streams, and lakes are low?*



* Multiple responses permitted



PERCEPTIONS OF SOUTHWEST FLORIDA WATER MANAGEMET DISTRICT



Perceptions of the District

This section of the report presents residents' perceptions of the Southwest Florida Water Management District (the District) and includes the following questions:

- Have you heard of the Southwest Florida Water Management District, sometimes called Swiftmud?
- Agreement with the following statements:
 - o Scientists at Southwest Florida Water Management District have the scientific knowledge necessary to improve the health of the springs in your area.
 - o The Southwest Florida Water Management District is the leader in taking the right actions to improve the health of the springs in your area.
 - o The Southwest Florida Water Management District is committed to improving the health of the springs in your area.
 - o The Southwest Florida Water Management District has repeatedly studied the health of the springs, but nothing has been done to improve the springs.
- Ratings of the District's performance in the following areas:
 - o Protecting springs in your area
 - o Educating people about the condition of the springs
 - o Educating people about what they can do to help protect the springs
 - o Ensuring that not too much water is drawn out of the ground for various uses
 - o Sharing information about the condition of water resources with the public
 - o Listening to community input that may benefit the springs in your area

About one in six residents did not know how to rate the District in the above areas. Hernando County residents are most likely to rate the District as excellent or good in all of the above areas, except for educating people about what they can do to help protect the springs, where Citrus County residents are most likely.

Seven in ten residents (71%) have heard of the District - up 6% points from 2013. Awareness of the District is highest in Hernando County (80%) and lowest in Marion County (53%).

48% of residents agree that the Southwest Florida Water Management District has the scientific knowledge necessary to improve the health of the springs (+4% points from 2013).

40% of residents agree that the Southwest Florida Water Management District is the leader in taking the right actions to improve the health of the springs in their area (+12% points from 2013).

48% of residents agree that the Southwest Florida Water Management District is committed to improving the health of the springs in their area (+16% points from 2013).

39% of residents agree that the Southwest Florida Water Management District has repeatedly studied the health of the springs, but nothing has been done to improve the springs (+8% points from 2013).

32% of residents believe that the Southwest Florida Water Management District is doing an excellent or good job of protecting the springs in their area (+7% points from 2013).

29% of residents believe that the Southwest Florida Water Management District is doing an excellent or good job of educating people about the condition of the springs (+9% points from 2013).

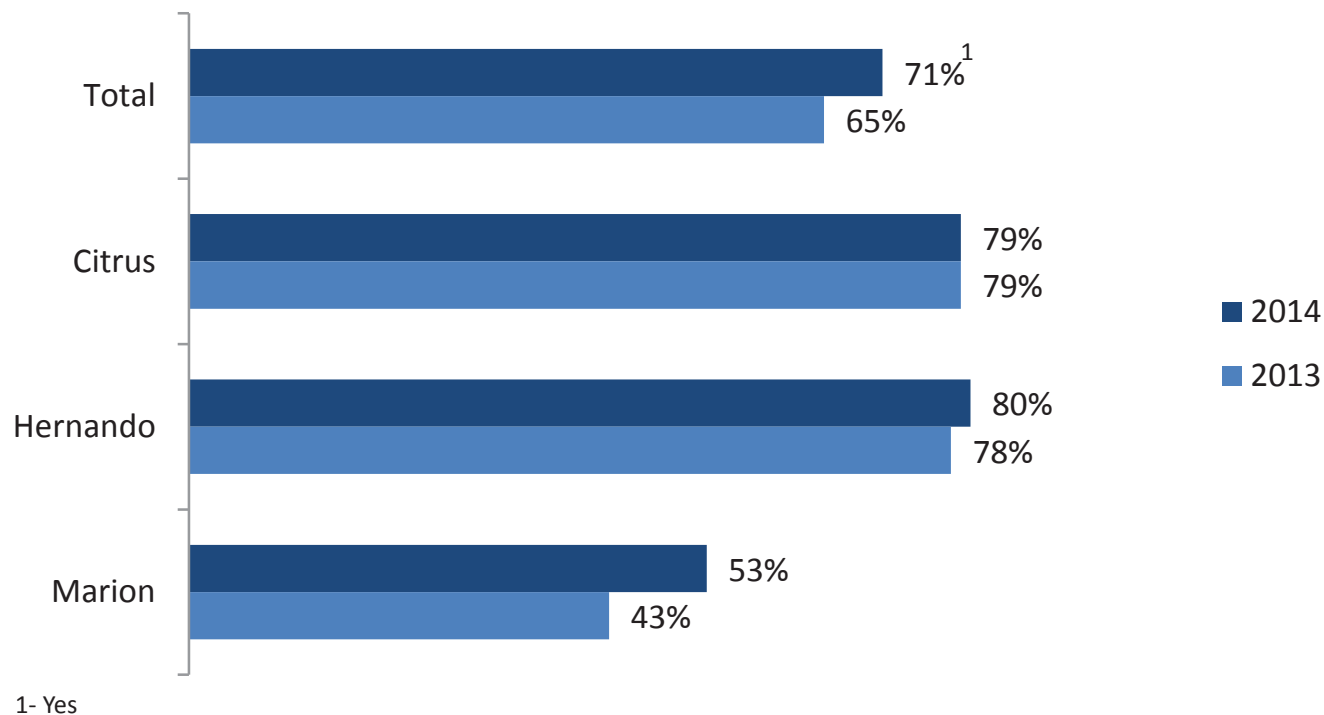
31% of residents believe that the Southwest Florida Water Management District is doing an excellent or good job of educating people about what they can do to help protect the springs (+11% points from 2013).

24% of residents believe that the Southwest Florida Water Management District is doing an excellent or good job of ensuring that not too much water is drawn out of the ground (+8% points from 2013).

30% of residents believe that the Southwest Florida Water Management District is doing an excellent or good job of sharing information about the condition of the water resources with the public (+10% points from 2013).

27% of residents believe that the Southwest Florida Water Management District is doing an excellent or good job of listening to community input that may benefit the springs in their area (+10% points from 2013).

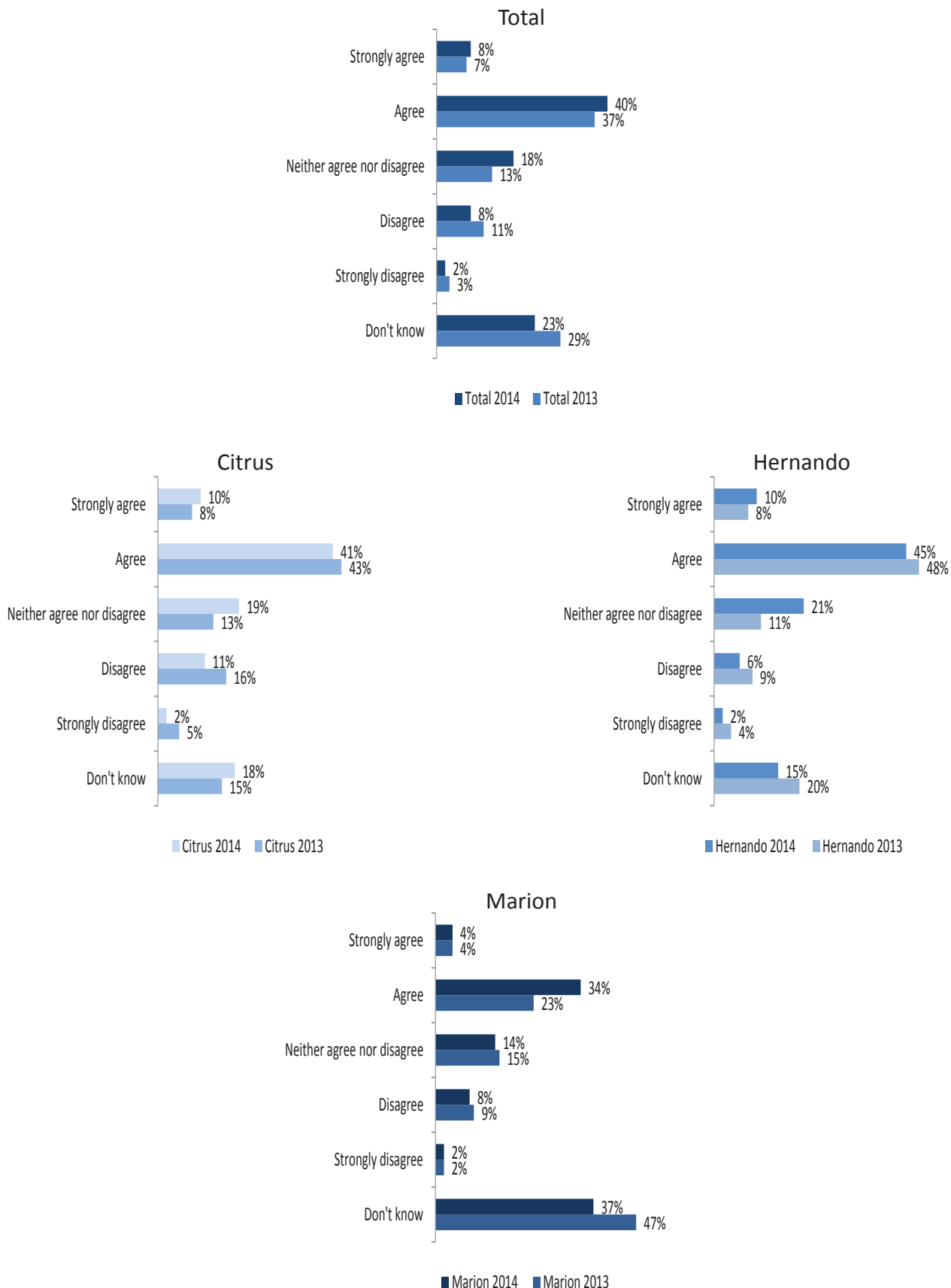
Have you ever heard of Southwest Florida Water Management District, sometimes called Swiftmud?



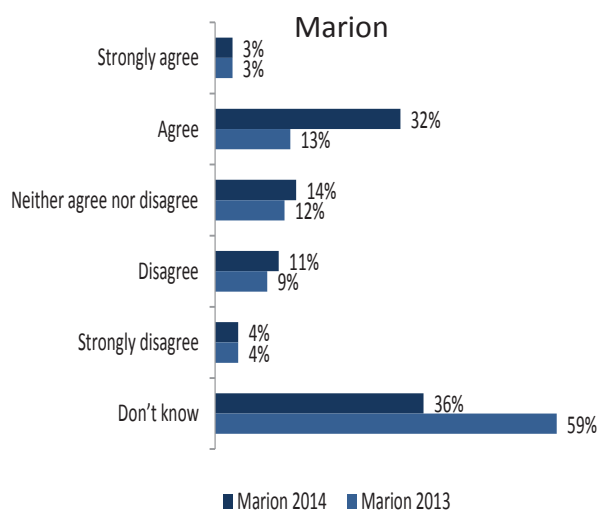
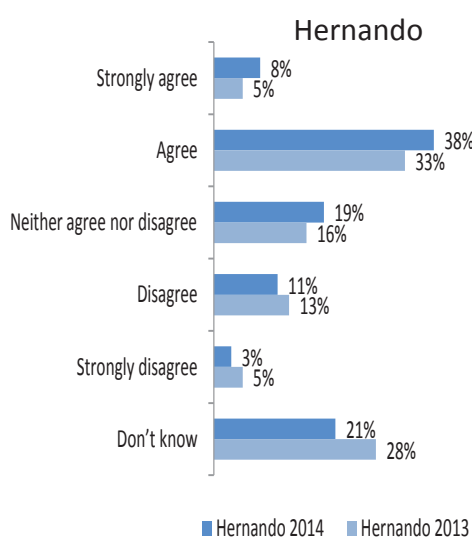
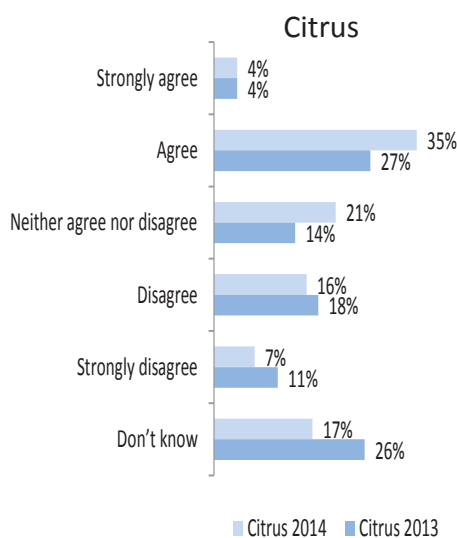
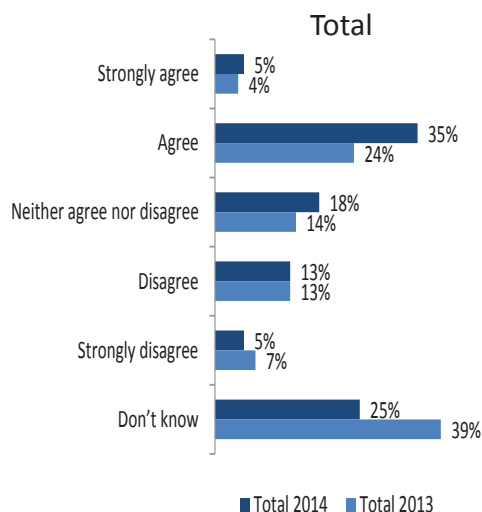
Southwest Florida Water Management District:	Strongly Agree + Agree 2013	Strongly Agree + Agree 2014
Has the scientific knowledge necessary to improve the health of the springs in your area	44%	48%
Is the leader in taking the right actions to improve health of the springs in your area	28%	40%
Is committed to improving the health of the springs in your area	32%	48%
Has repeatedly studied the health of the springs, but nothing has been done to improve the springs	31%	39%

