

Southwest Florida *Water Management District*

2013 Northern Issues Final Report



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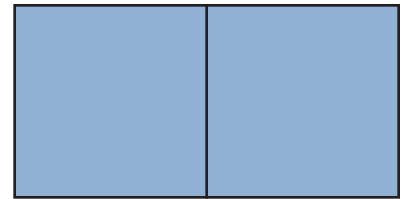
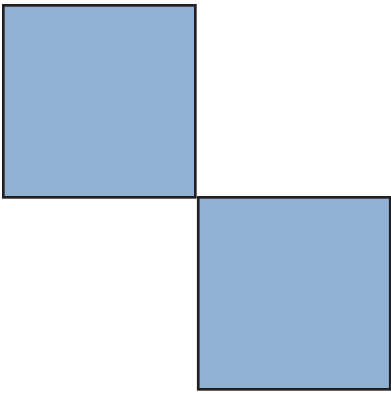
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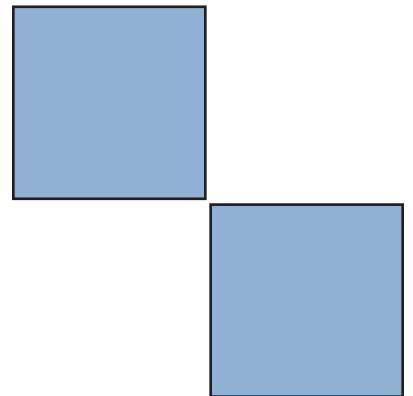
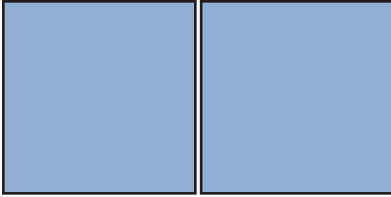
August 2013

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INTRODUCTION



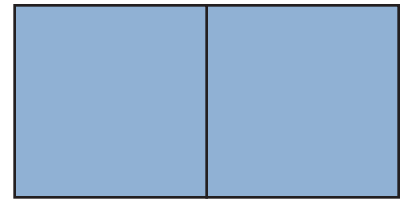
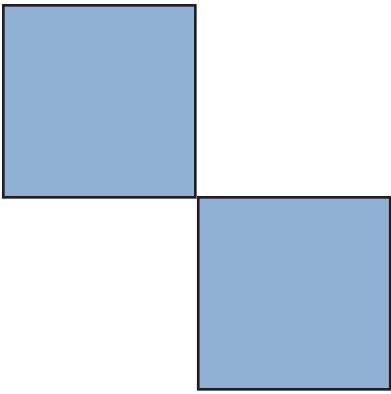
Introduction

The goal of this study was to help the Southwest Florida Water Management District (the District) better understand public opinion, knowledge, attitudes, and behaviors regarding issues specific to Citrus, Hernando, and Marion counties.

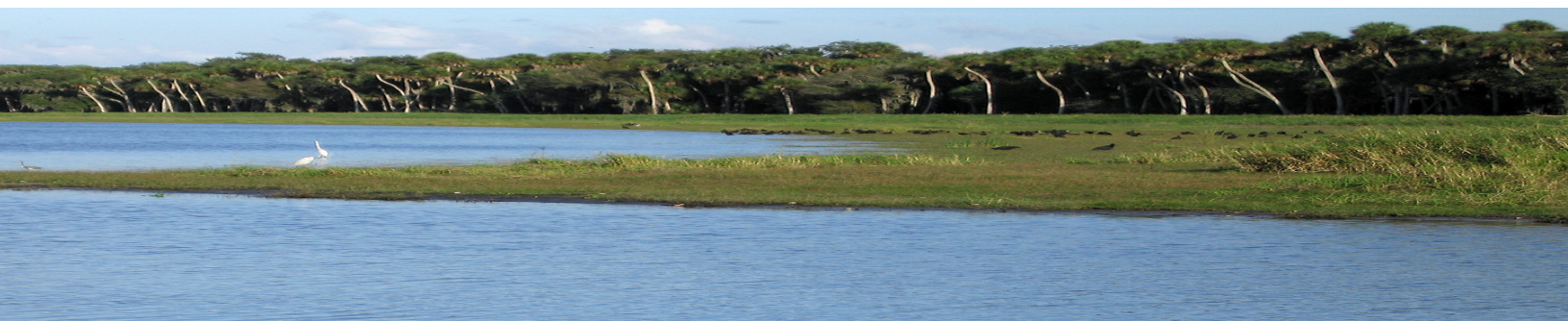
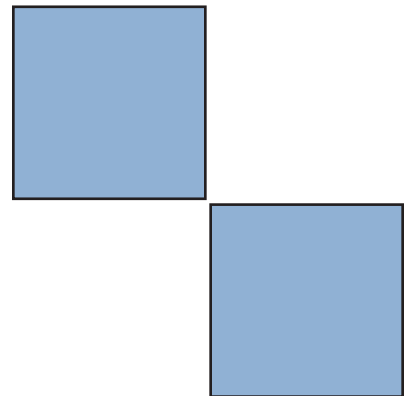
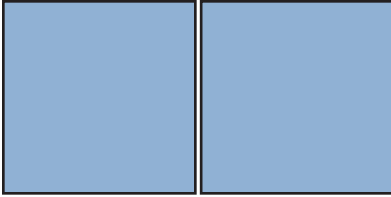
Methodology

The population for this study includes adults living within the boundaries of the Southwest Florida Water Management District in Citrus, Hernando, and Marion counties. The sampling frame consists of all working landline and cell telephone numbers in these areas. A random sampling process was used to select households. To ensure a representative sample within contacted households, interviews were rotated across the following four classifications: 1. Youngest male over 21; 2. Oldest male over 21; 3. Youngest female over 21; and 4. Oldest female over 21.

Interviews were conducted April 27 through May 13, 2013 from Kerr & Downs Research's office. There were 384 completed interviews in each region, resulting in a ± 5 percentage points sampling error given a 95% confidence level. The total sample size for the study was 1,152, resulting in a ± 2.7 percentage points sampling error given a 95% confidence level. Ten percent of the completed interviews were validated by call-backs.

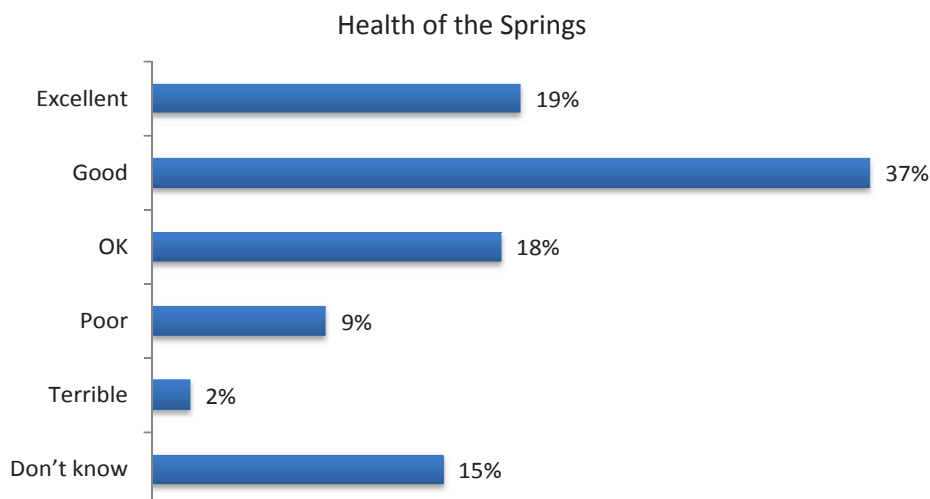


EXECUTIVE SUMMARY



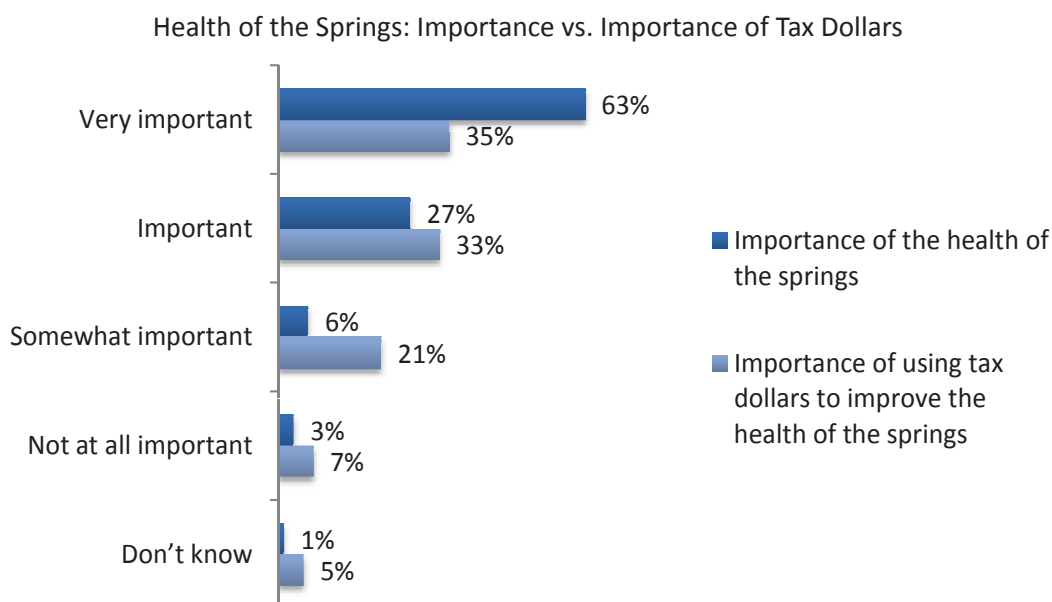
Health of the Springs

A plurality of residents (45%) has visited one of the springs in their area within the last year. Nearly six in ten residents (56%) rate the springs in their area as excellent or good.

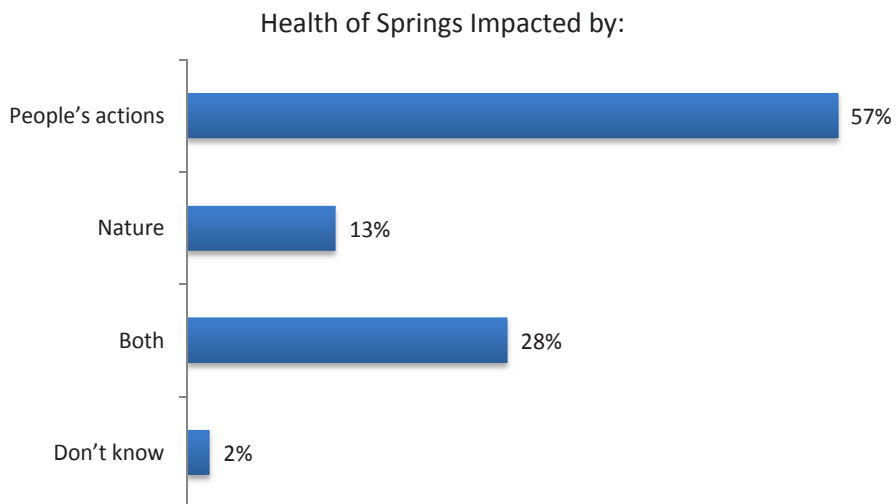


More than half of residents (55%) believe that nothing is wrong with the local springs. Of residents who mentioned something wrong with the springs, about one in five residents mentioned Silver Springs (24%), Rainbow Springs (21%), and Crystal River/Kings Bay (18%).

Nine in ten residents (90%) believe that the health of the springs is very important or important. However, fewer residents believe it is important to utilize tax dollars to improve the health of the springs, as about two in three residents (68%) believe it is very important or important to use tax dollars in this manner.



Nearly six in ten residents (57%) believe the health of the springs is affected more by people's actions, while 28% believe people's actions and natural things, such as climate and amount of rainfall, equally affect the health of the springs.



The table below summarizes residents' views on the current and future health of local springs and other water bodies.

Attitude about Health of Springs	Strongly agree + agree
Even in areas miles from the springs, actions people take affect the quality of the springs	85%
How you fertilize and water your lawn and plants can affect the health of the springs ¹	77%
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%
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%
Even if the correct action to fix problems were taken today, the health of the springs may not improve for many years	71%
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%

On a scale of 1 to 5 where 1 means "not at all" and 5 means "a great deal," residents' beliefs that the following contribute to water quality problems in the springs are summarized below:

Impact on Springs	Average Rating
Growth and development	4.1 ²
Overfertilization	4.0
Too much water being used	3.8
Rising sea levels	2.8

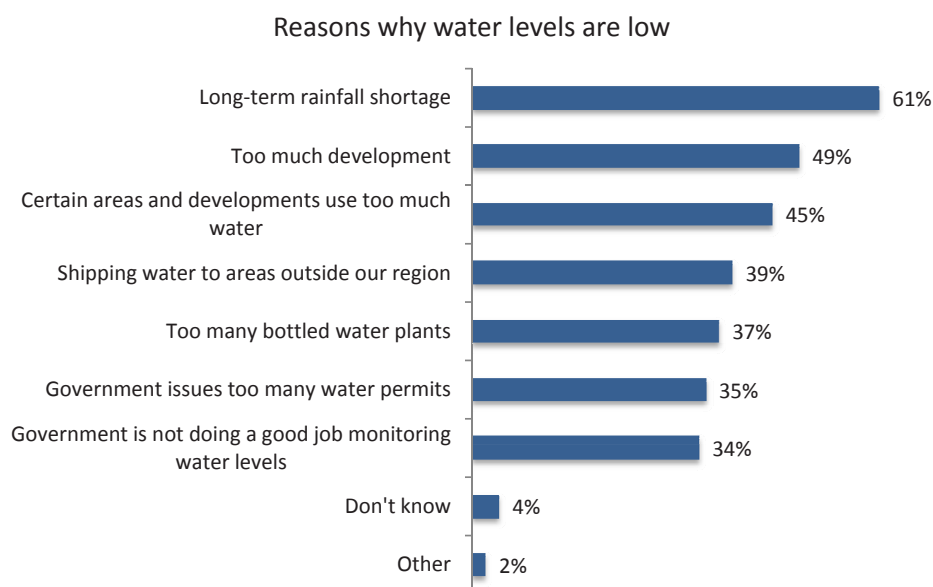
¹ Only asked to residents who have a lawn.

² 5 means "a great deal" and 1 means "not at all."

Health of Groundwater, Rivers, Lakes and Bays

Six in ten residents (62%) think that there is too much groundwater being pumped out of the ground for various issues. One in three residents (32%) believes there is a current policy to transport water from springs, rivers, and lakes in his/her area to areas outside his/her region.