Southwest Florida Water Management District's Performance in:	Excellent + Good 2013	Excellent + Good 2014
Protecting springs in your area	25%	32%
Educating people about the condition of the springs	20%	29%
Educating people about what they can do to help protect the springs	20%	31%
Ensuring that not too much water is drawn out of the ground for various uses	16%	24%
Sharing information about the condition of the water resources with the public	20%	30%
Listening to community input that may benefit springs in your area	17%	27%

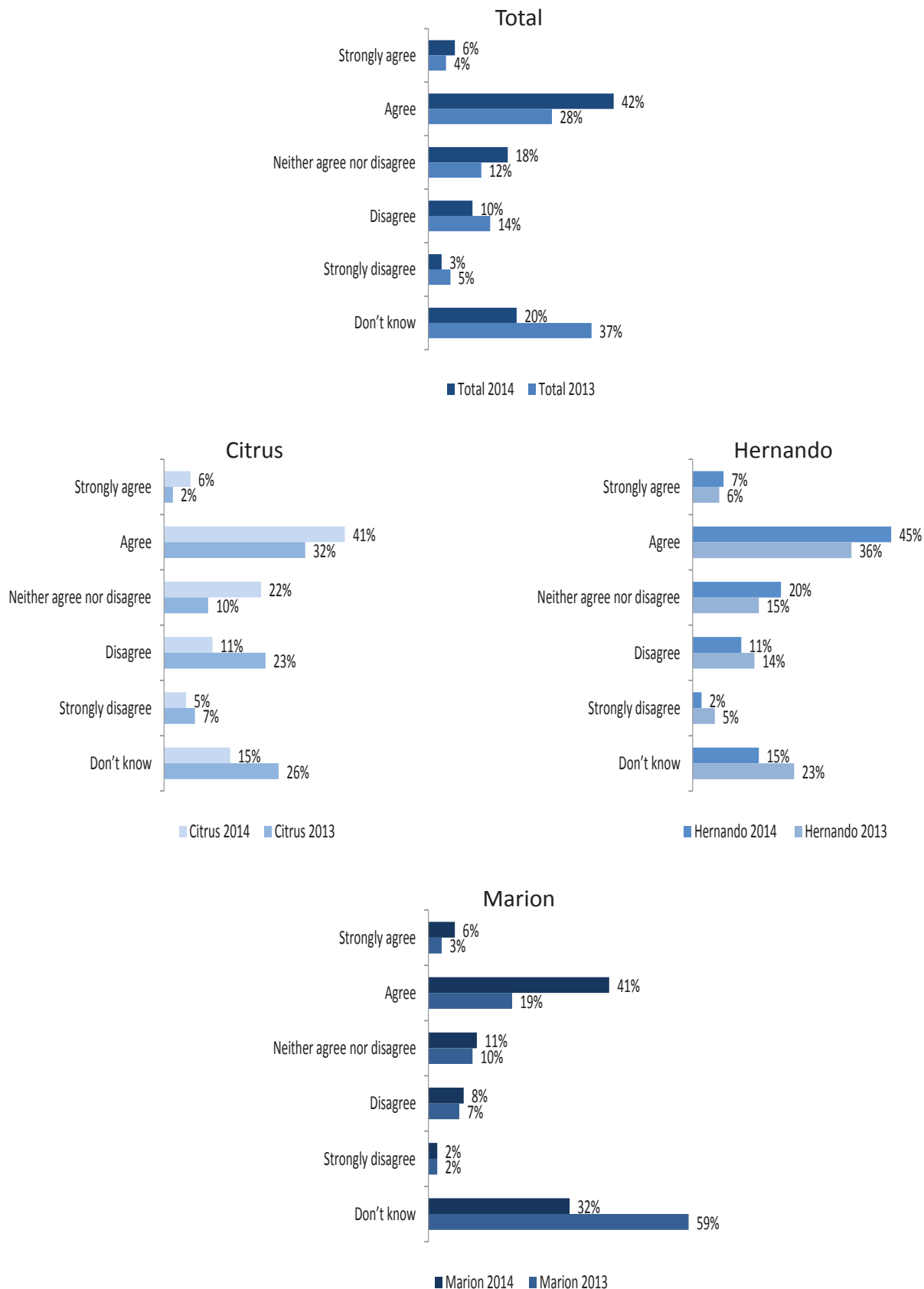
Scientists at Southwest Florida Water Management District have the scientific knowledge necessary to improve the health of the springs in your area.



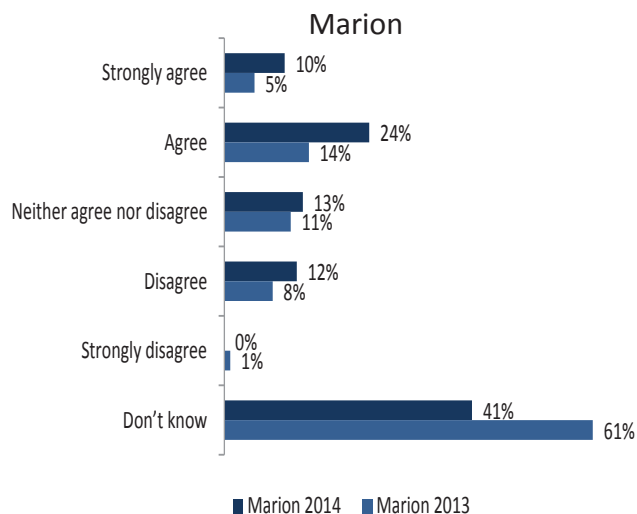
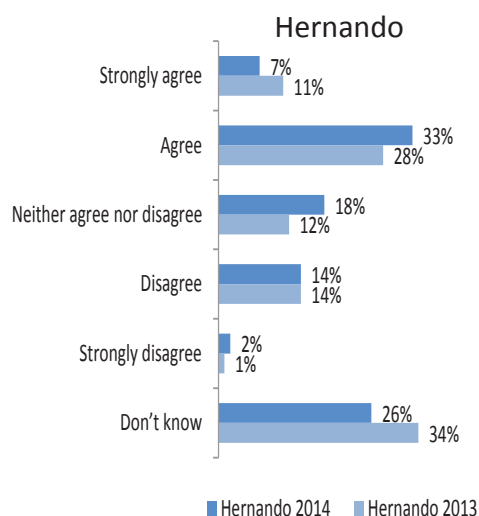
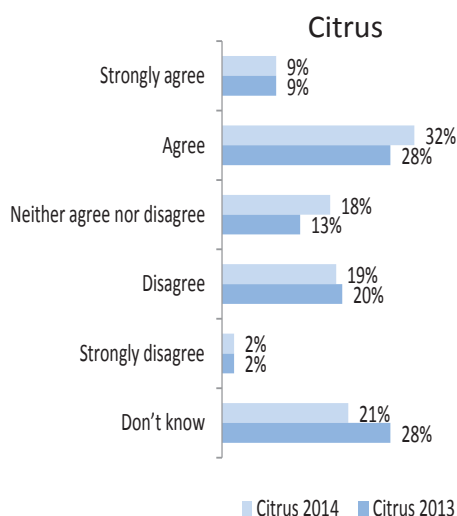
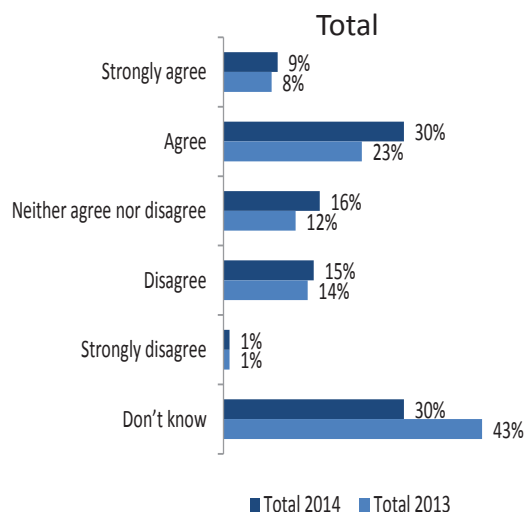
The Southwest Florida Water Management District is the leader in taking the right actions to improve the health of the springs in your area.



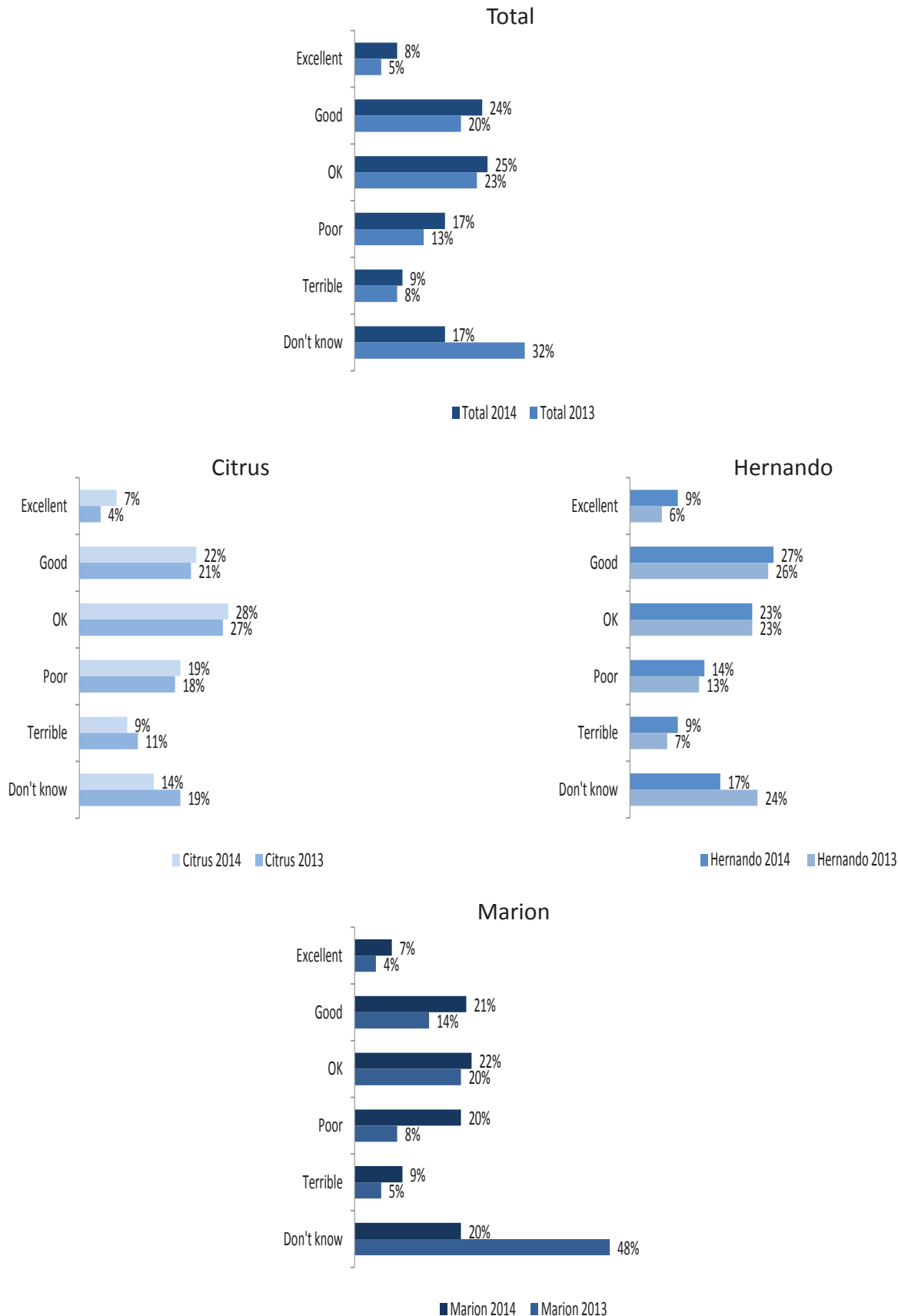
The Southwest Florida Water Management District is committed to improving the health of the springs in your area.



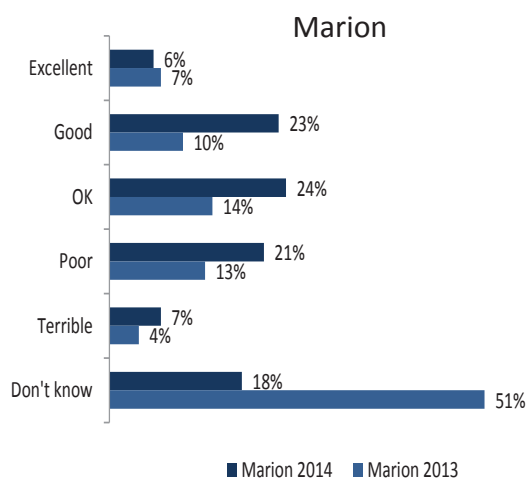
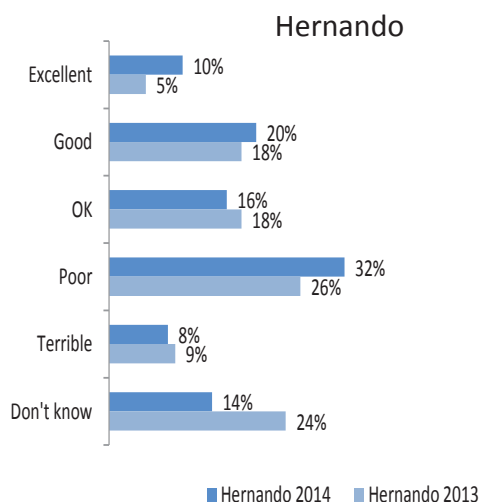
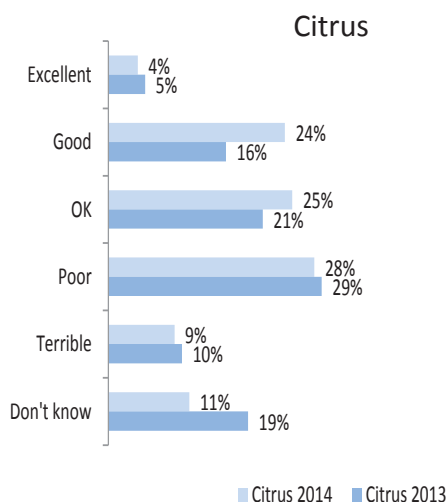
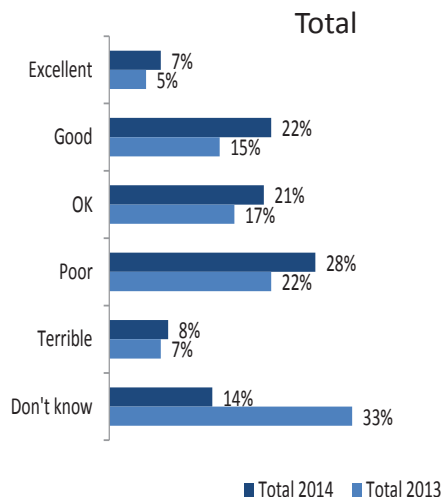
The Southwest Florida Water Management District has repeatedly studied the health of the springs, but nothing has been done to improve the springs.



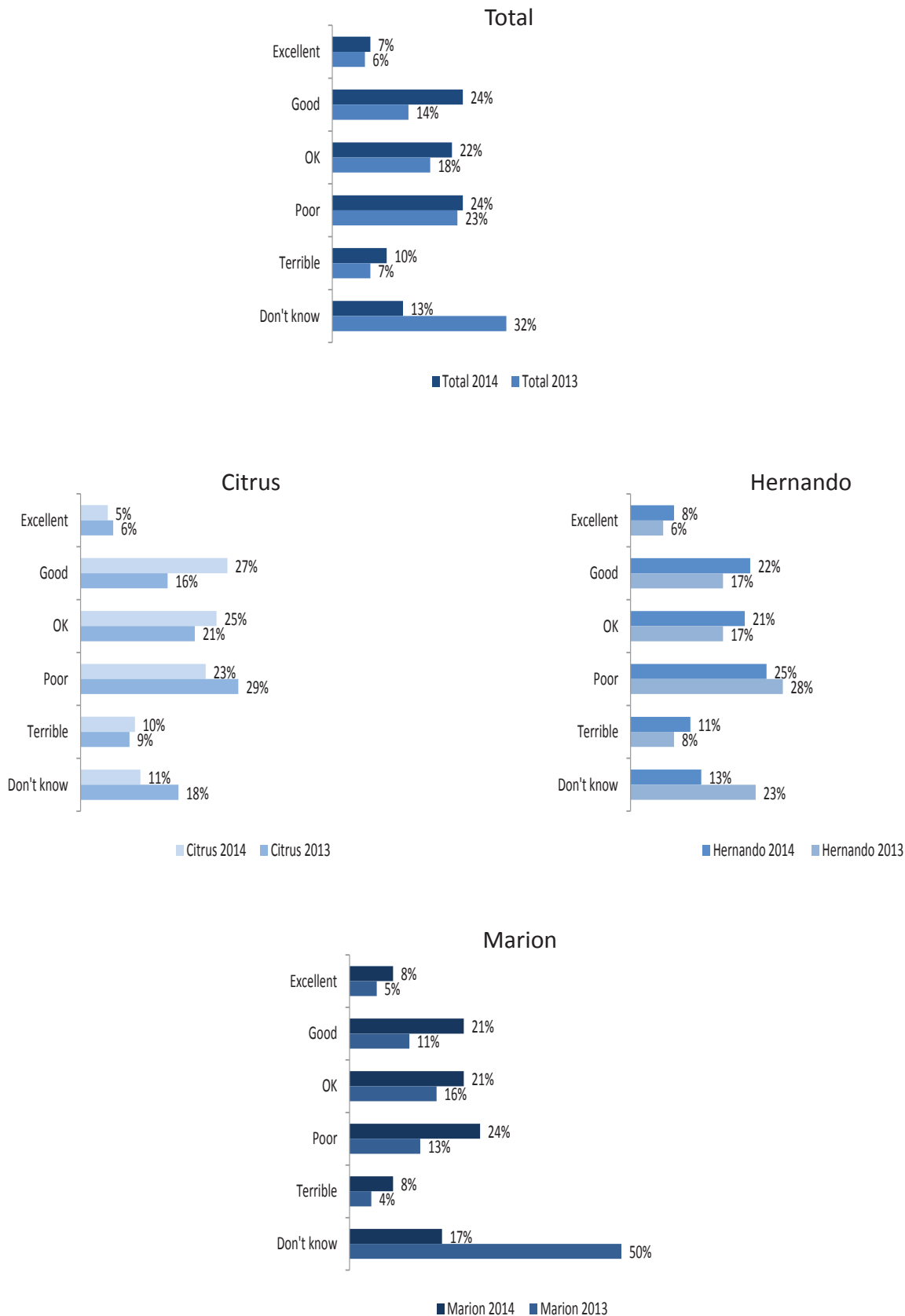
How would you rate the Southwest Florida Water Management District's performance in protecting springs in your area?



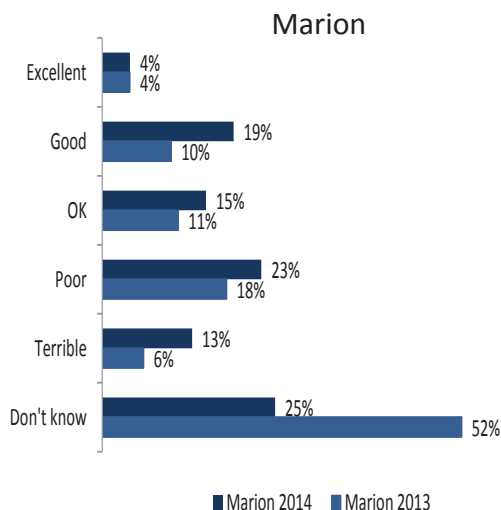
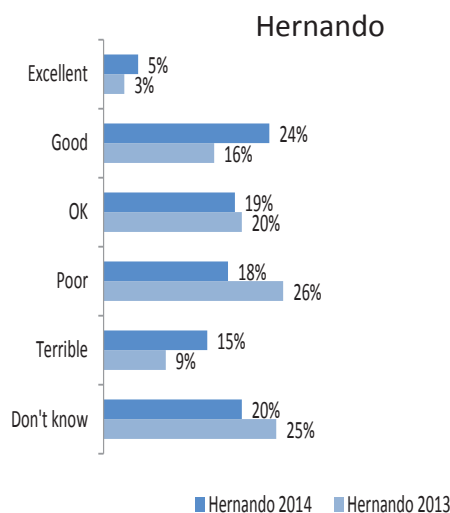
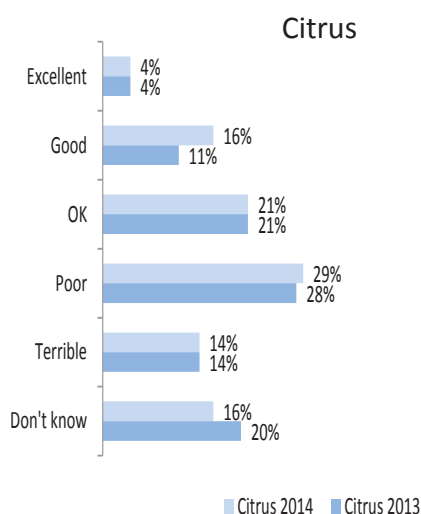
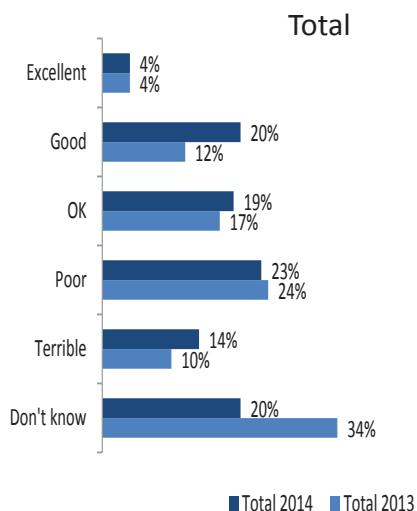
How would you rate the Southwest Florida Water Management District's performance in educating people about the condition of the springs?



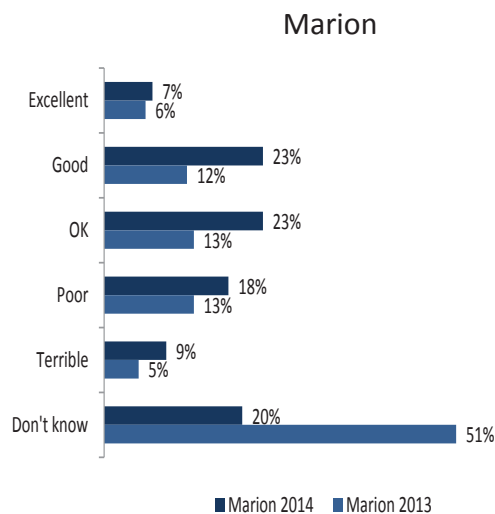
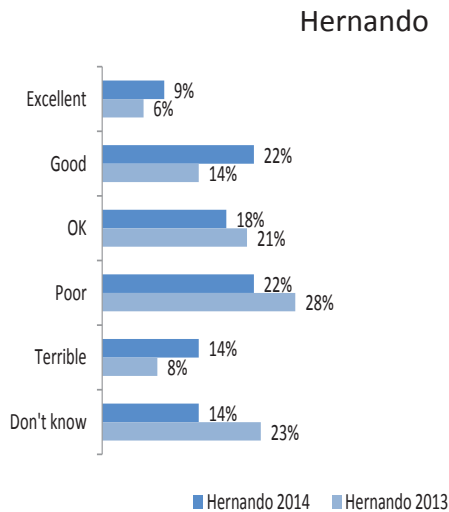
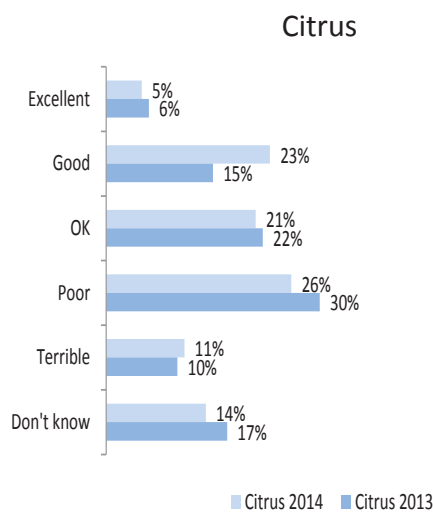
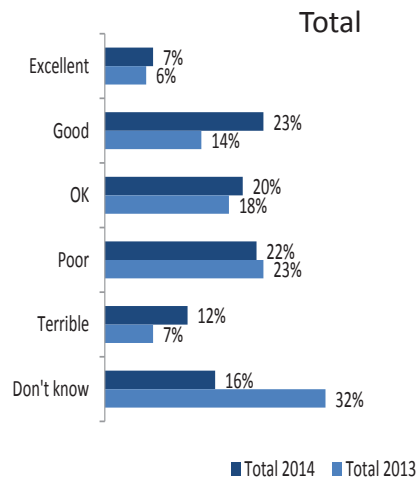
How would you rate the Southwest Florida Water Management District's performance in educating people about what they can do to help protect the springs?