Six in ten residents (61%) believe long-term rainfall shortage is a key reason why water levels in rivers, lakes, and streams are low. About half of residents believe too much development (49%) and excessive water use in certain areas and developments (45%) are key reasons why water levels in rivers, lakes, and streams are low.

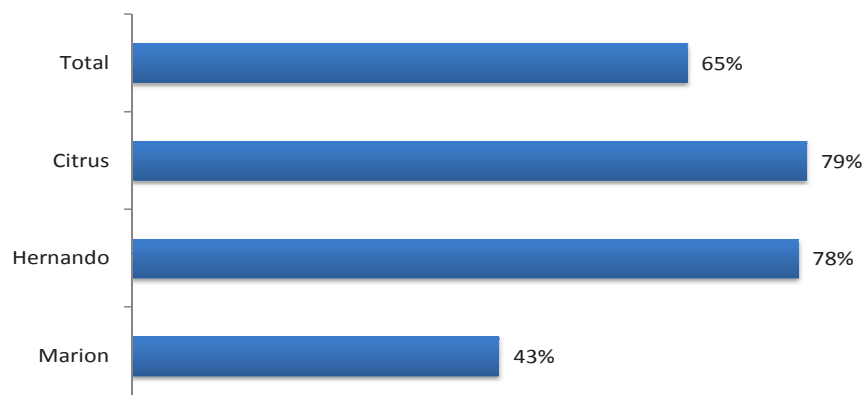


One in seven residents (13%) believes that the water in rivers and bays in his/her area has been getting more salty, while four in ten residents believe that salt levels stayed about the same (41%) or do not know (43%).

Of residents who believe rivers and bays are getting saltier, about half (47%) believe the saltiness can be reversed by things government and scientists do.

Perceptions of the District

About two in three residents (65%) have heard of the Southwest Florida Water Management District (the District). Awareness is significantly higher in Citrus (79%) and Hernando (78%) counties than in Marion County (43%).



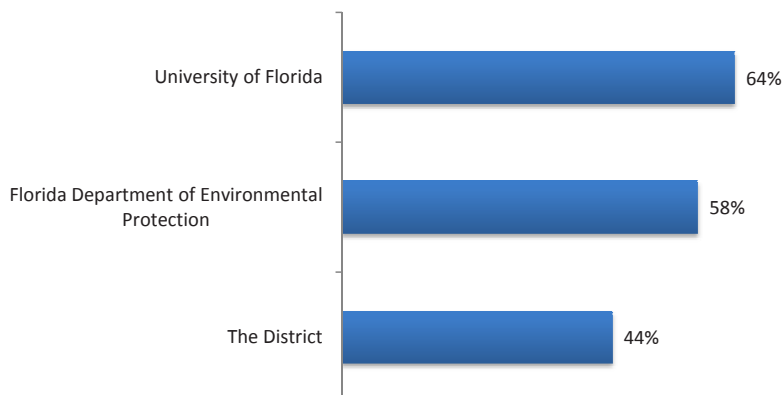
Attitudes about the District	Strongly agree + agree
The District possesses the scientific expertise to manage my area's water supplies	35%
The District is committed to improving the health of the springs in your area	32%
The District has repeatedly studied the health of the springs, but nothing has been done to improve the springs	31%
The District is the leader in taking the right actions to improve the health of the springs in your area	28%

The list below summarizes residents' opinion on characteristics of the District. Residents rate the District's performance in the following areas is summarized below:

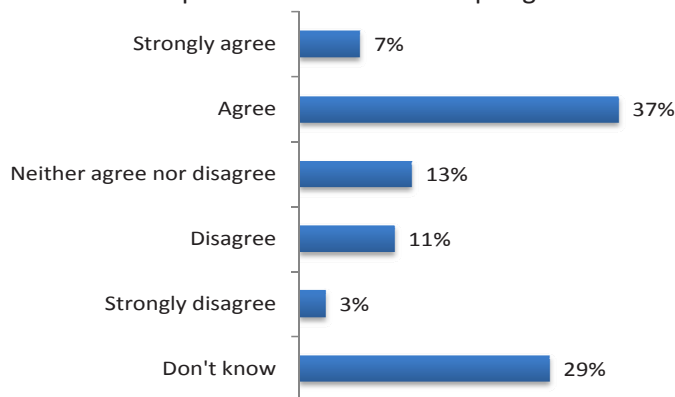
Ratings for the District's performance ³	Excellent + very good	Excellent + very good + ok
Protecting springs in their area	25%	48%
Educating people about what they can do to help the springs	20%	38%
Sharing information about the condition of water resources with the public	20%	38%
Educating people about the condition of the springs	20%	37%
Listening to community input that may benefit the springs in their area	17%	35%
Ensuring that not too much water is drawn out of the ground for various uses	16%	33%

Authority on Information about the Springs

The graph below represents the percentage of residents who strongly agree or agree that the following entities have the scientific knowledge necessary to improve the health of the springs in their area.



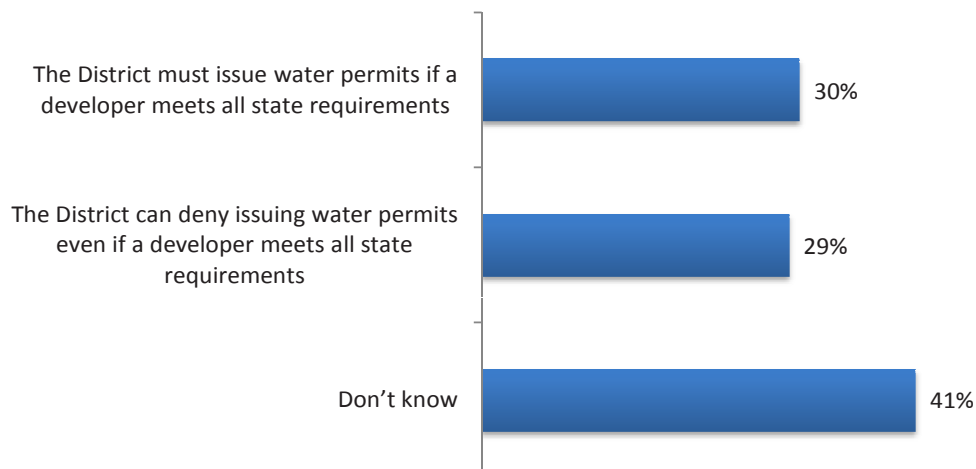
The District has the scientific knowledge necessary to improve the health of the springs



³ Responses included a significant percentage of "don't know" answers

Regulation

Three in ten residents (30%) believe that the District must issue water permits if a developer meets state requirements. Similarly, three in ten residents (29%) believe the District can deny issuing permits even if a developer meets all state requirements.

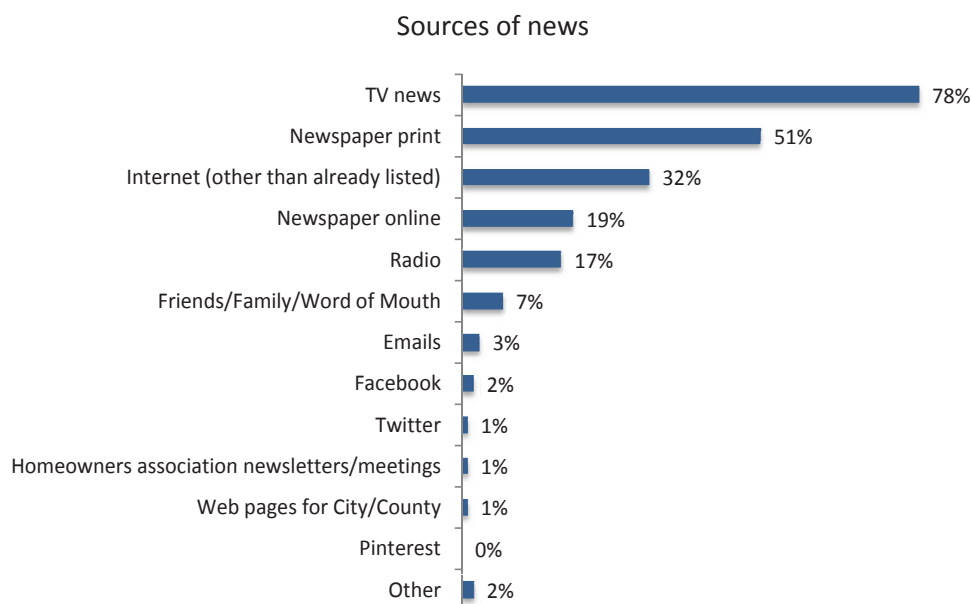


About one in six residents believes that the Florida Department of Agriculture and Consumer Services (17%), local city/county government (17%), or the Florida Department of Environmental Protection (14%) regulates fertilizer use. Fewer than one in ten residents (7%) believes that the District regulates fertilizer use.

Nearly four in ten residents (39%) believe septic tanks are regulated by local city/county government. Fewer than one in ten residents believes septic tanks are regulated by the Florida Department of Environmental Protection (9%), the Florida Department of Agriculture and Consumer Services (6%), or the District (5%).

Information Sources

Nearly eight in ten residents (78%) get their news from television, while more than half (51%) receive their news from print newspapers.



The table below summarizes the percentage of residents who read the following information sources.

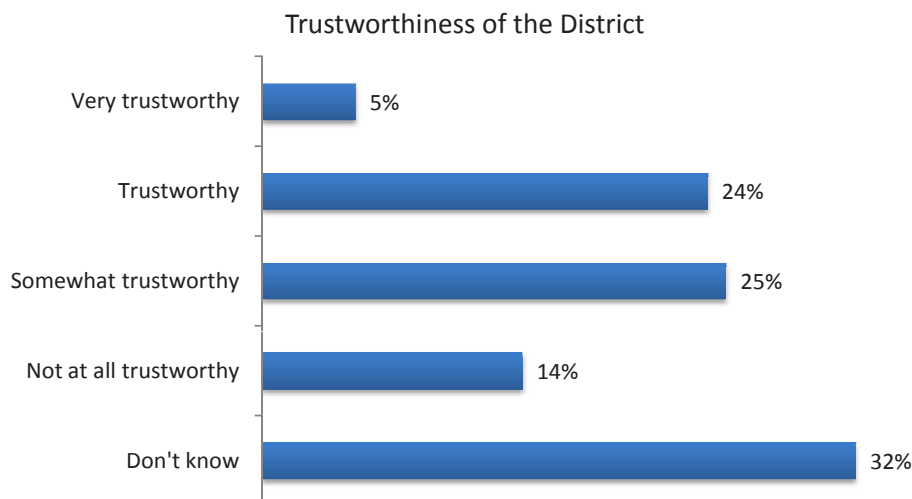
	Read
Billboards	75%
Print newspapers	74%
Utility bill inserts	63%
Promotional letters or postcards in the mail	55%
Online newspapers	44%
HOA newsletters	38%
E-newsletters they signed up to receive	38%

Residents' use of social media is summarized in the table below.

	Use daily	Use at least 1x per week	Never use
Facebook	27%	39%	50%
YouTube	14%	25%	58%
Pinterest	5%	8%	86%

Eight information sources were rated for their level of trustworthiness – percentages of “very trustworthy” + “trustworthy” ratings are summarized below (“Very trustworthy” + “trustworthy” ratings from the 2013 District Perception Study that was conducted districtwide in April 2013 in parantheses):

- 58%: Universities (56%)
- 55%: US Geological Survey (52%)
- 46%: Department of Environmental Protection (51%)
- 44%: Local utility company (46%)
- 36%: Local environmental group (41%)
- 30%: Traditional media (38%)
- 29%: The District (40%)
- 11%: Social media (14%)

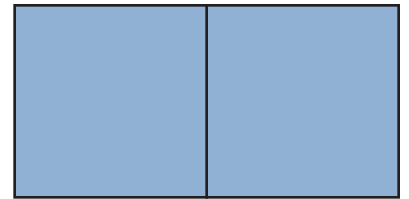
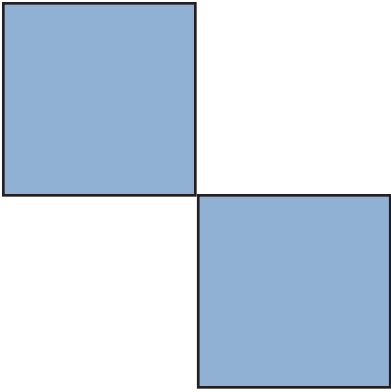


Demographics

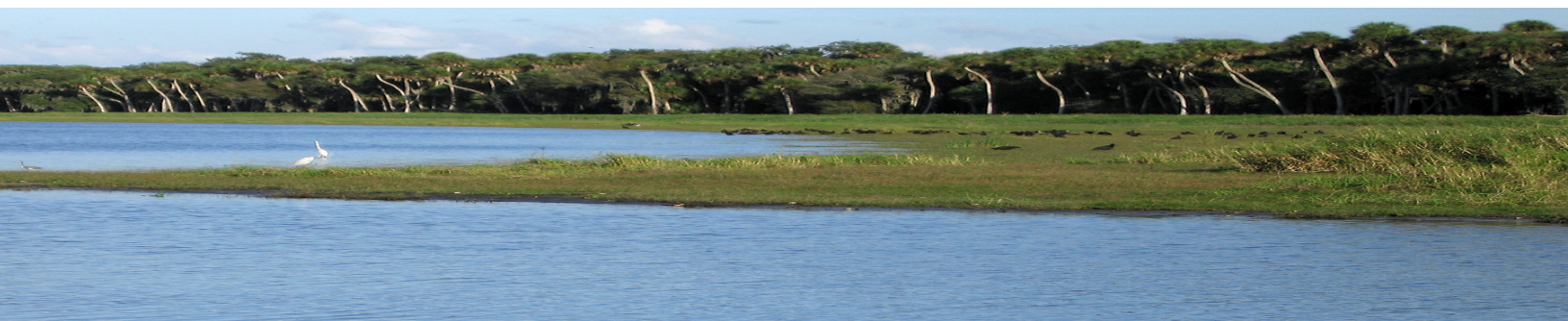
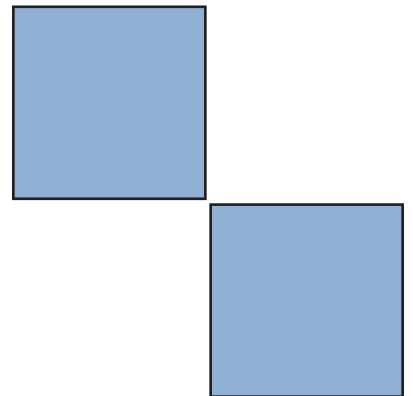
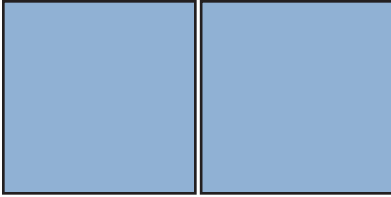
The typical resident in this study has lived in their county for 12 years, lives four miles from a water body, and is 52 years of age. Nearly all residents (97%) live in Florida full-time, and 84% are homeowners. Two in five residents (40%) belong to a homeowners association and more than nine of ten residents (93%) have a lawn.

Three in ten residents in this study (31%) are employed full-time, while 7% are employed part-time. Nearly half of residents are retired (47%).

The typical resident in this study has an income of \$46,000 and is white (76%). Nearly equal percentages of males and females are represented in this study (48% male, 52% female).



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 Even if the correct actions to fix problems were taken today, the health of the springs may not improve for many years.
 - o Even in areas miles from the springs, actions people take affect the quality of the springs.
 - 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.
- How much do each of the following contribute to water quality problems in the springs?
 - o Overfertilization
 - o Growth and development
 - o Overwatering
 - o Rising sea levels
- Agreement with the following statements
 - 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.

A plurality of residents (45%) have visited one of the springs in their area within the last year. Residents in Citrus County were most likely to visit one of the springs in the last year (51%), while only 36% of Hernando County residents had done so.

Nearly six in ten residents (56%) rate the springs in their area as excellent or good. Marion County residents (59%) are most likely to rate the springs in their area as excellent or good, while Hernando County residents (53%) are least likely.

More than half of residents (55%) believe that nothing is wrong with the local springs. This belief is highest in Hernando County, as 62% of residents share this belief. Of residents who mentioned something wrong with the springs, about one in five residents mentioned that something was wrong with Silver Springs (24%), Rainbow Springs (21%), and Crystal River/Kings Bay (18%).

Nine in ten residents (90%) believe the health of the springs is very important or important. There is little variation in this belief across counties. About two in three residents (68%) believe it is very important or important to use tax dollars to improve the health of the springs in their area. More than seven in ten residents of Hernando County (72%) believe tax dollars should be used to improve the health of the springs, while only 63% of Marion County residents share this belief.

Nearly six in ten residents (57%) believe the health of the springs is affected more by people's actions, while 28% believe people's actions and natural things, such as climate and amount of rainfall, equally affect the health of the springs. Residents of Hernando County (61%) are most likely to believe the health of the springs is most affected by people's actions, while 53% of Marion County residents share this belief.

Seven in ten residents (71%) agree that even if correct actions to fix problems are taken today, the health of the springs may not improve for many years. Residents of Hernando County (78%) are most likely to agree that even if correct actions to fix problems are taken today, the health of the springs may not improve for many years, while 64% of Marion County residents agree.

Six in seven residents (85%) agree that even in areas miles from the springs, actions people take affect the quality of the springs. There is little variation in agreement across counties.

More than half of residents (55%) 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. 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 highest in Hernando County (63%) and lower in Marion (51%) and Citrus (52%) counties.

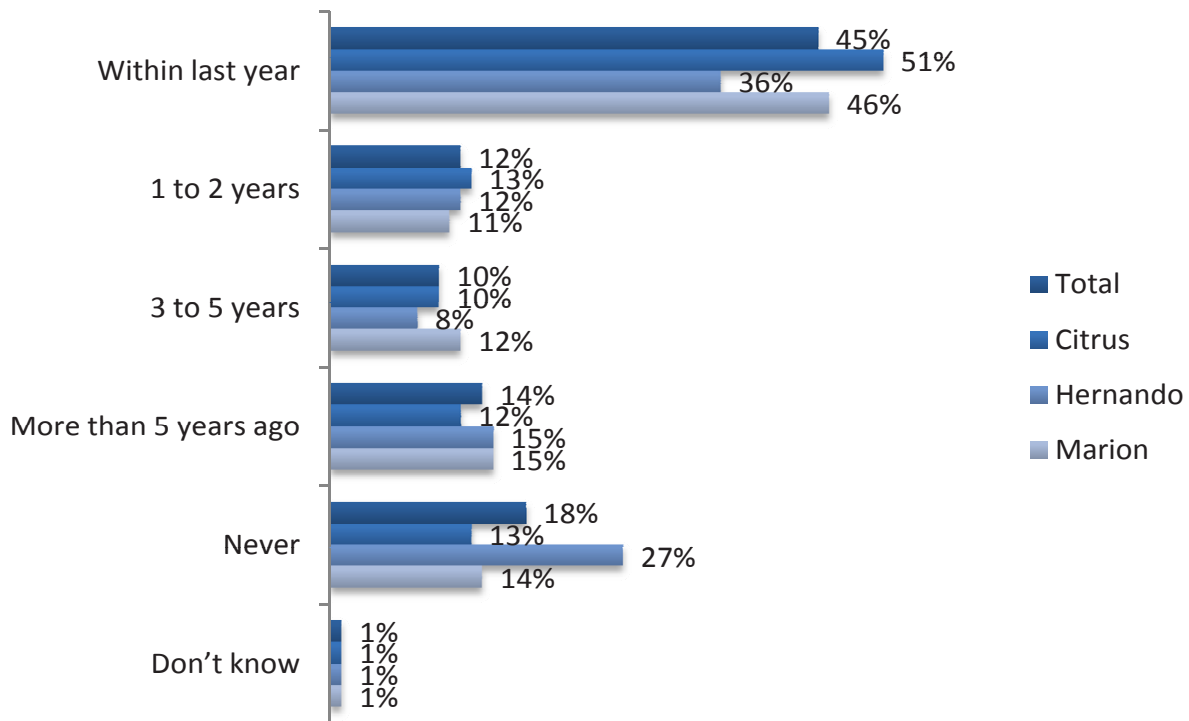
Of residents with a lawn, more than three in four (77%) agree that how one fertilizes and waters his/her lawn and plants can affect the health of the springs. There is little variation in agreement across counties.

More than half of residents believe that overfertilization (51%) and growth and development (53%) contribute a great deal to water quality problems in the springs. Marion County residents are most likely to believe this to be true. Nearly half of residents (45%) believe that using too much water contributes a great deal to water quality in the springs, while only 14% believe rising sea level contributes a great deal.

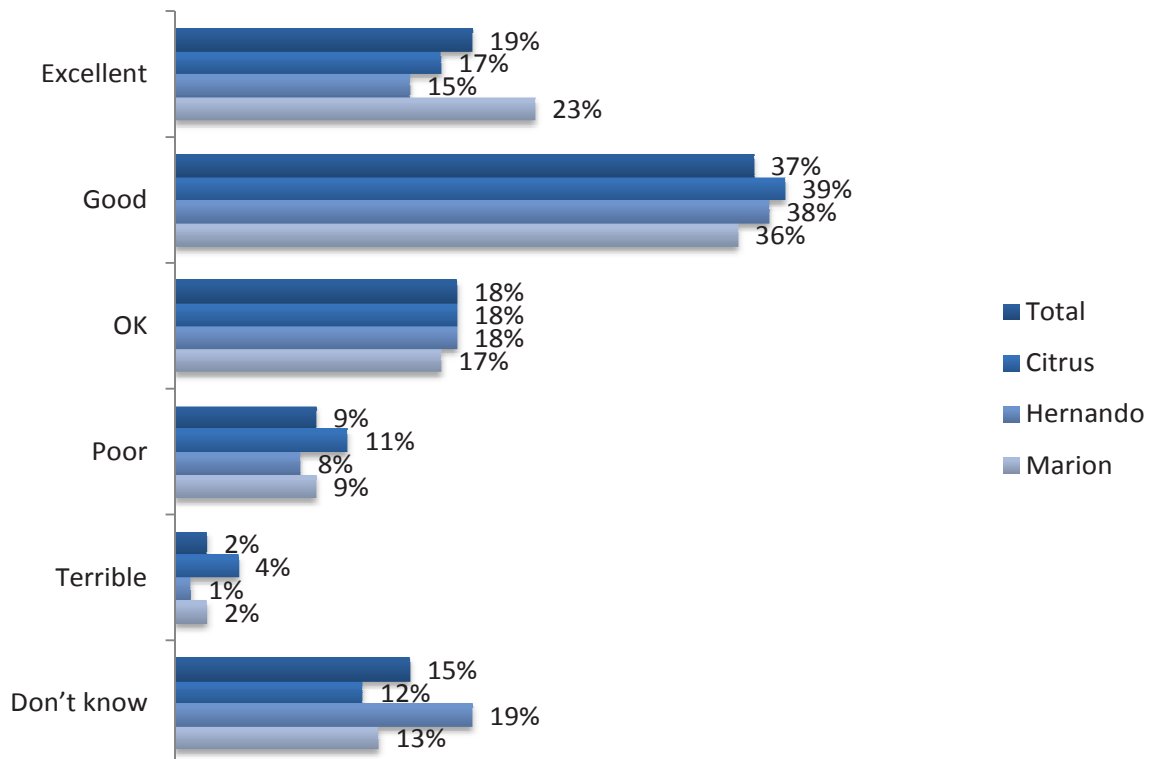
Three in four residents (75%) agree that significant improvement in the health of area springs would be seen if there were cutbacks in fertilizing yards, farms, and golf courses. Nearly eight in ten (79%) Citrus County residents agree that significant improvement in the health of area springs would be seen if there were cutbacks in fertilizing yards, farms, and golf courses, while 71% of Marion County residents agree.

Seven in ten residents (72%) agree that significant improvement in the health of area springs would be seen if less water was taken from the ground. There is little variation in agreement across counties.

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

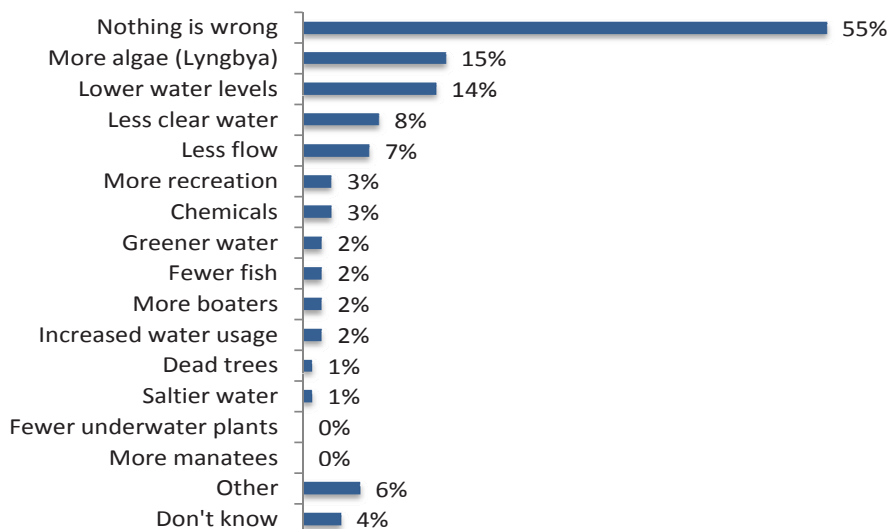


How would you rate the health of the springs in your area?

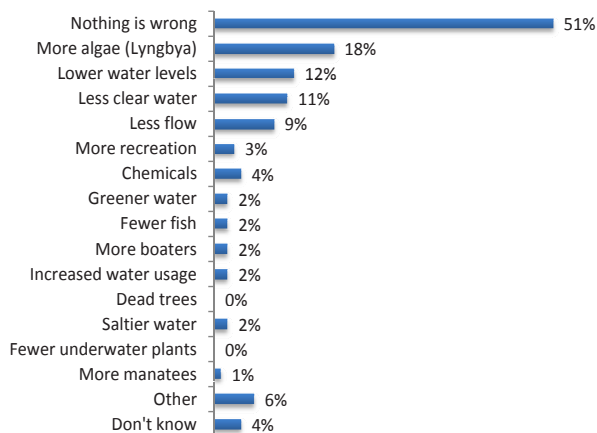


Based on what you know or have heard, what is wrong with the springs in your area?*