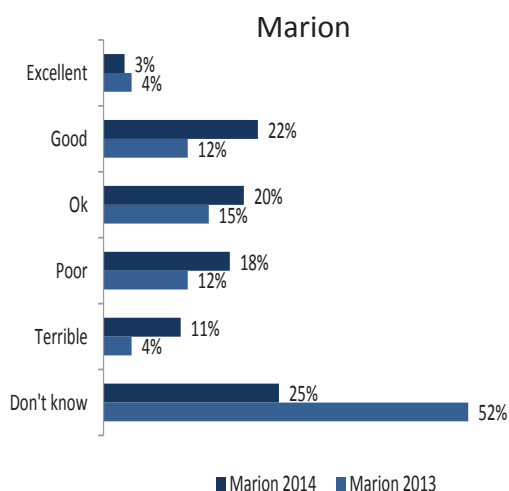
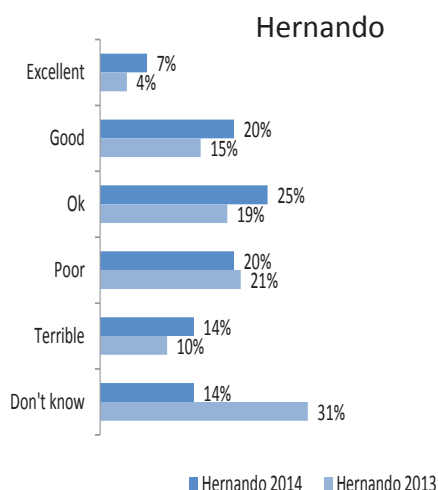
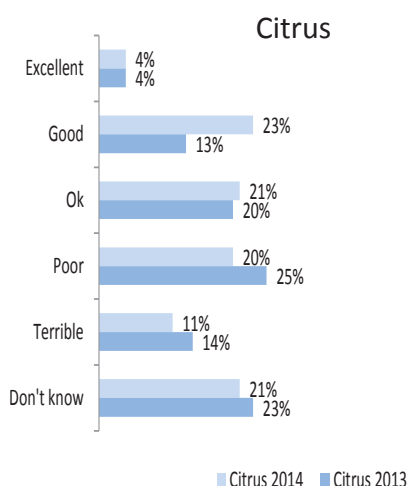
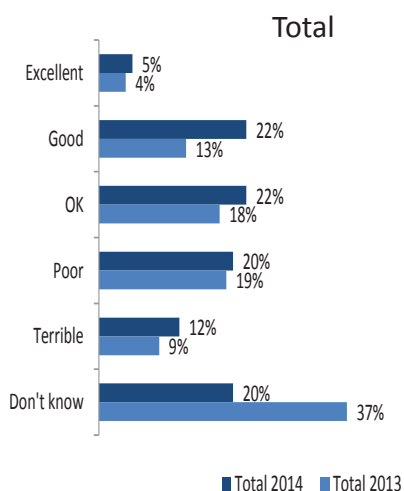
How would you rate the Southwest Florida Water Management District's performance in ensuring that not too much water is drawn out of the ground for various uses?

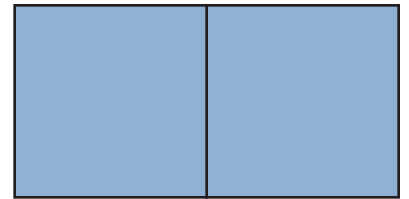
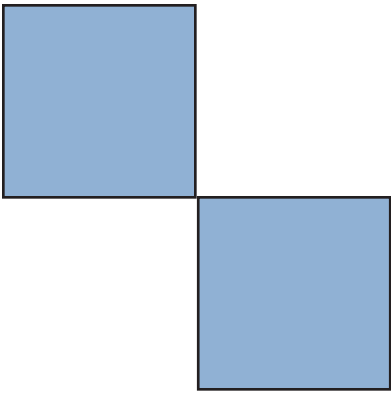


How would you rate the Southwest Florida Water Management District's performance in sharing information about the condition of water resources with the public?

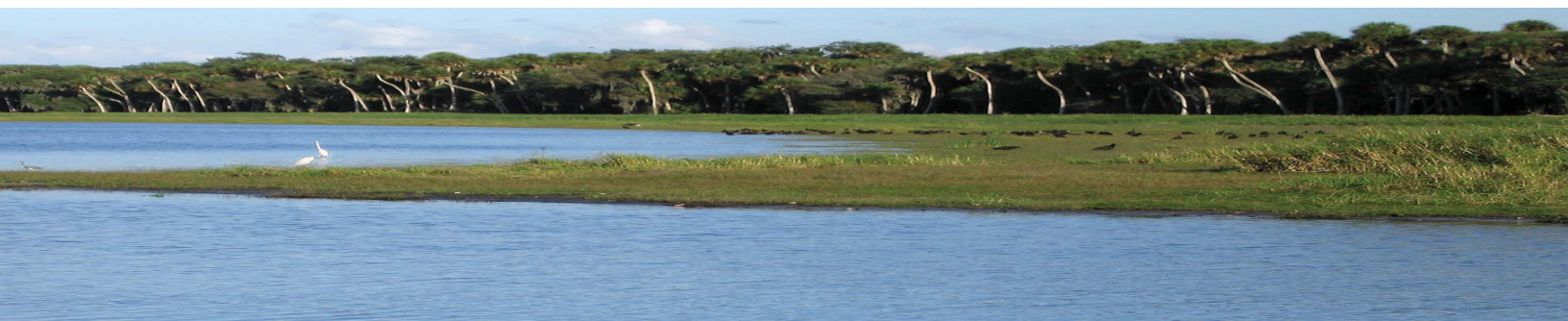
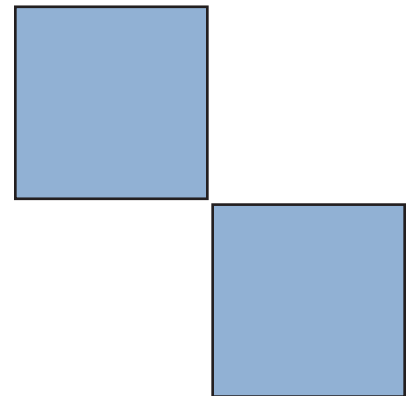
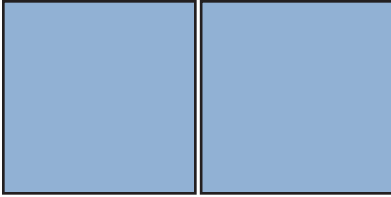


How would you rate the Southwest Florida Water Management District's performance in listening to community input that may benefit the springs in your area?





INFORMATION SOURCES



Information Sources

This section of the report presents where area residents get their information and the trustworthiness of information sources. This section includes the following questions:

- How often do you use:
 - o Facebook?
 - o YouTube?
 - o Pinterest?
 - o Twitter?
 - o Instagram?
 - o Google+
- How trustworthy is Southwest Florida Water Management District as a source of information about water resources?

Half of residents (49%) have never used Facebook, while three in ten (31%) use Facebook daily. Daily use of Facebook was consistent across counties.

Six in ten residents (63%) have never used YouTube, while one in ten (11%) uses YouTube daily. Daily use of YouTube was consistent across counties.

Nearly nine in ten residents (87%) have never used Pinterest. Less than one in ten residents (8%) uses Pinterest at least once a week with 4% of residents using Pinterest daily.

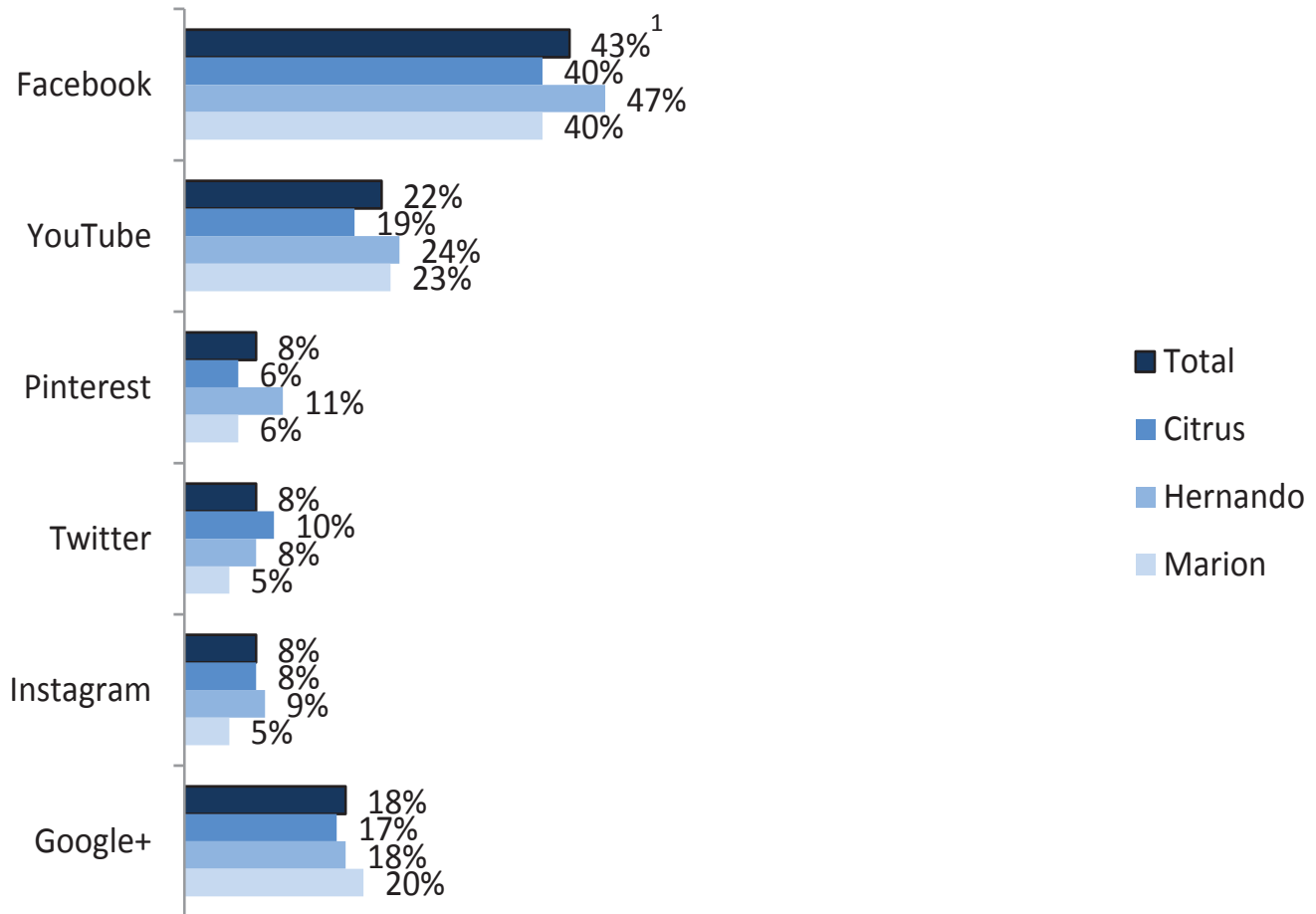
Nearly nine in ten residents (87%) have never used Twitter. Less than one in ten residents (8%) uses Twitter at least once a week with 5% of residents using Twitter daily.

Nearly nine in ten residents (88%) have never used Instagram, while one in twenty residents (6%) uses it daily.

Nearly three in four residents (74%) have never used Google+, while one in ten (12%) uses Google+ daily. Daily use of Google+ is consistent across all counties.

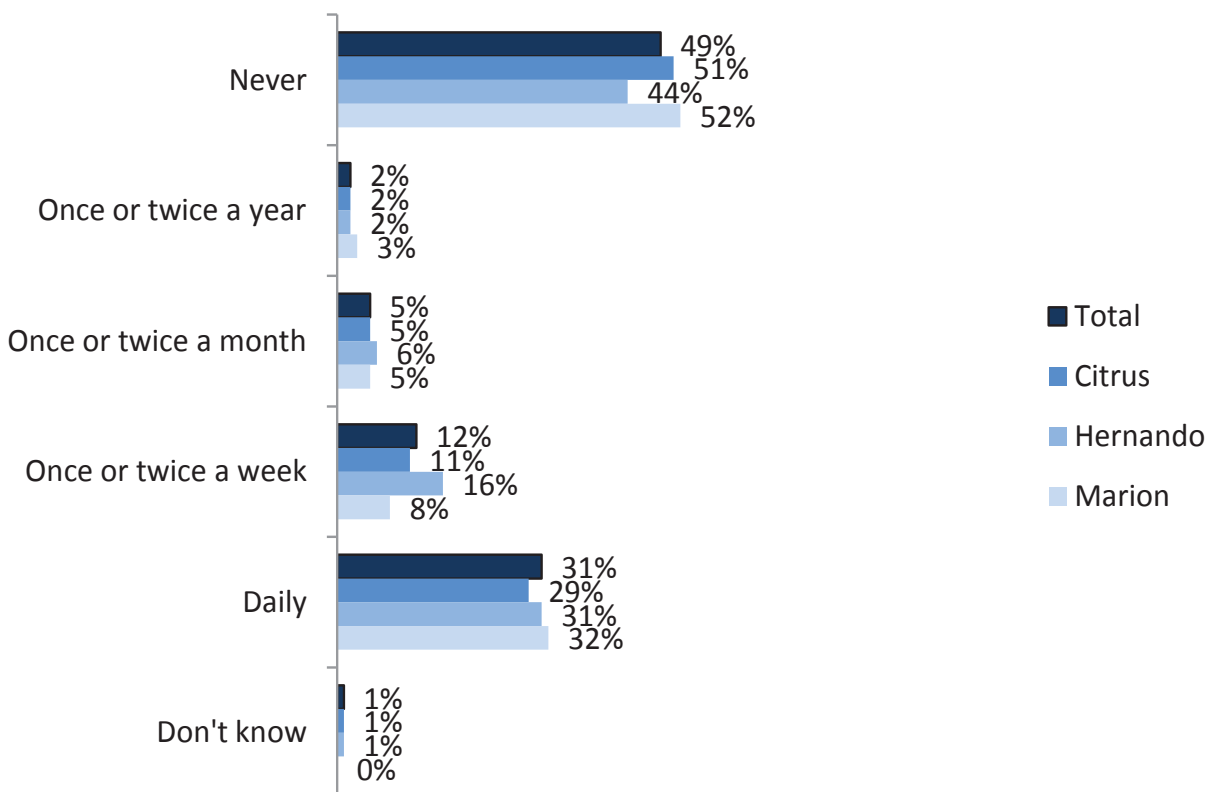
One in four residents (24%) views the District as a very trustworthy or trustworthy source of information about water resources, down 5% points from 2013.