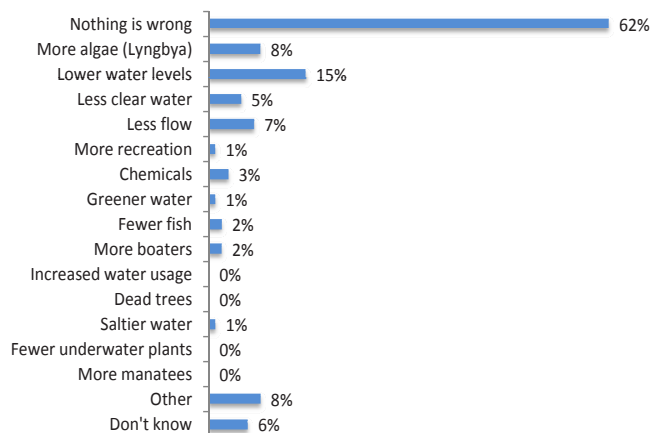
Total



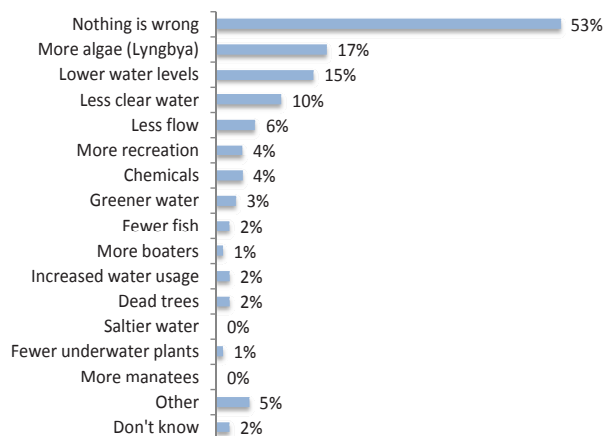
Citrus



Hernando



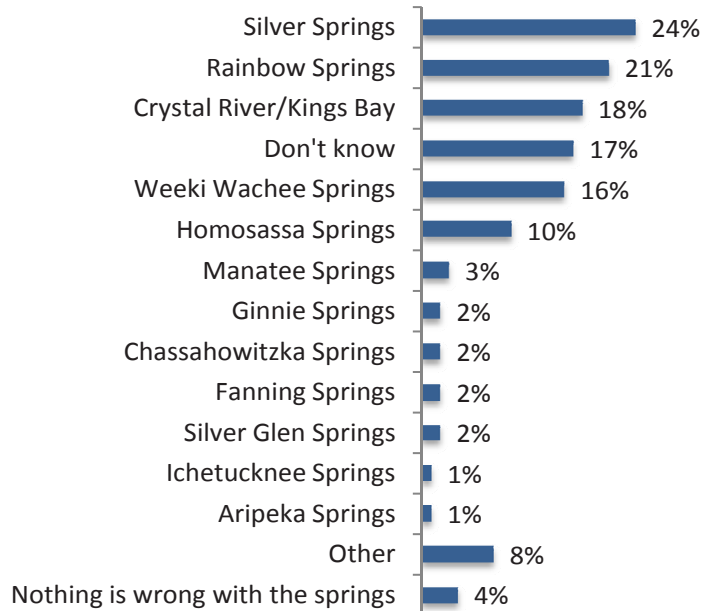
Marion



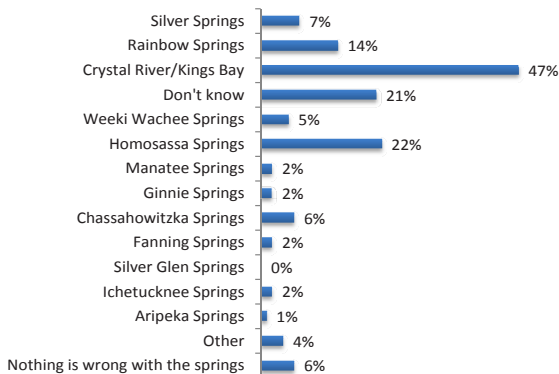
* Multiple responses permitted

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

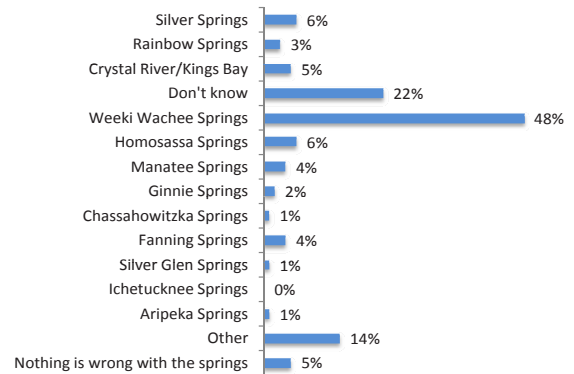
Total



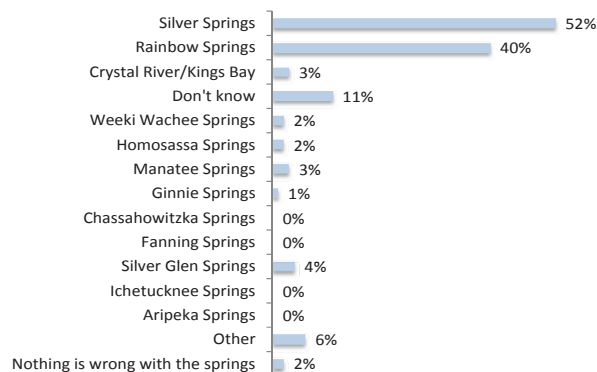
Citrus



Hernando



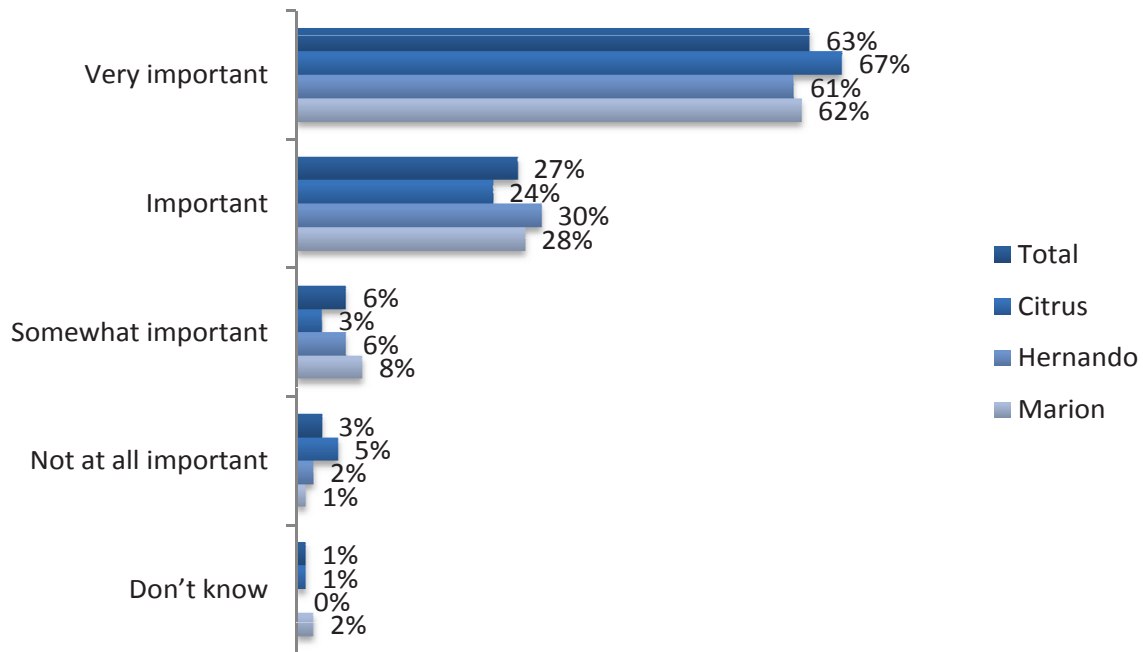
Marion



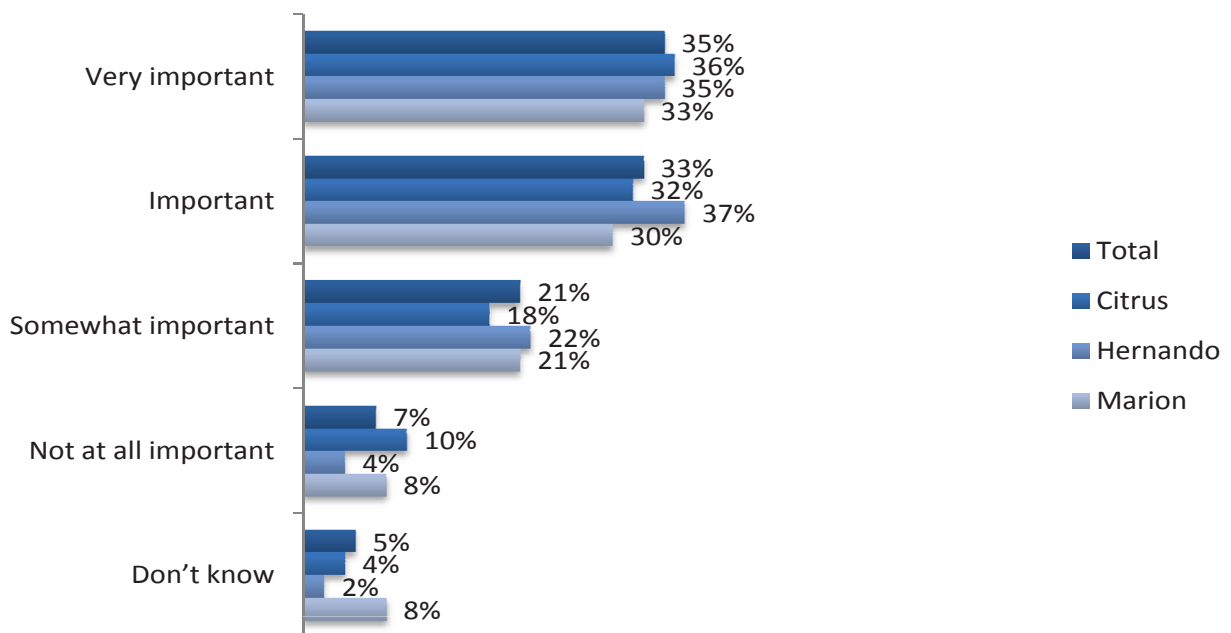
* Multiple responses permitted

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

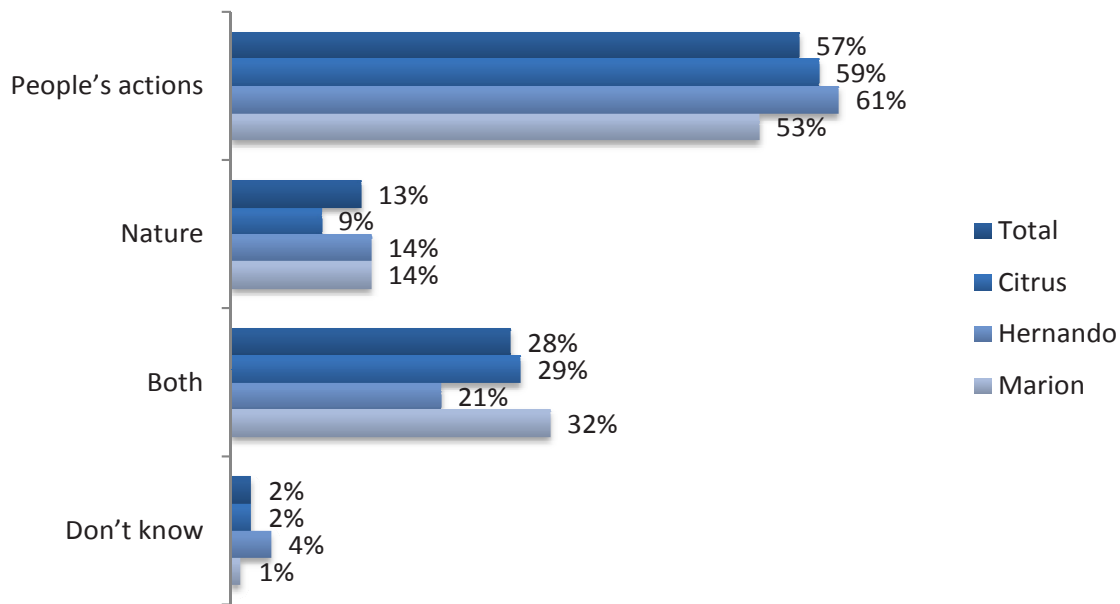
How important to you is the health of the springs in your area?



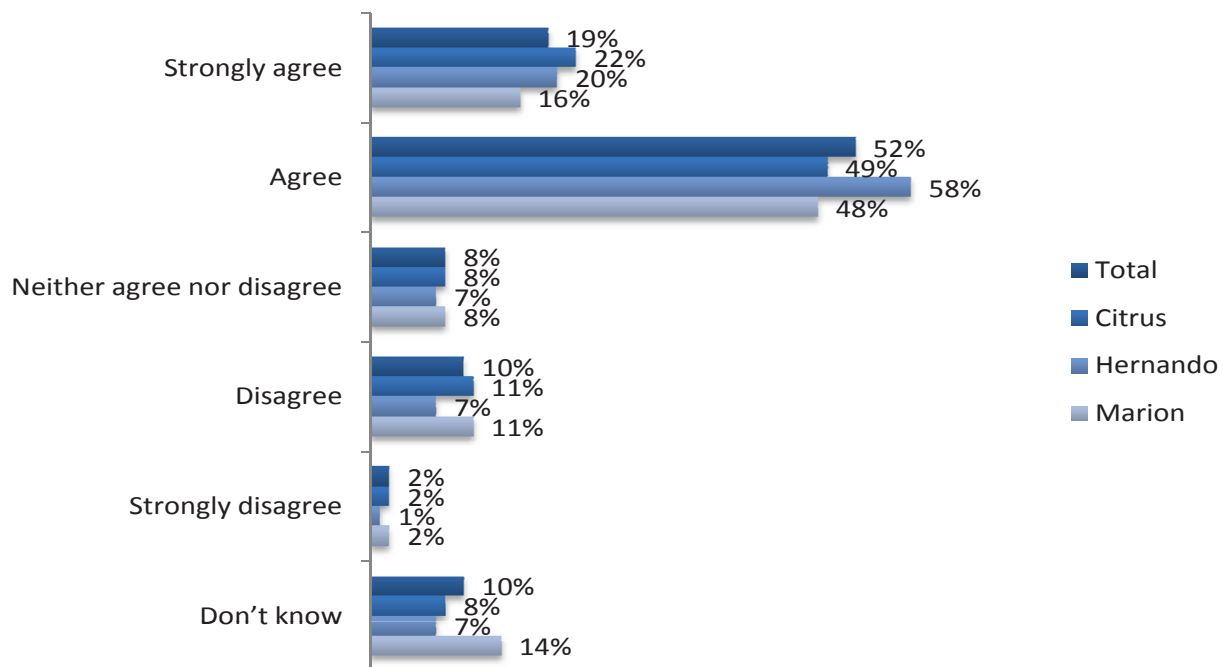
How important to you is it that your tax dollars be used to improve the health of the springs in your area?



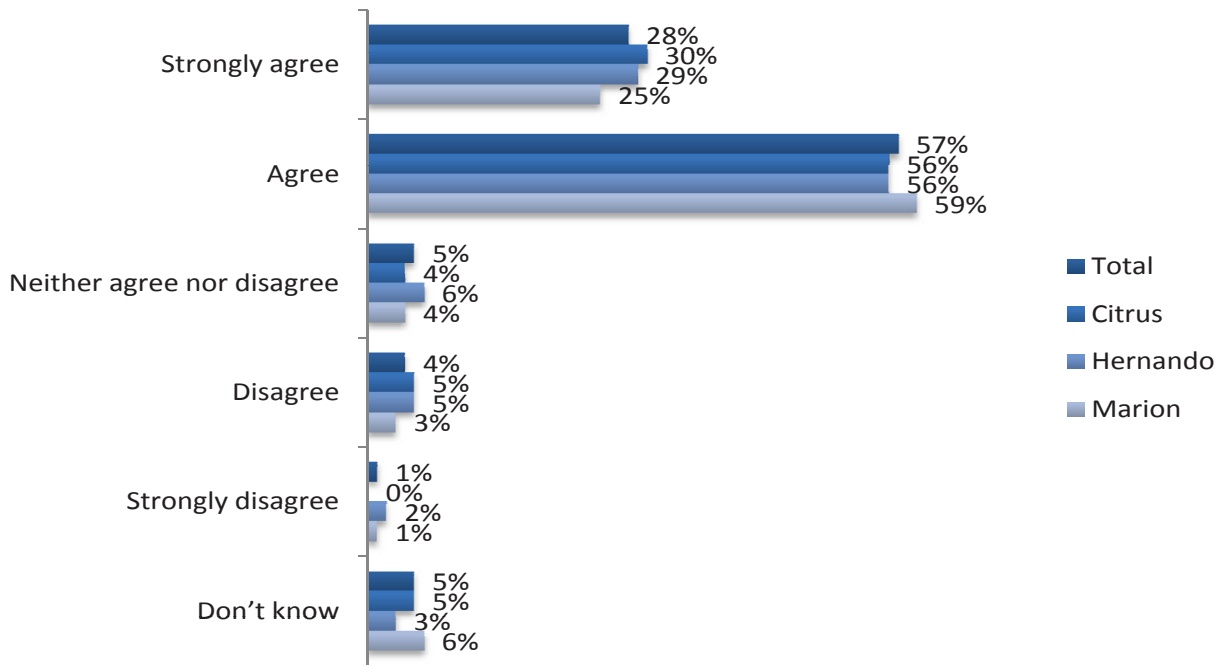
Do you believe the health of the springs is affected more by things people do or by natural things, such as climate and amount of rainfall?



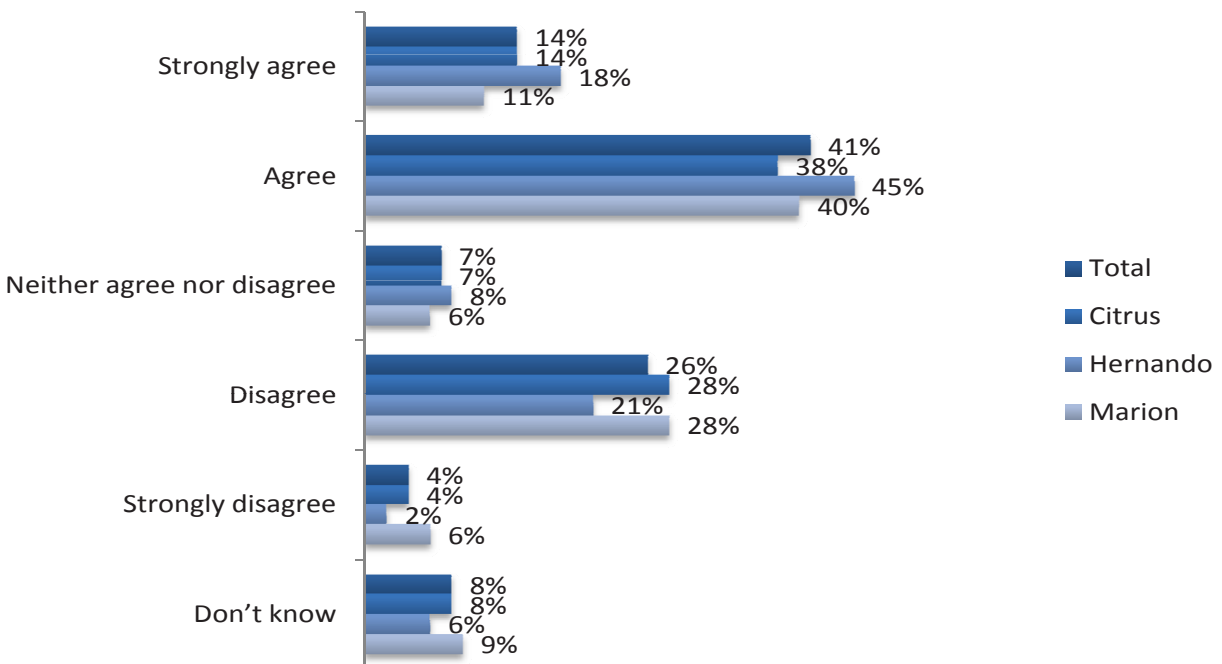
Even if the correct action to fix problems were taken today, the health of the springs may not improve for many years.



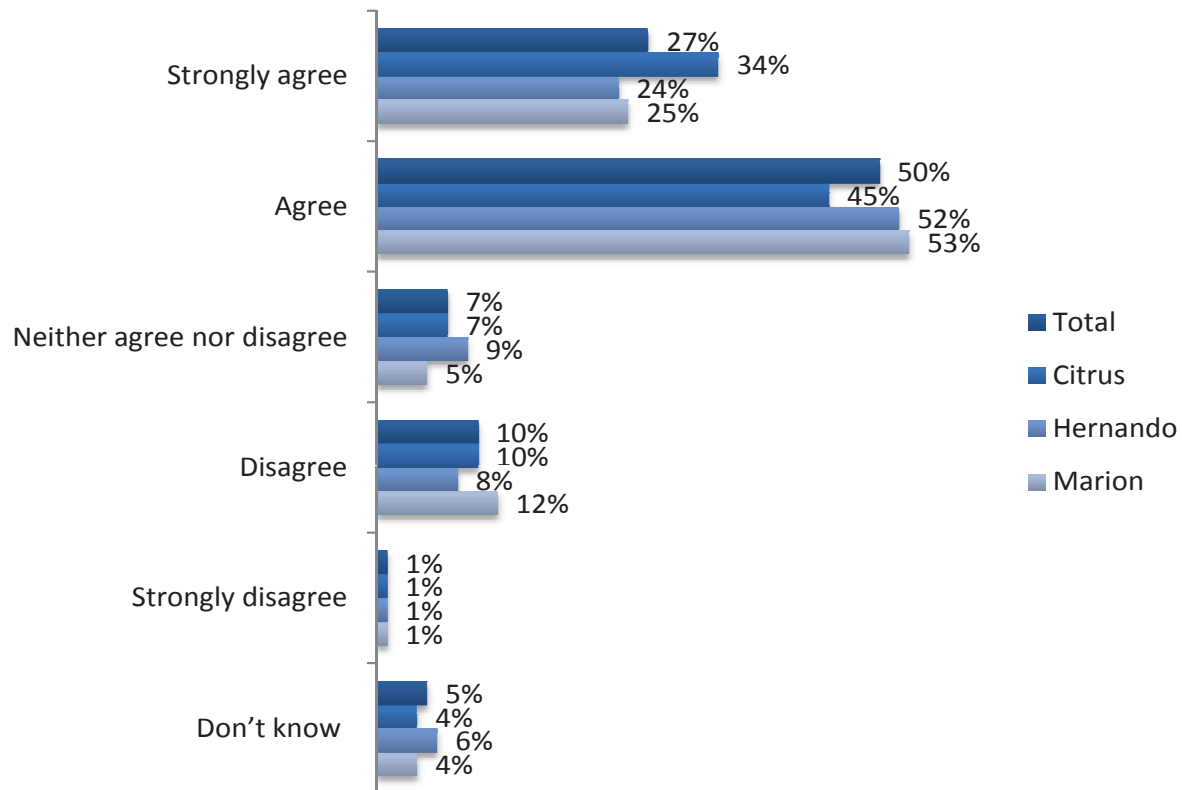
Even in areas miles from the springs, actions people take affect the quality of the springs.



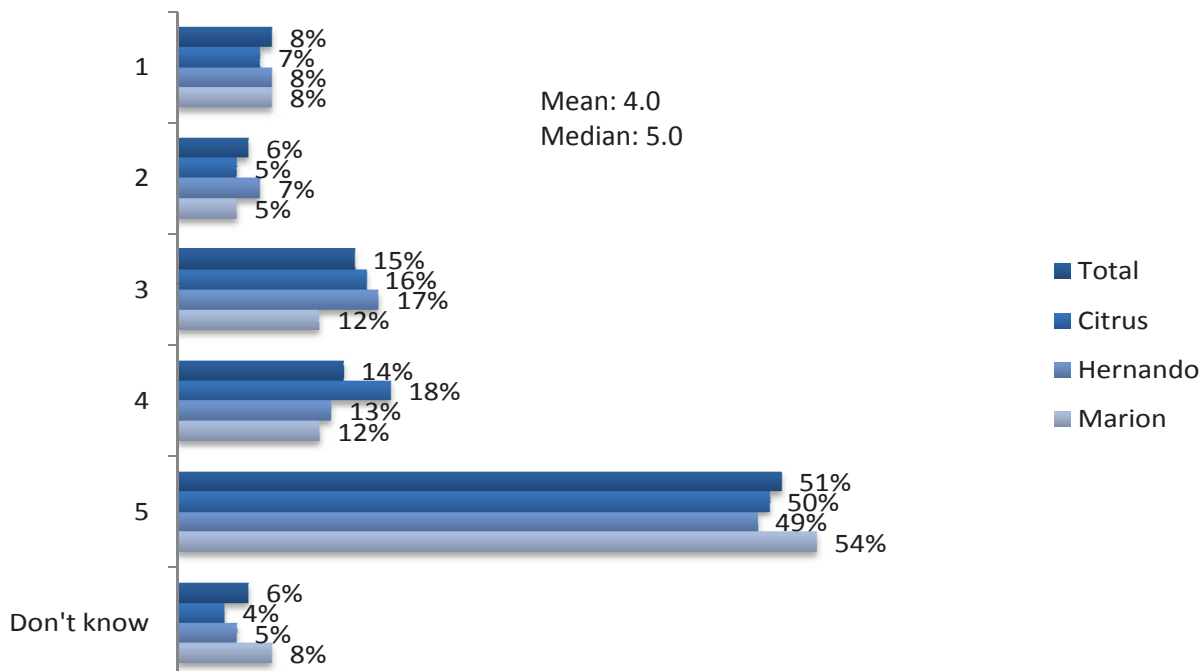
No matter what any government agency does, the health of springs, local rivers and lakes, and the aquifer will never return to the conditions of several decades ago.



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

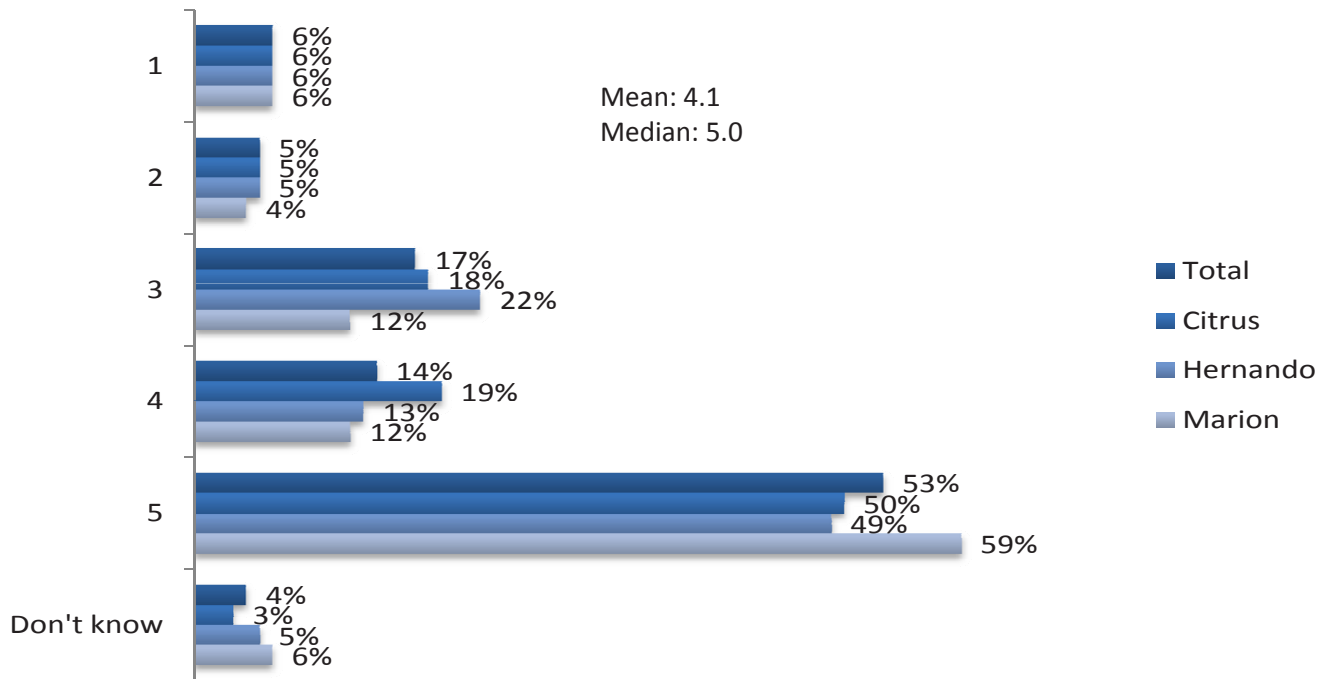


Using a scale of 1 to 5 where 1 means "not at all" and 5 means "a great deal," how much does overfertilization contribute to water quality problems in the springs?