How many people use social media at least once or twice a week?

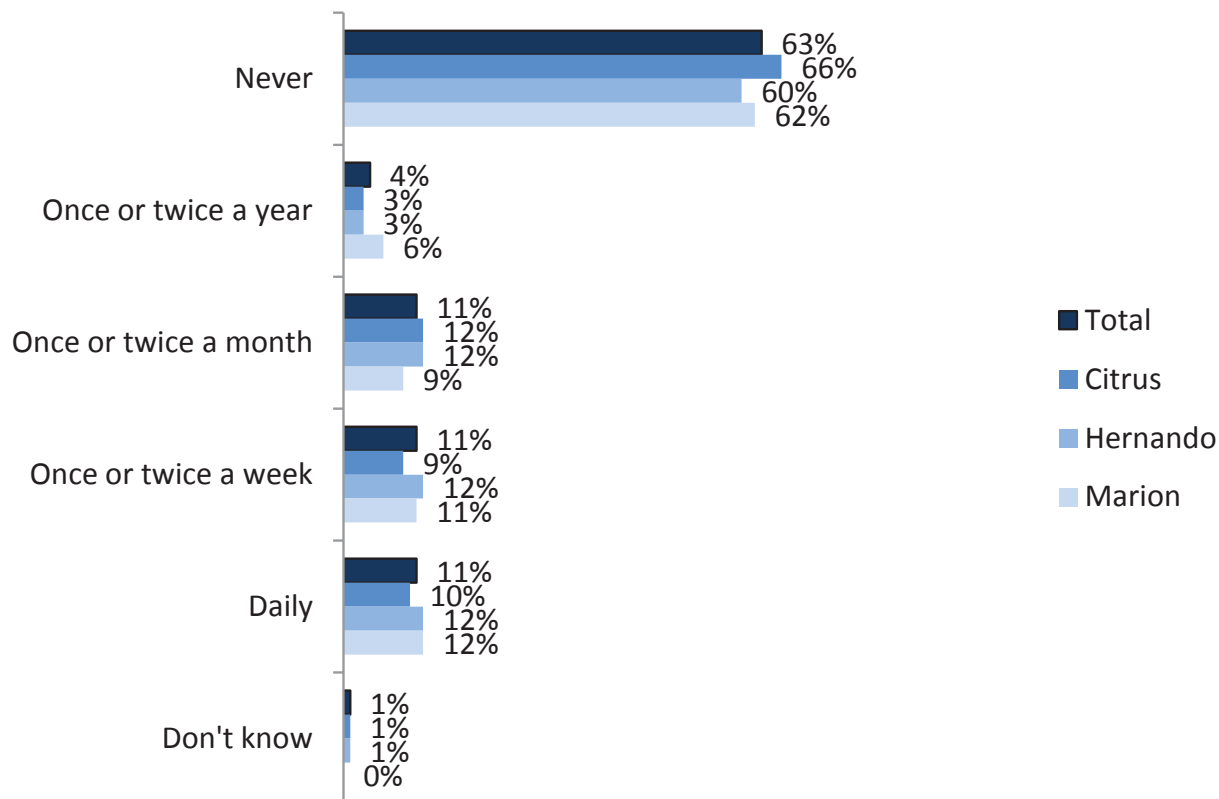


1- Once or twice a week + Daily

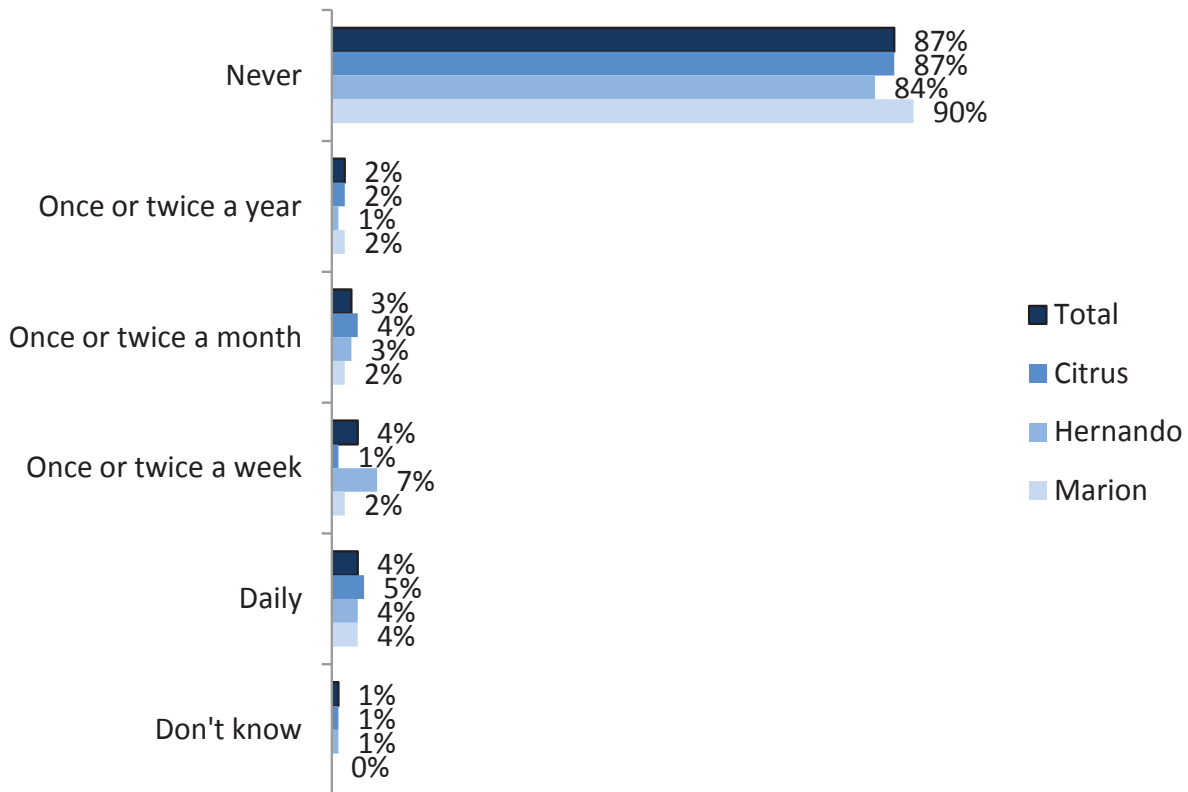
How often do you use Facebook?



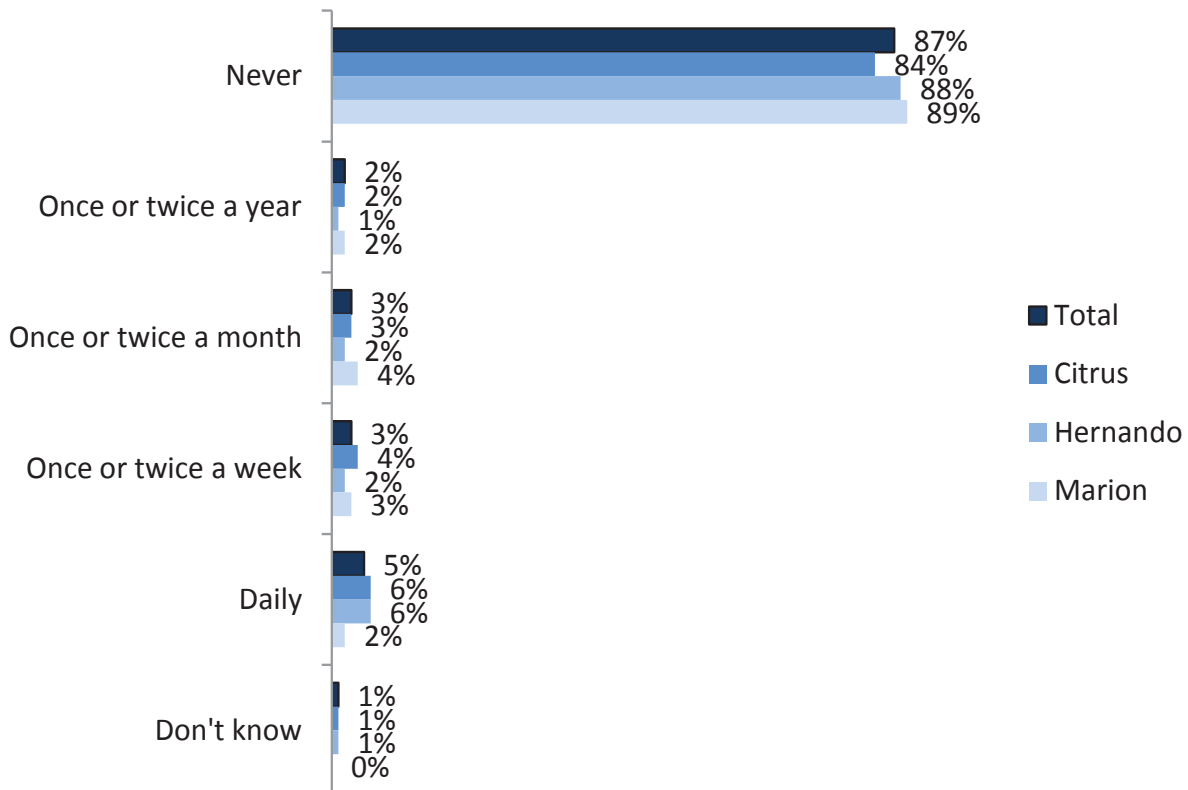
How often do you use YouTube?



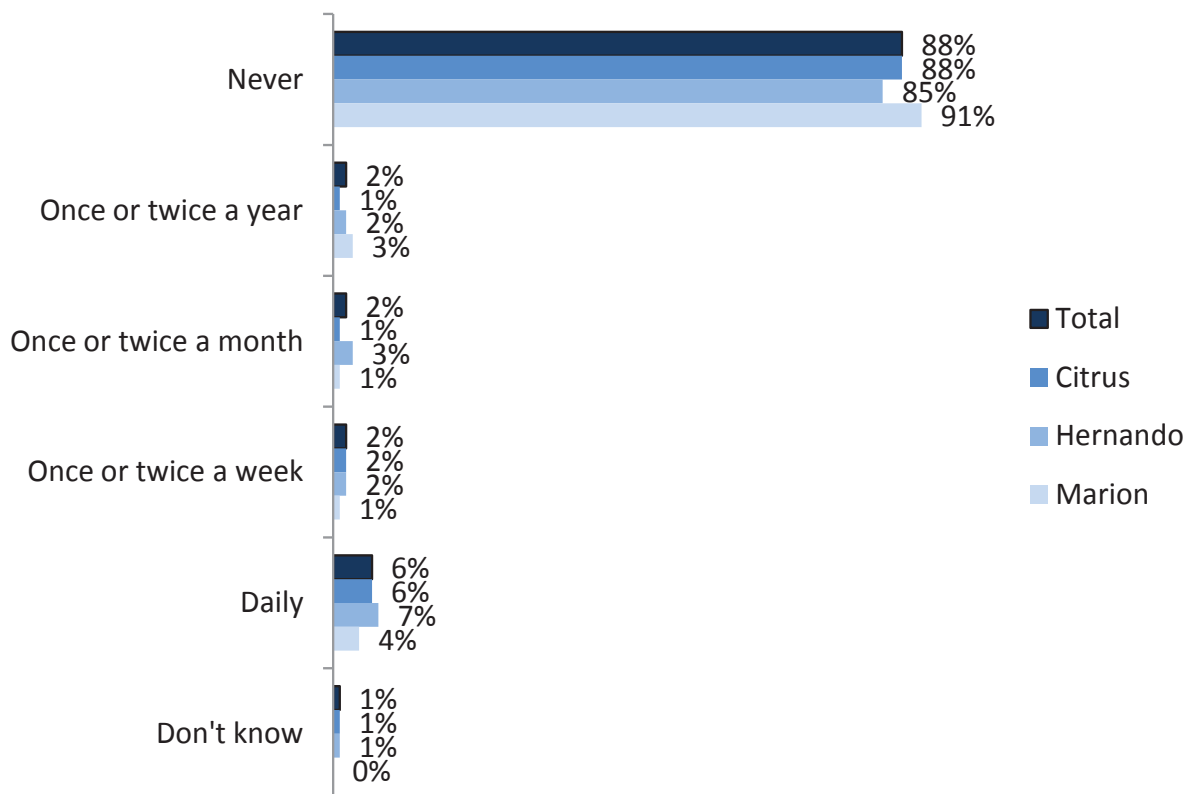
How often do you use Pinterest?



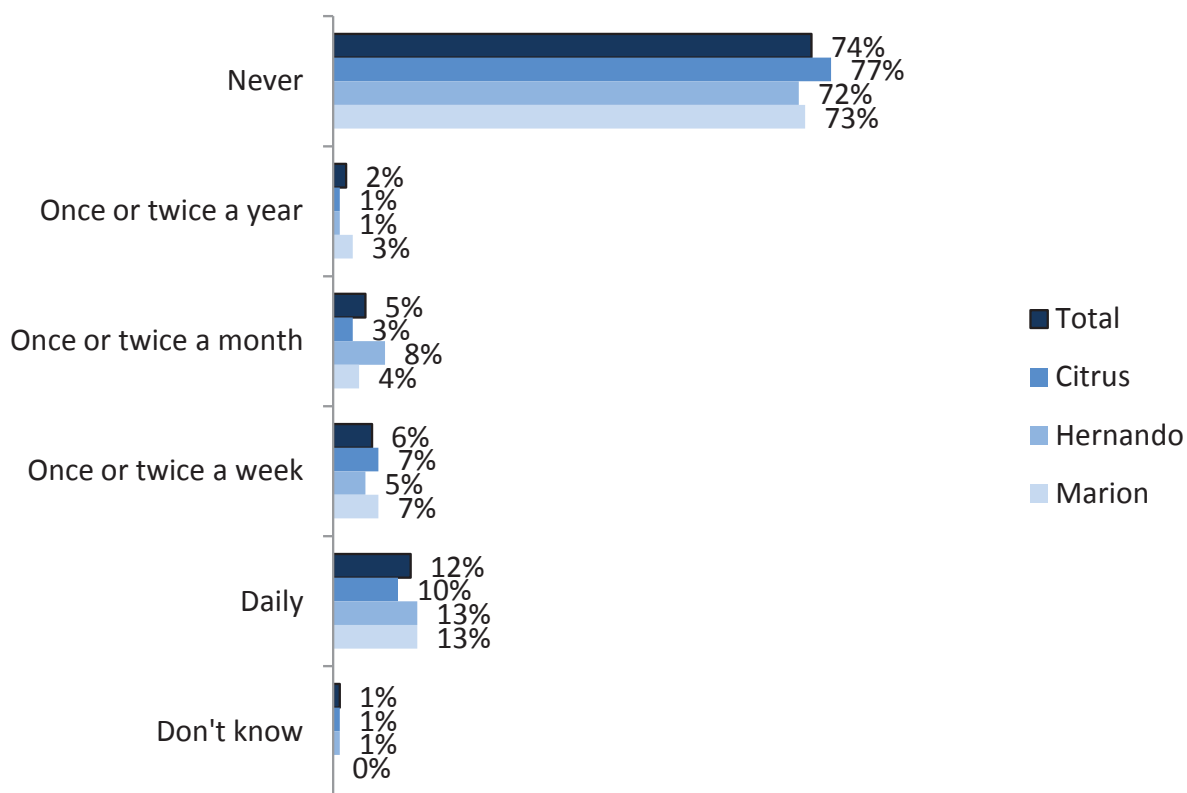
How often do you use Twitter?



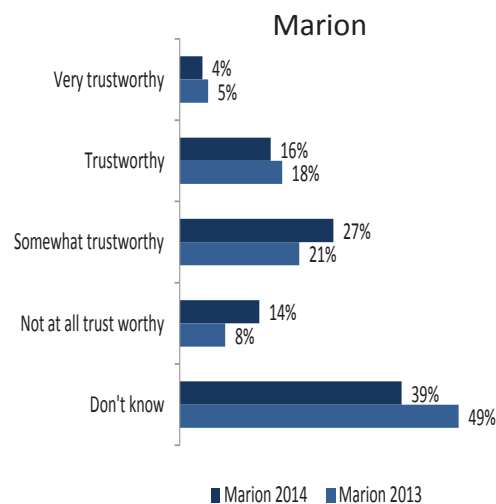
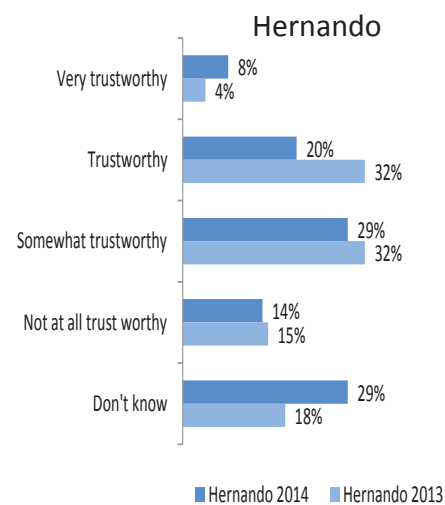
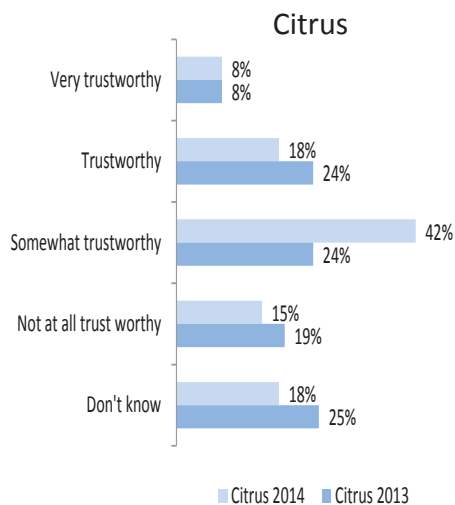
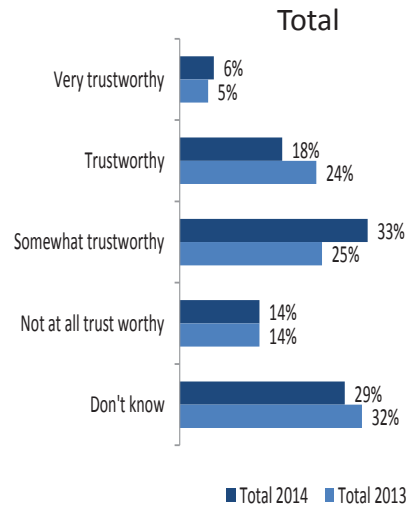
How often do you use Instagram?

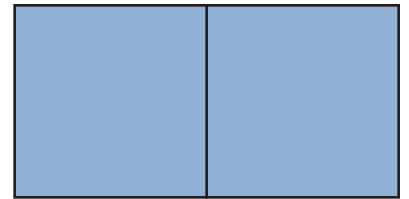
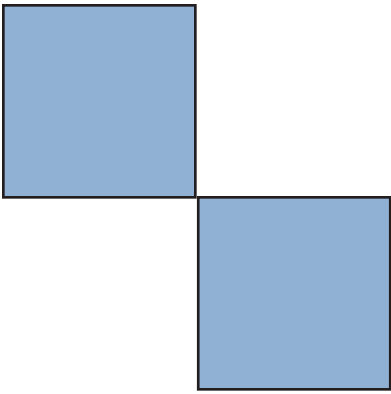


How often do you use Google+?

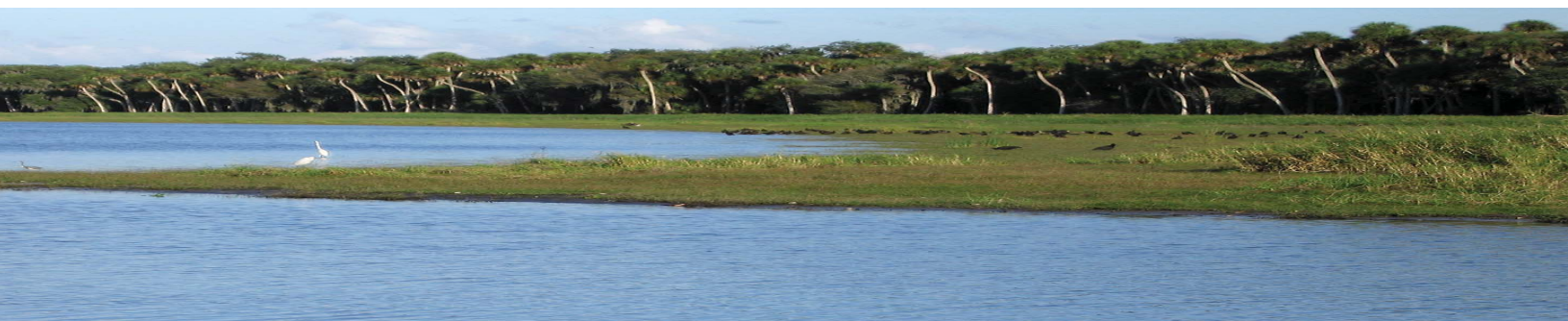
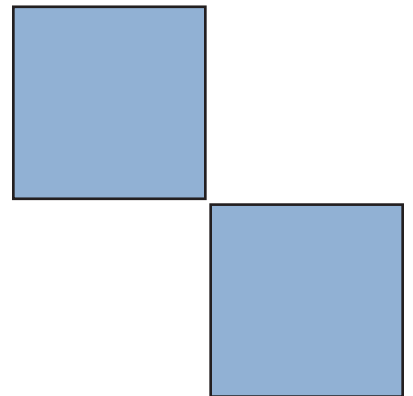
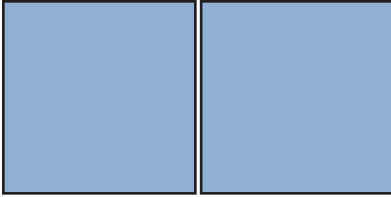


How trustworthy is the Southwest Florida Water Management District as a source of information about water resources?





DEMOGRAPHICS



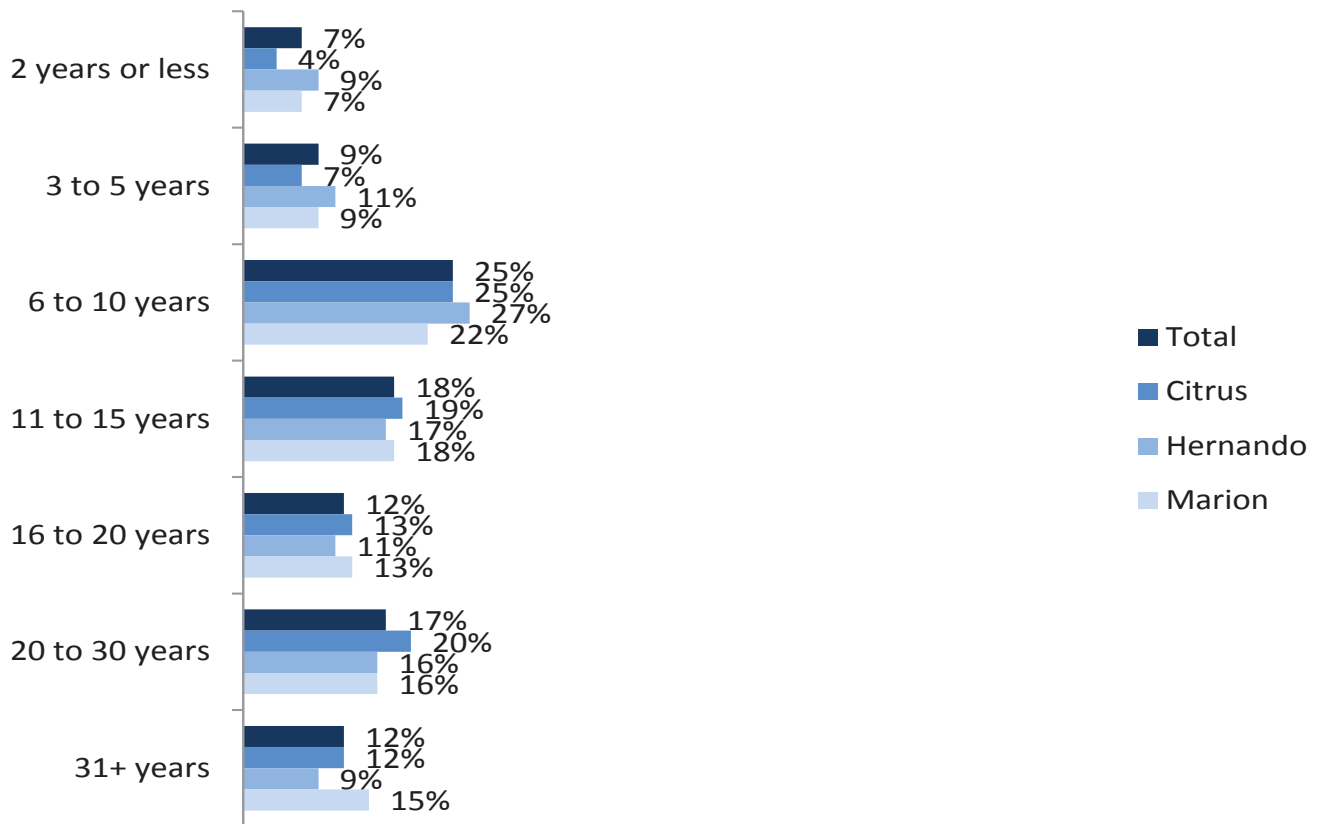
Demographics

The typical resident in this study has lived in the District for 12.5 years, lives four to five miles from a water body, and is 56 years of age. Nearly all residents (98%) live in Florida full-time, and 86% are homeowners. Two in five residents (39%) belong to a homeowners association and more than nine of ten residents (95%) have a lawn. Only 4% of residents have a seawall.