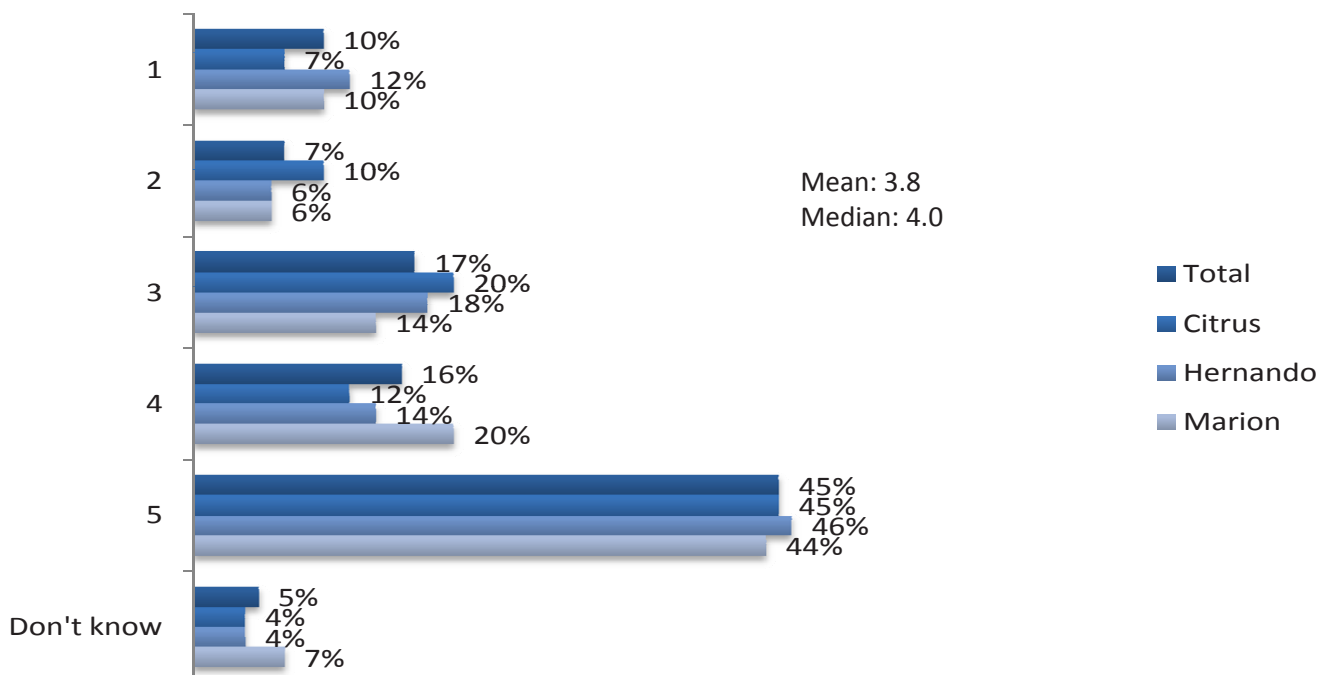


* Only asked of residents who had a lawn

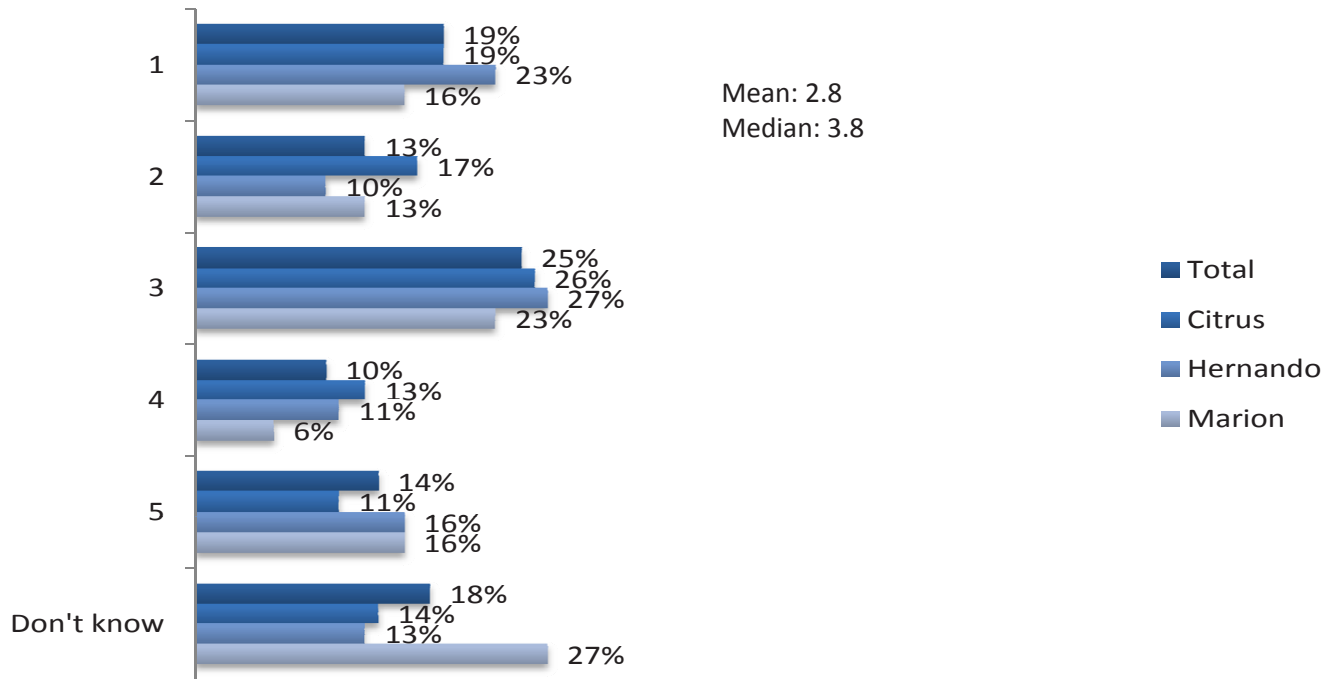
Using a scale of 1 to 5 where 1 means “not at all” and 5 means “a great deal,” how much does growth and development contribute to water quality problems in the springs?



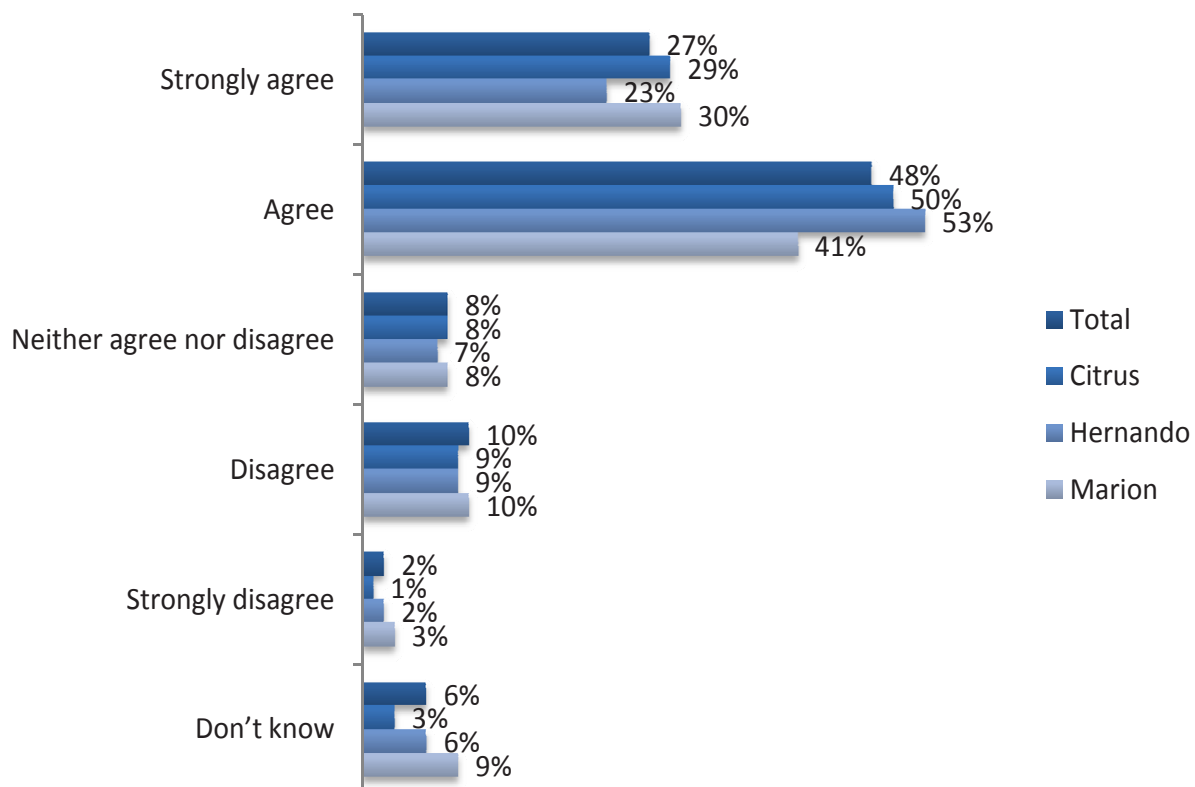
Using a scale of 1 to 5 where 1 means “not at all” and 5 means “a great deal,” how much does too much water being used contribute to water quality problems in the springs?



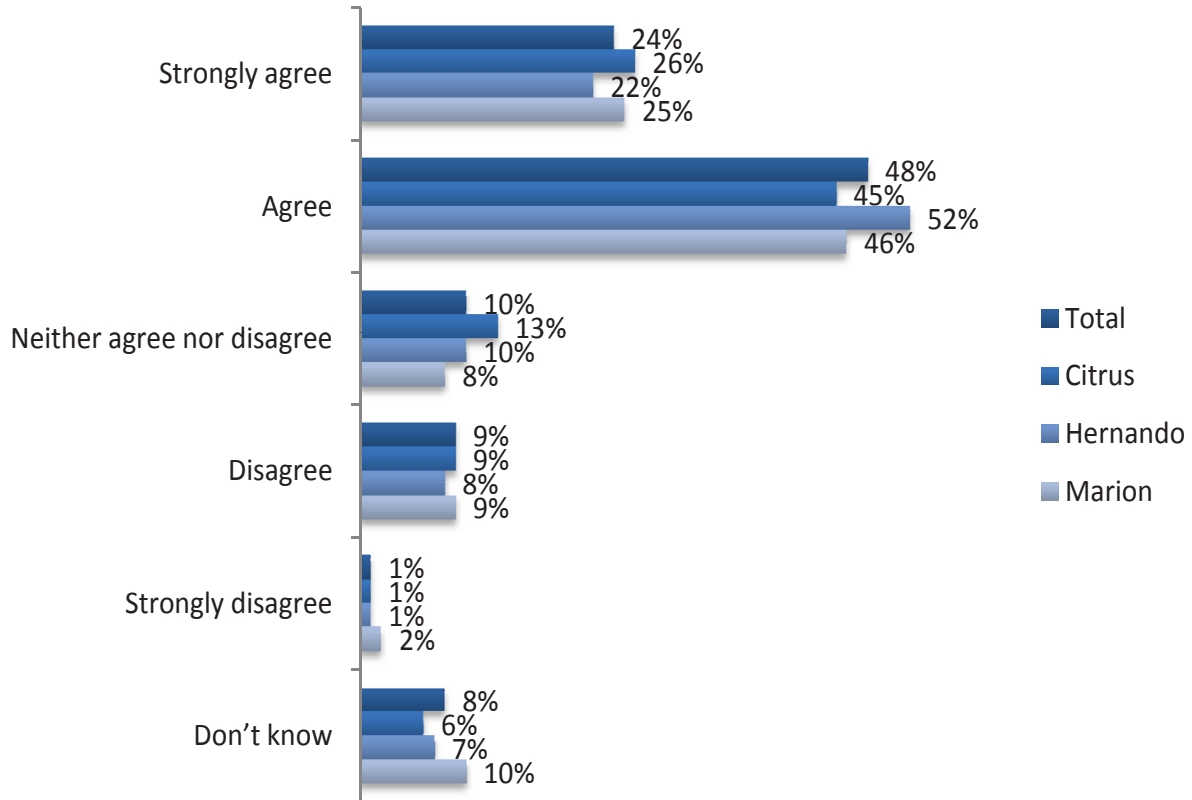
Using a scale of 1 to 5 where 1 means “not at all” and 5 means “a great deal,” how much do rising sea levels contribute to water quality problems in the springs?

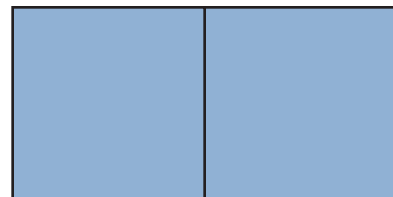
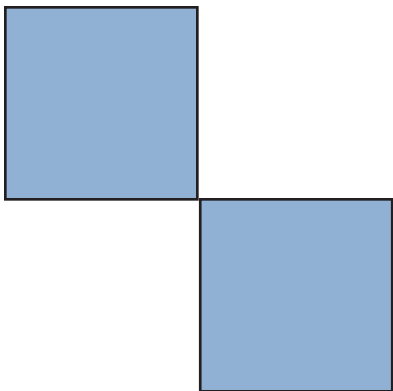


We would see significant improvement in the health of the springs in your area if we cut back on fertilizing for yards, farms and golf courses.

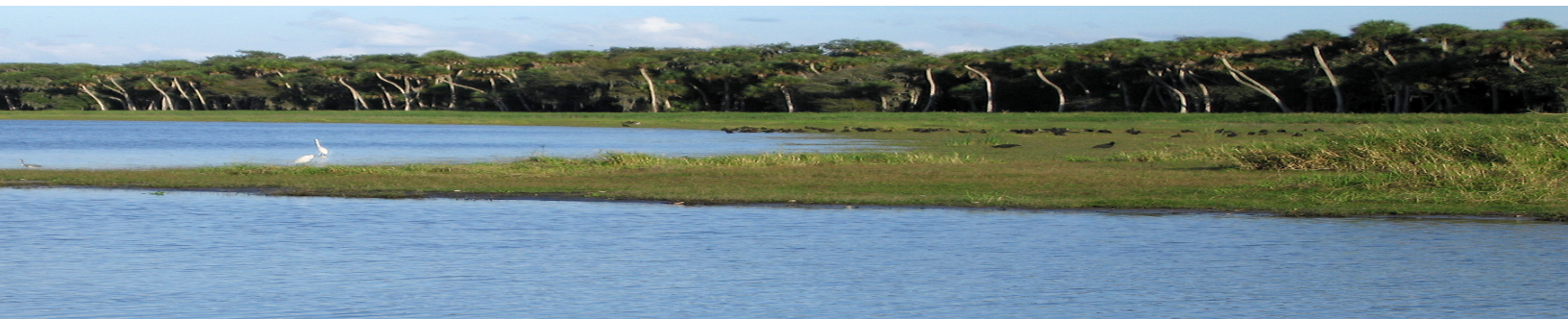
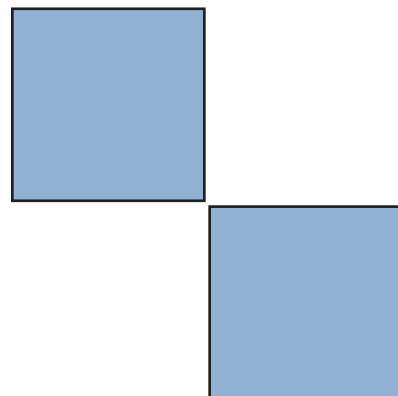
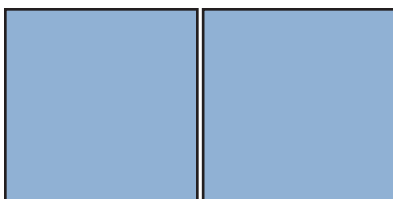


We would see significant improvement in the health of the springs in your area if we reduced the amount of water that was taken from the ground.





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?
- Based on what you hear or know, is there a current policy to transport water from springs, rivers, and lakes in your area to areas outside your region?
- Based on your knowledge and what you hear, which of the following are key reasons why water levels in rivers, streams, and lakes are low?
- 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?

Six in ten residents (62%) think that there is too much groundwater being pumped out of the ground for various uses. This belief is highest among Hernando County residents (64%) and lowest among Marion County residents (59%).

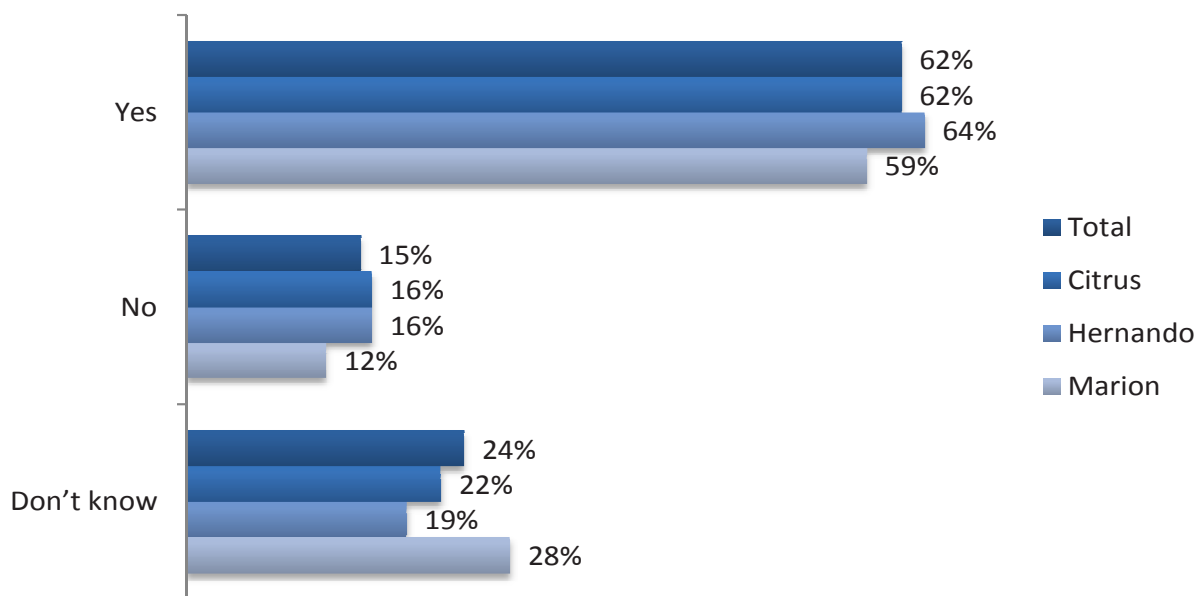
One in three residents (32%) believes there is a current policy to transport water from springs, rivers, and lakes in his/her area to areas outside his/her region. More than four in ten Citrus County residents (41%) believe there is a current policy to transport water from springs, rivers and lakes in their area to areas outside their region, while less than three in ten residents in Hernando (29%) and Marion (28%) counties believe this to be true.

Six in ten residents (61%) believe long-term rainfall shortage is a key reason why water levels in rivers, lakes and streams are low. About half of residents believe too much development (49%) and excessive water use in certain areas and developments (45%) are key reasons why water levels in rivers, lakes, and streams are low. Citing long-term rainfall (65% of residents) and too much development (55%) as key reasons is highest in Hernando County, while Marion County residents (48%) are most likely to mention excessive water use in certain areas and developments as a key reason why water levels in rivers, lakes, and streams are low.

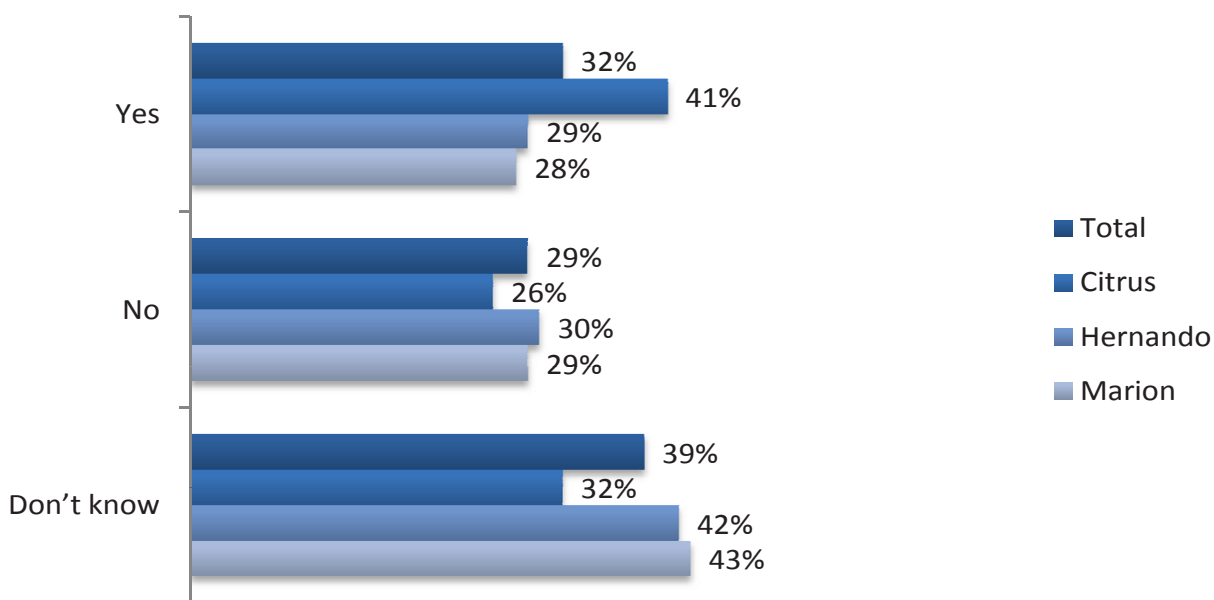
One in seven residents (13%) believes that the water in rivers and bays in his/her area has been getting more salty, while four in ten residents believe that levels stayed about the same (41%) or do not know (43%). Citrus County residents (21%) are more likely to believe that the water in rivers and bays in their area has been getting more salty.

Of residents who believe rivers and bays are getting saltier, about half (47%) believe the saltiness can be reversed by things government and scientists do. This belief is highest among Citrus County residents (55%), while only 32% of Marion County residents believe this to be true.

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

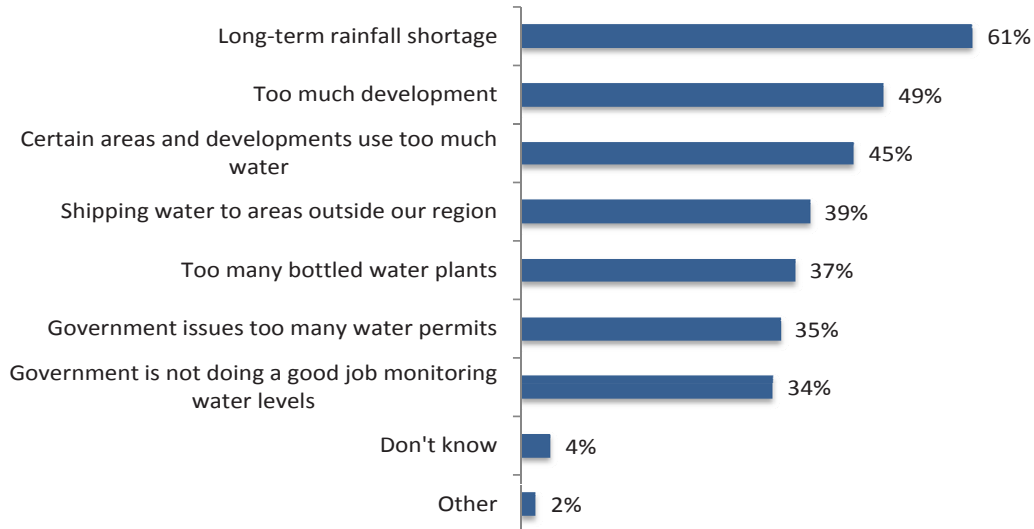


Based on what you hear or know, is there a current policy to transport water from springs, rivers and lakes in your area to areas outside your region?

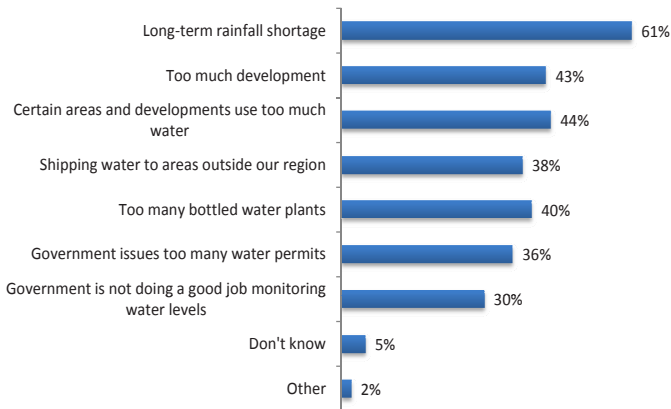


Based on what you hear or know, which of the following are key reasons why water levels in rivers, streams, and lakes are low?*

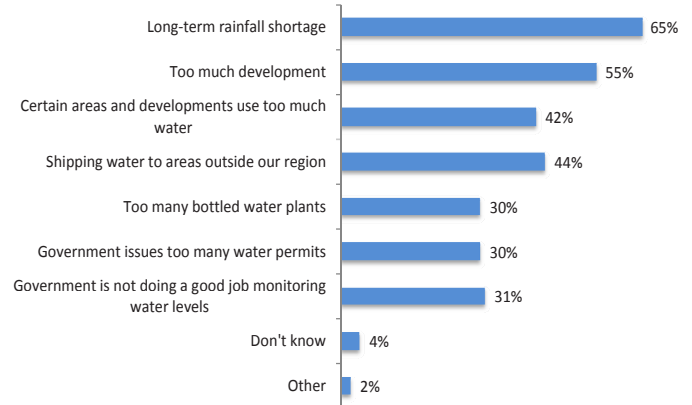
Total



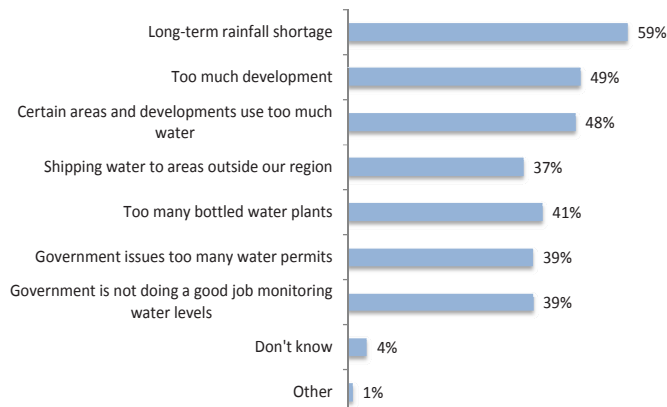
Citrus



Hernando

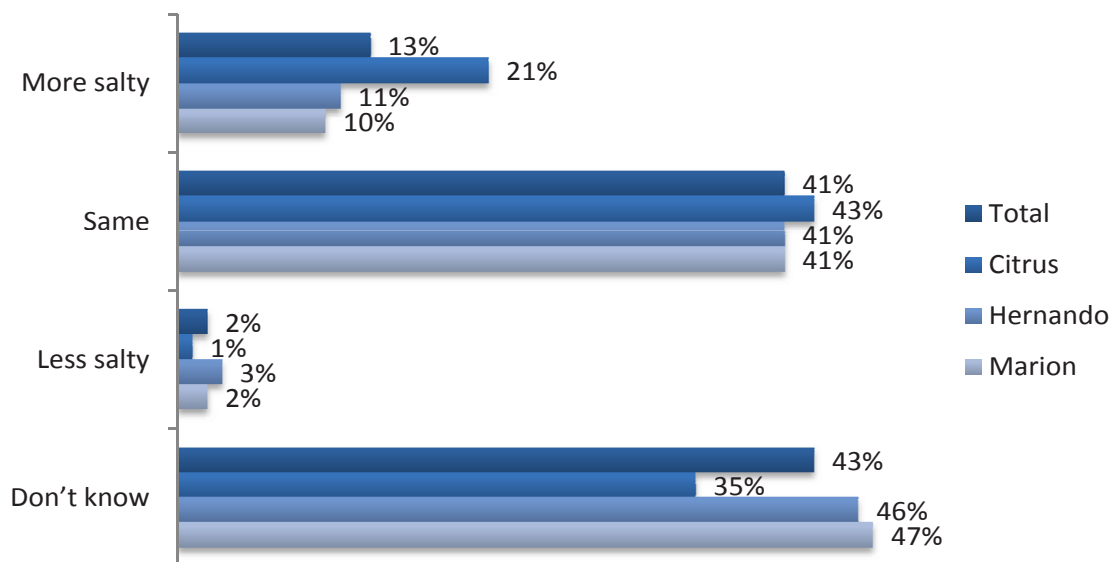


Marion

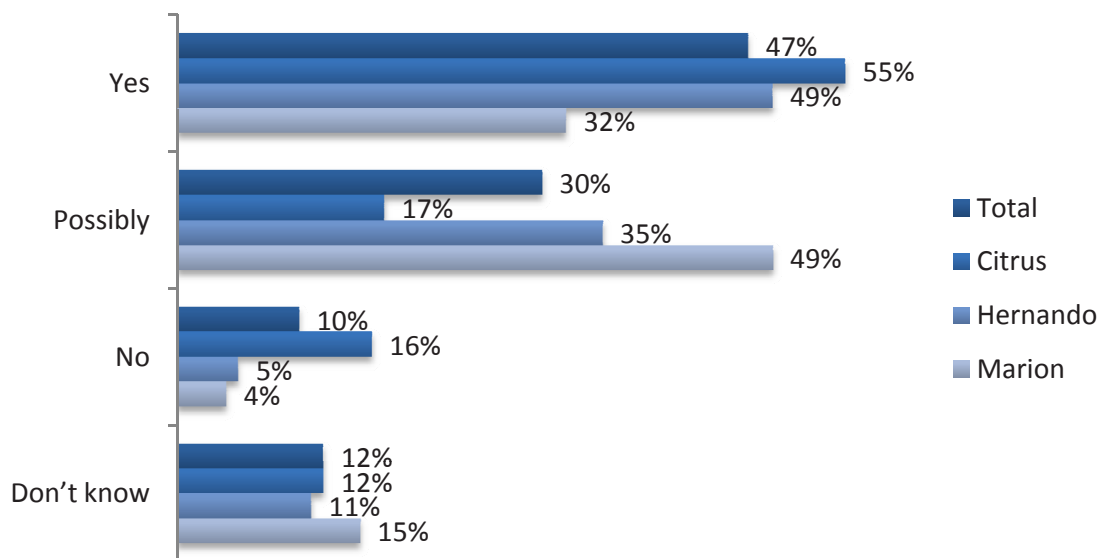


* Multiple responses permitted

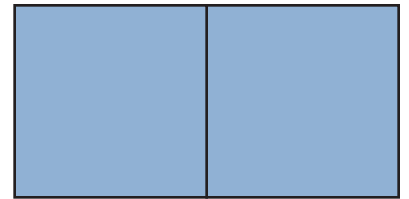
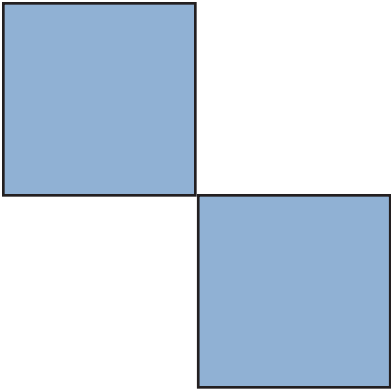
Has water in the rivers and bays in your area been getting more salty, less salty, or stayed about the same?