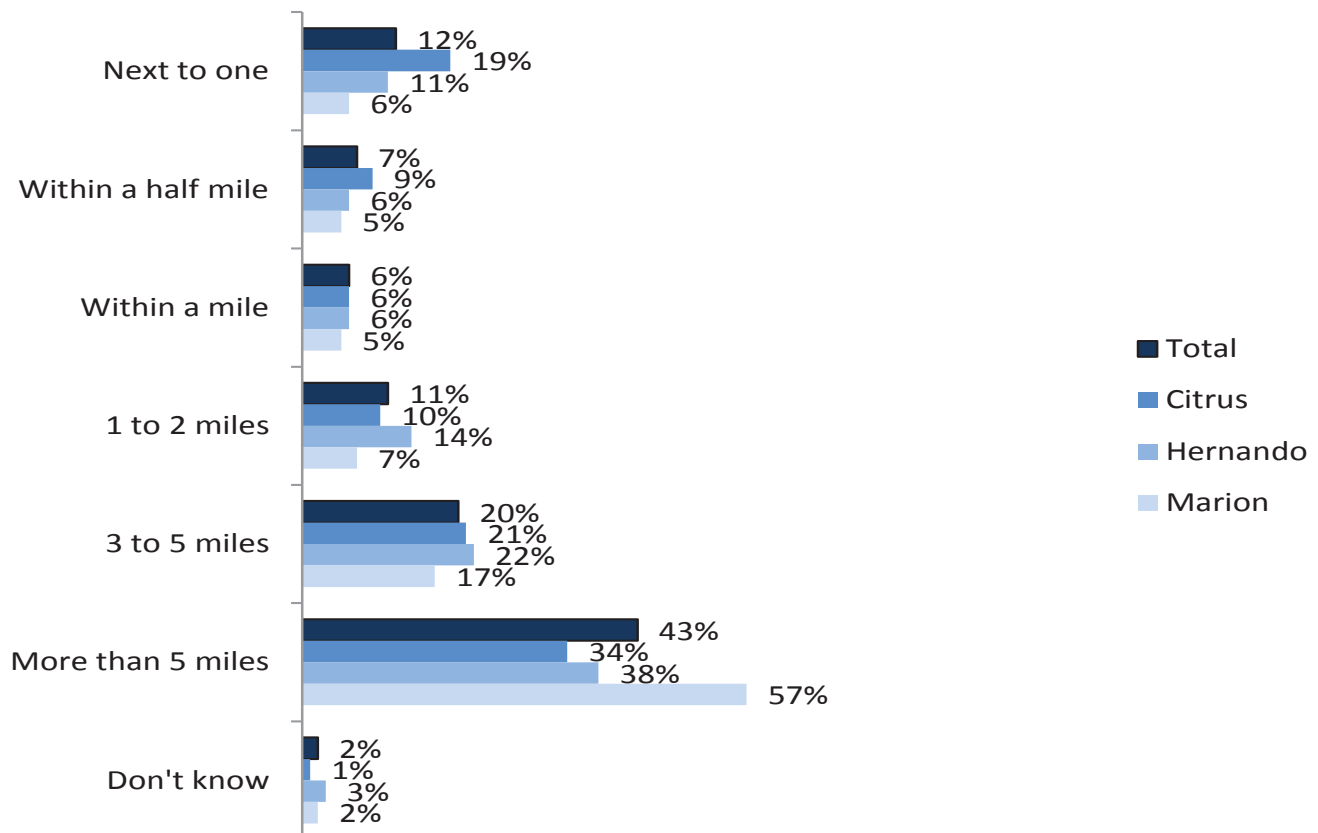
Three in ten residents in this study (28%) are employed full-time, while 7% are employed part-time. Half of residents are retired (50%).

The typical resident in this study has an income of \$48,000 and is white (85%). Nearly equal percentages of males and females are represented in this study (47% male, 53% female).

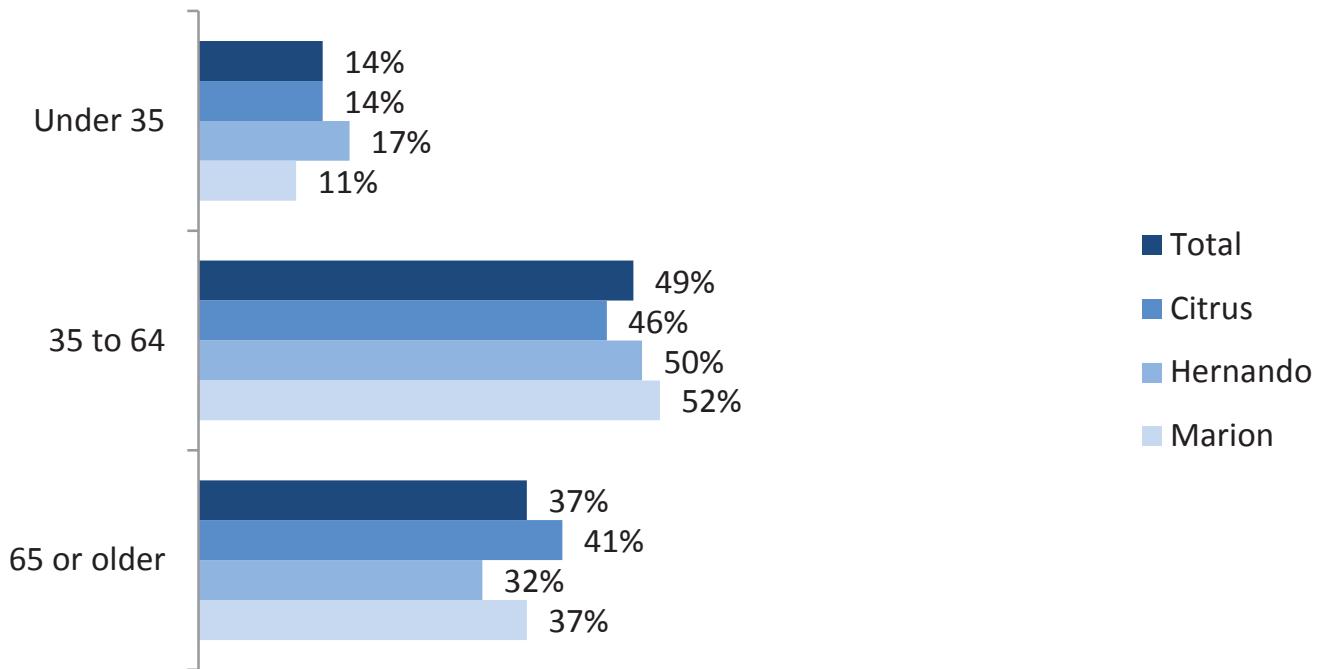
How long have you lived in your county?



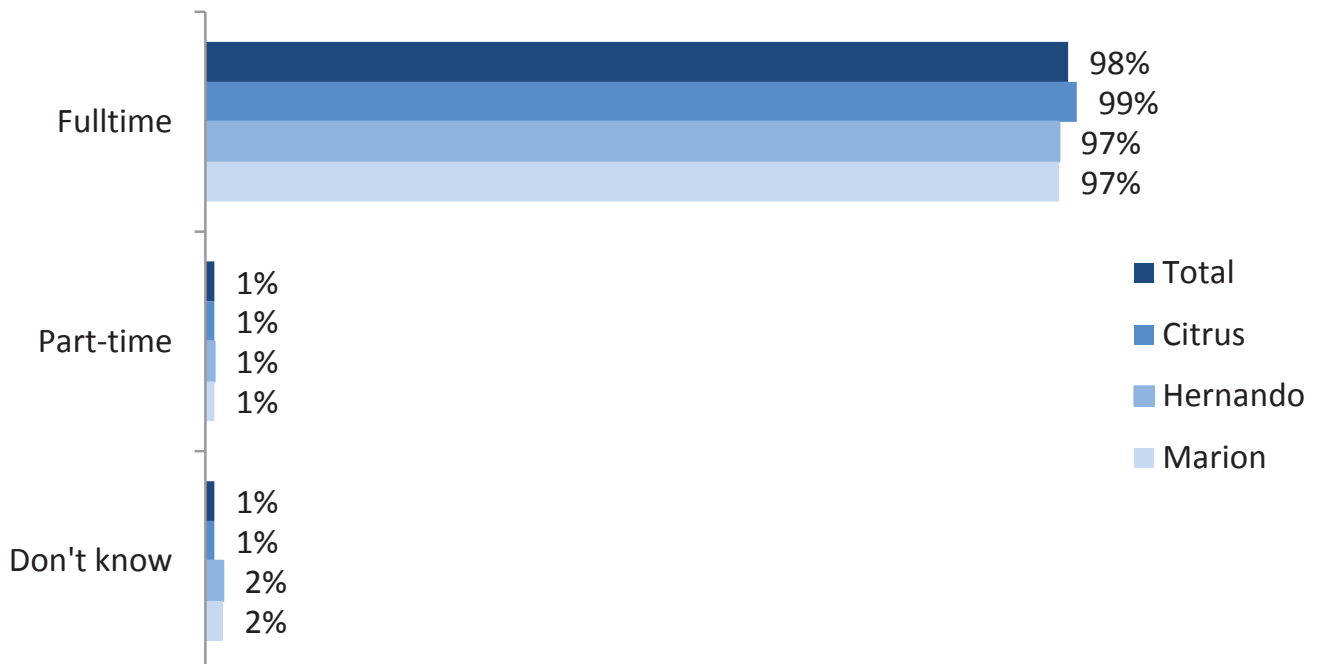
About how far from a water body do you live?



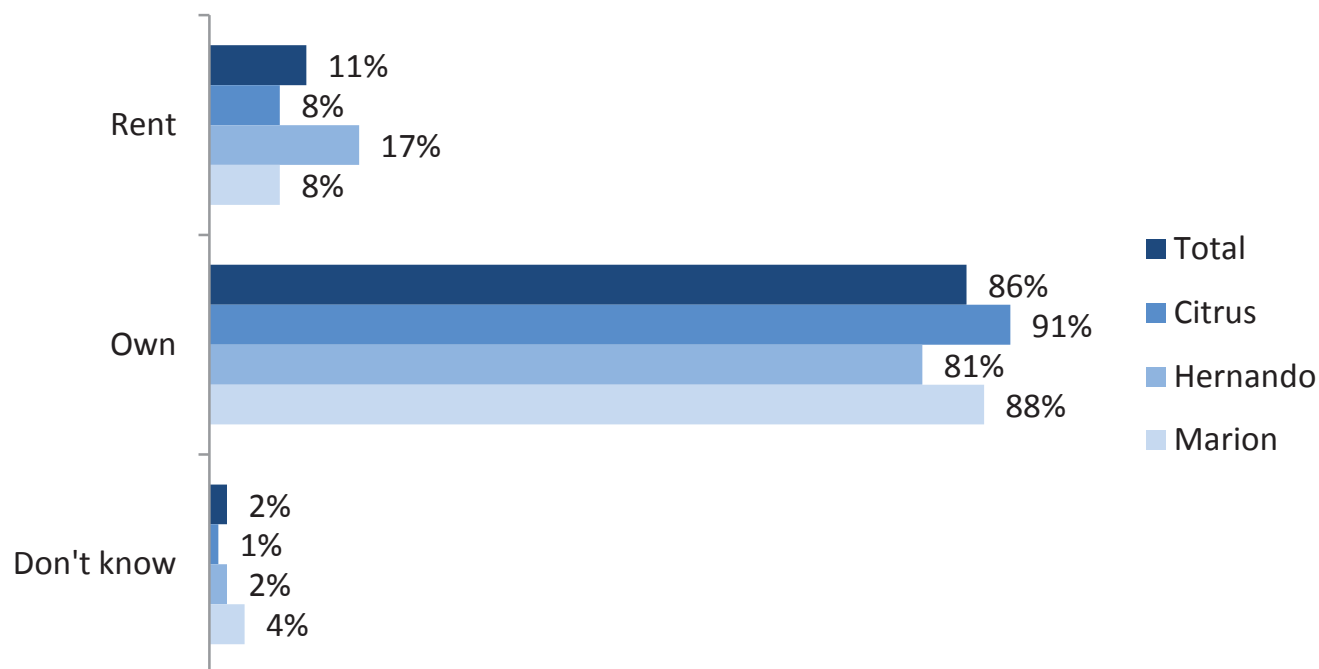
What category best fits your age?



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



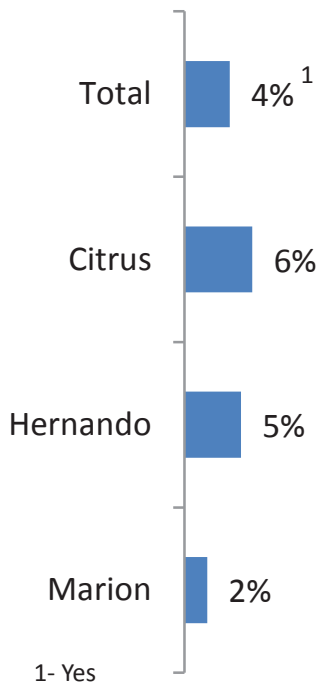
Do you rent or own where you live?



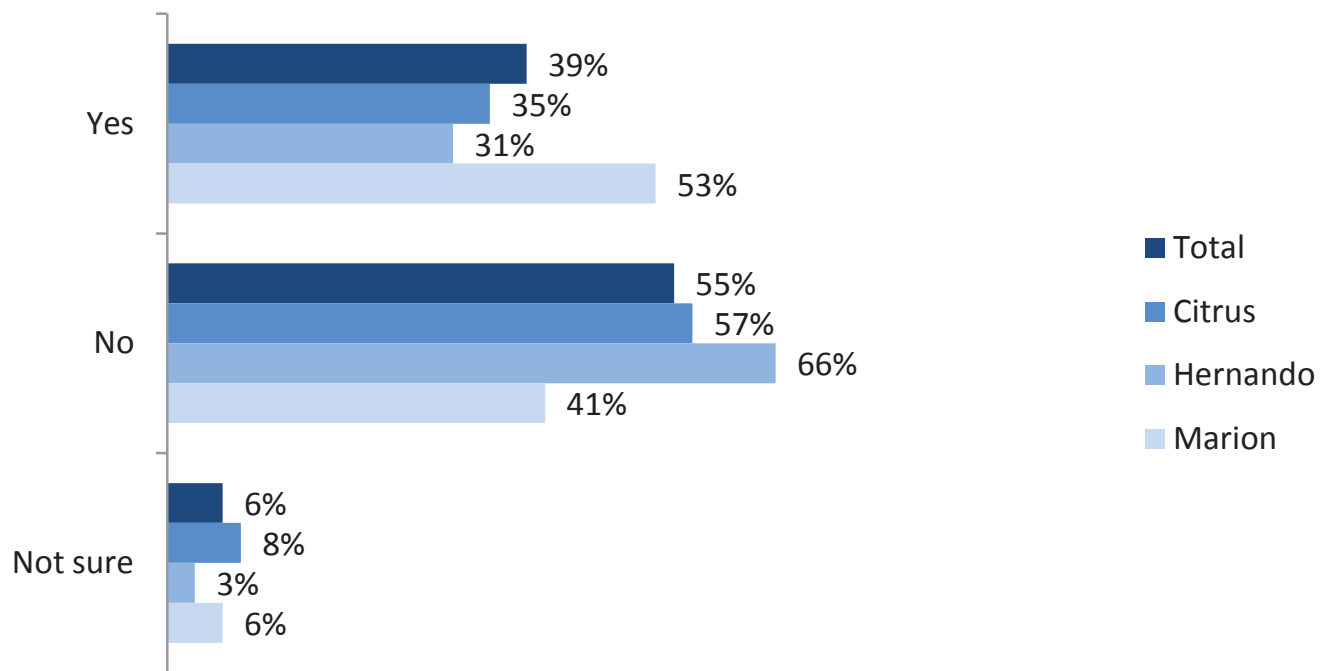
Do you have a lawn?



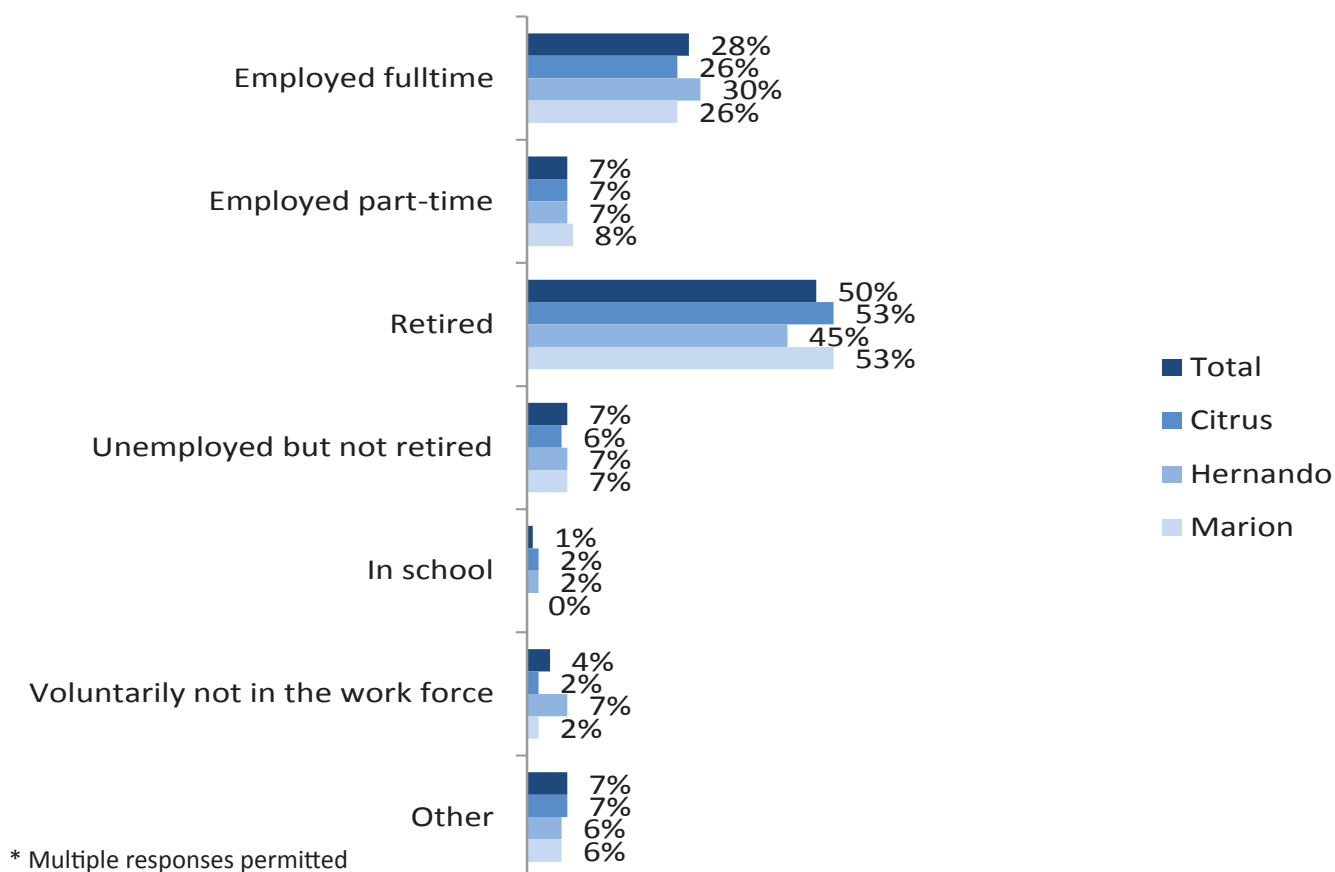
Do you have a seawall?



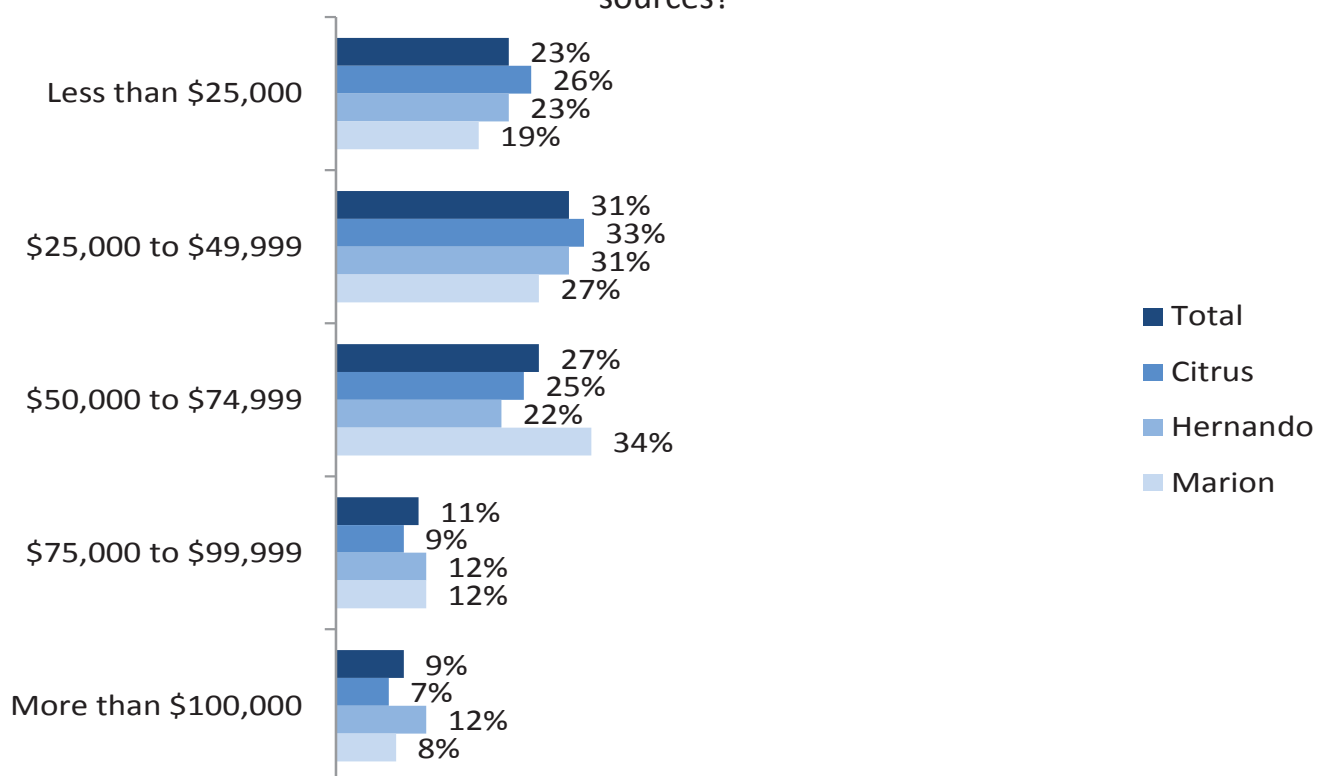
Does your neighborhood have a homeowners association?



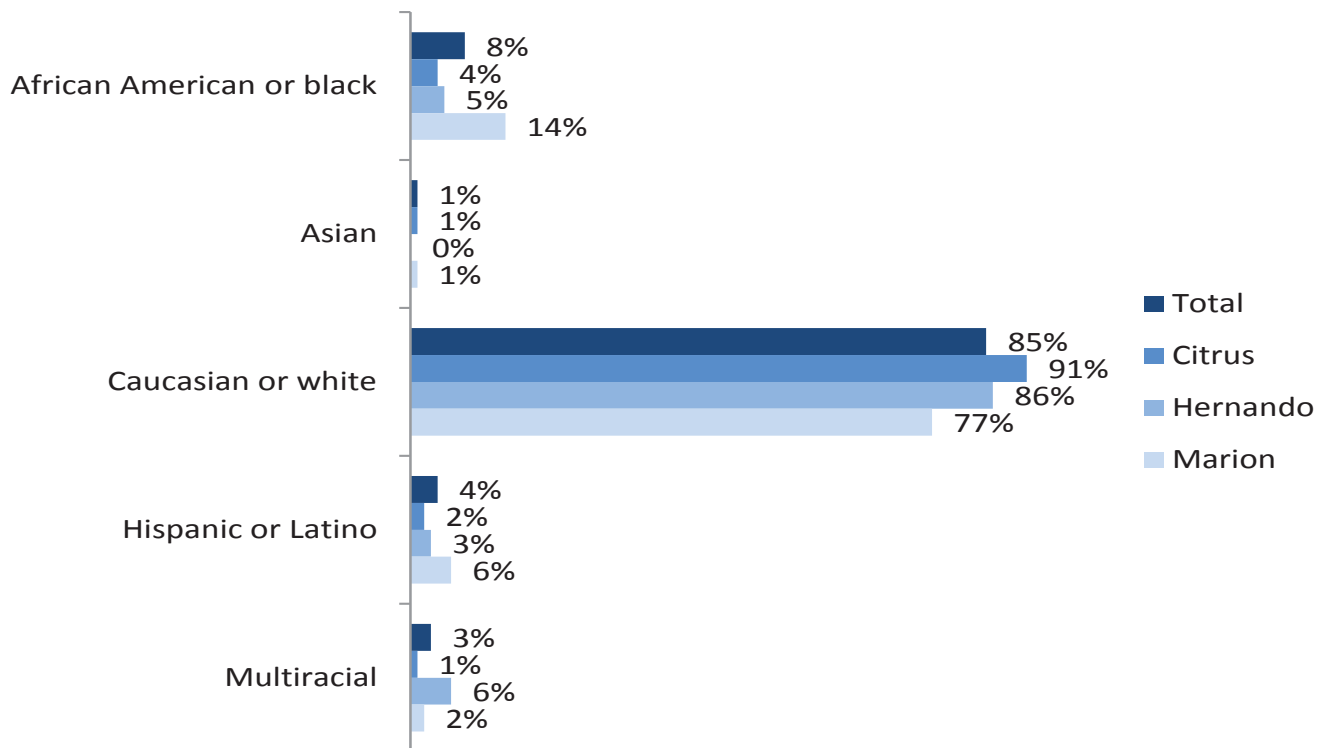
Employment Status*



Which of the following best represents your total household income in 2013 from all sources?



Which ethnic or race category best fits you?



Gender