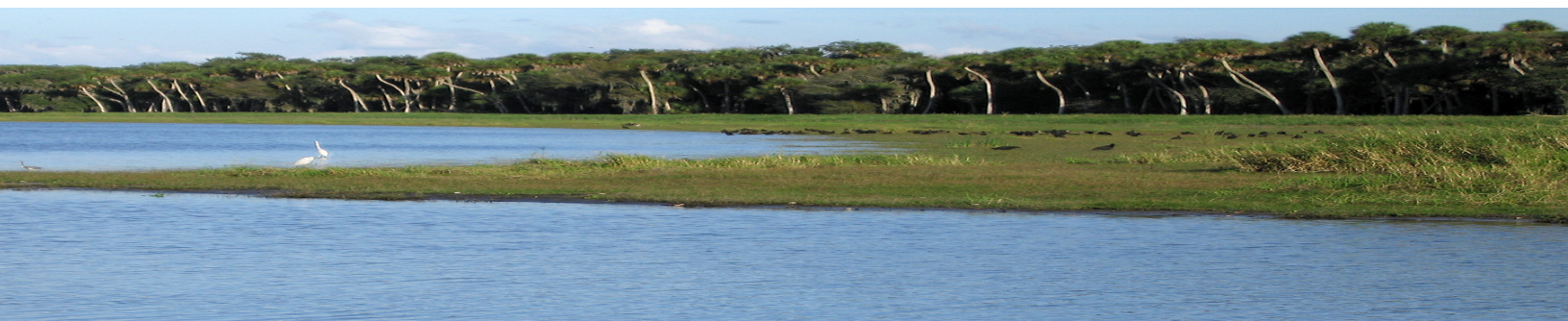
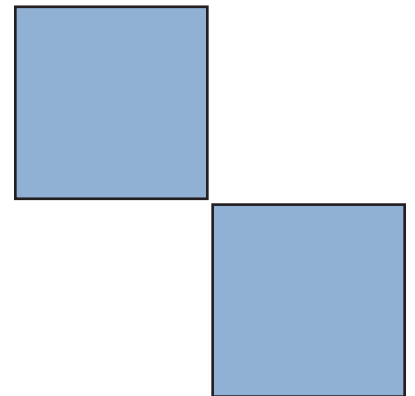
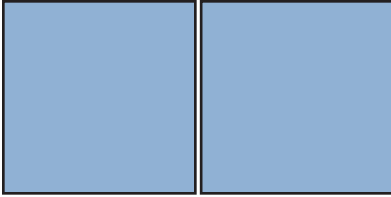
If the water in rivers and bays is getting saltier — can this be reversed by things government and scientists do?*



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



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 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.
 - o The Southwest Florida Water Management District possesses the scientific expertise to manage my area's water supplies.
- 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 two in three residents (65%) have heard of the Southwest Florida Water Management District. Awareness is significantly higher in Citrus (79%) and Hernando (78%) counties than in Marion County (43%).

Three in ten residents (28%) agree that the District is the leader in taking the right actions to improve the health of the springs in their area, while four in ten residents (39%) don't know. The percentage of residents who agree is highest in Hernando County (38%) and lowest in Marion County (16%).

One in three residents (32%) agrees that the District is committed to improving the health of the springs in his/her area, while four in ten residents (37%) don't know. More than four in ten (42%) Hernando County residents agree that the District is committed to improving the health of the springs in their area, while 22% of Marion County residents agree.

Three in ten residents (31%) agree that the District has repeatedly studied the health of the springs, but nothing has been done to improve the health of the springs, while four in ten residents (43%) don't know. The percentage of residents who agree is highest in Hernando County (39%) and lowest in Marion County (19%).

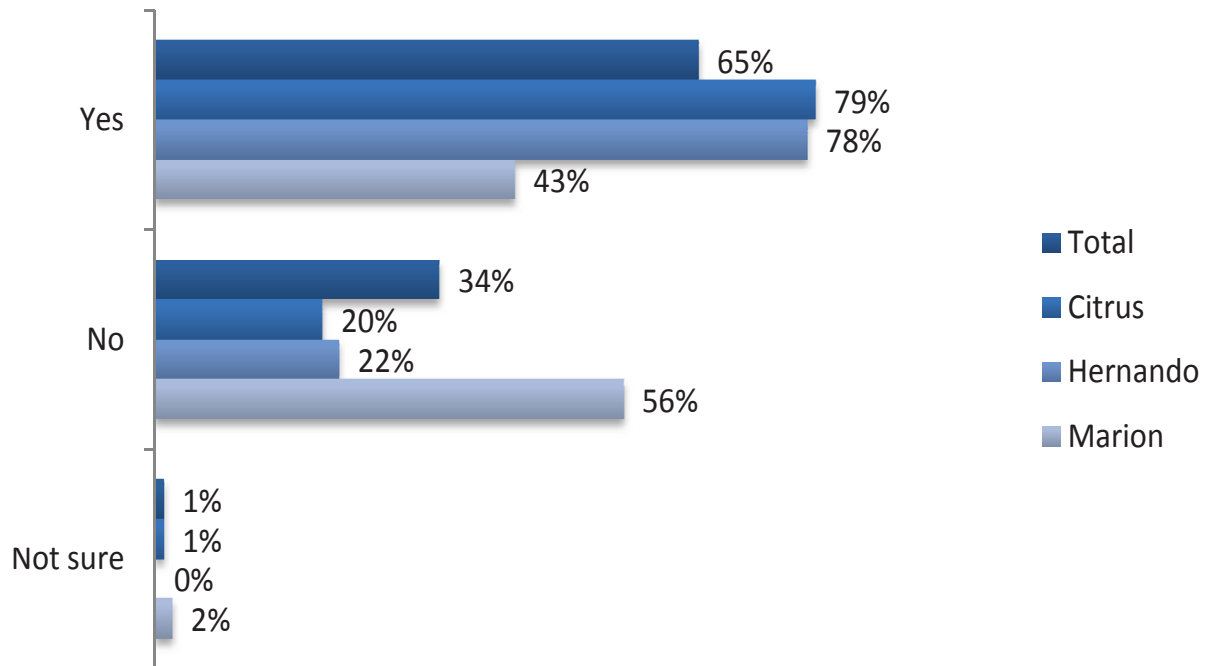
One in three residents (35%) agrees that the District possesses the scientific expertise to manage the area's water supplies, while four in ten residents (38%) don't know. Almost half (46%) of Hernando County residents agree that the District possesses the scientific expertise to manage the area's water supplies, while 22% of Marion County residents agree.

Residents rate the District's performance in the following areas as excellent or good:

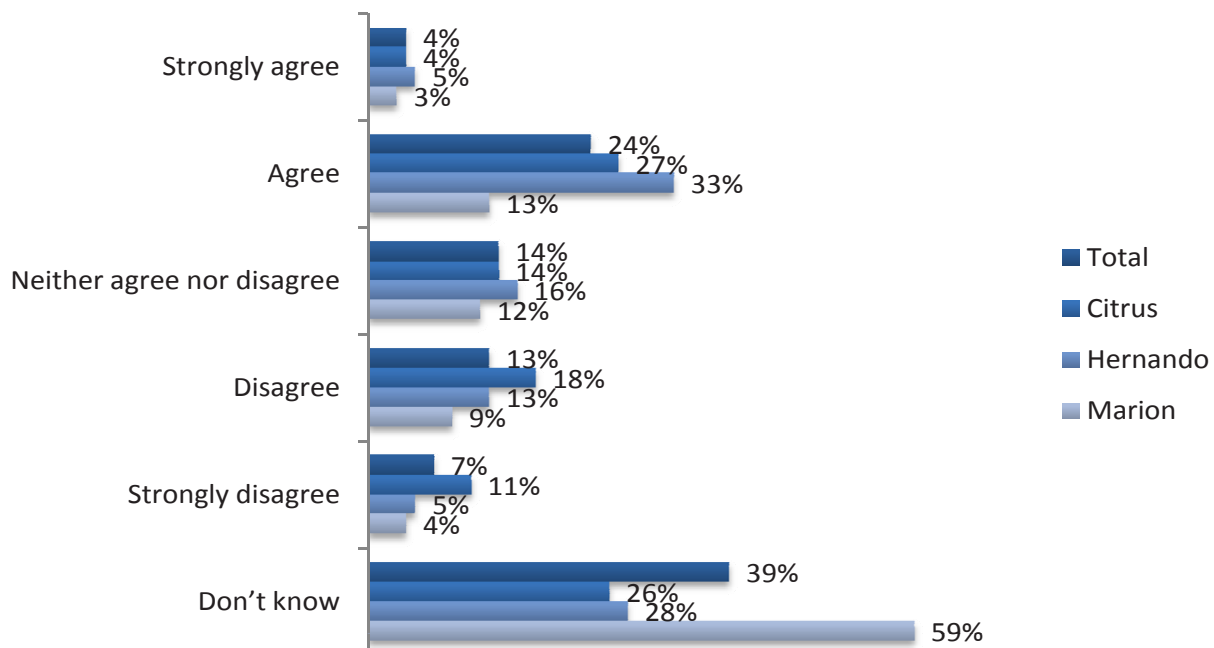
- 25%: Protecting springs in their area
- 20%: Educating people about the condition of the springs
- 20%: Educating people about what they can do to help the springs
- 20%: Sharing information about the condition of water resources with the public
- 17%: Listening to community input that may benefit the springs in their area
- 16%: Ensuring that not too much water is drawn out of the ground for various uses

About one in three 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 sharing information about the condition of water resources where Citrus County residents are most likely. Marion County residents are least likely to rate the District as excellent or good in the above areas. However, about half of Marion County residents don't know how to rate the District in these areas.

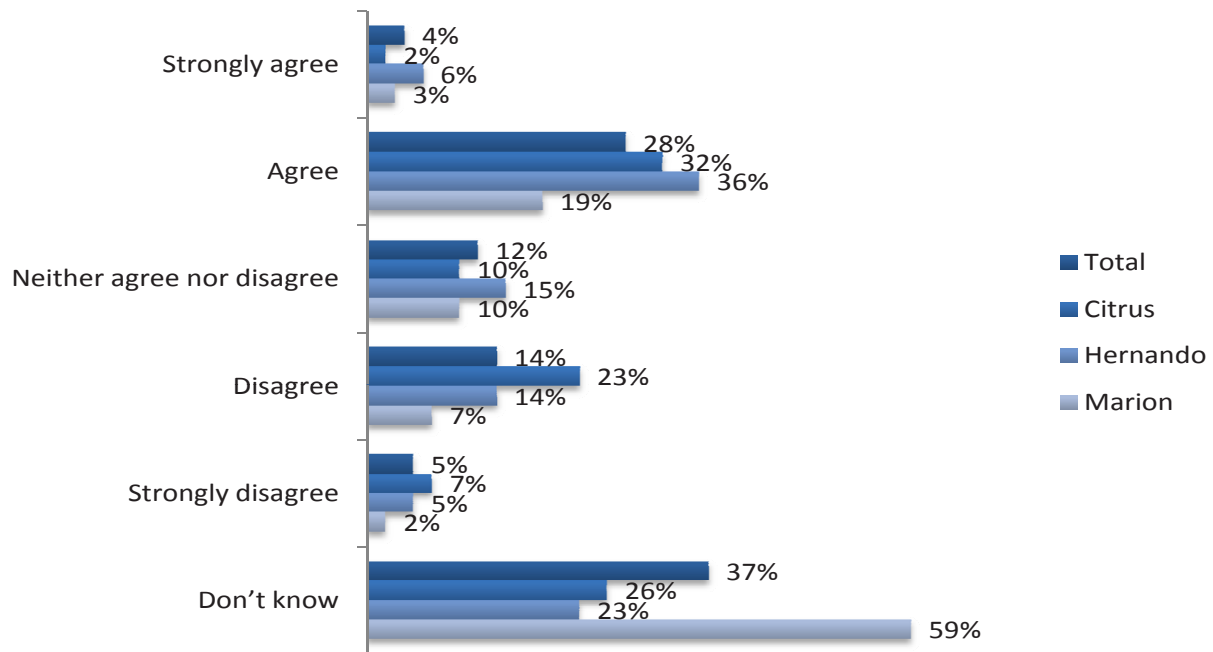
Have you ever heard of Southwest Florida Water Management District, sometimes called Swiftmud?



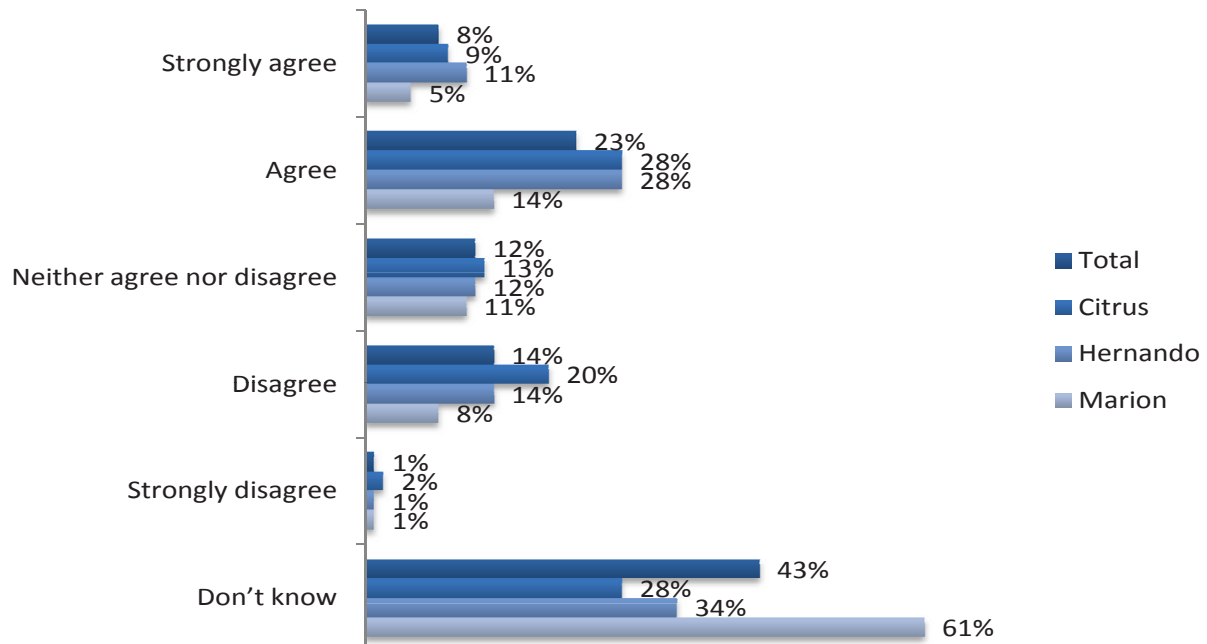
The Southwest Florida Water Management District is the leader in taking the right actions to improve the health of the springs in your area.



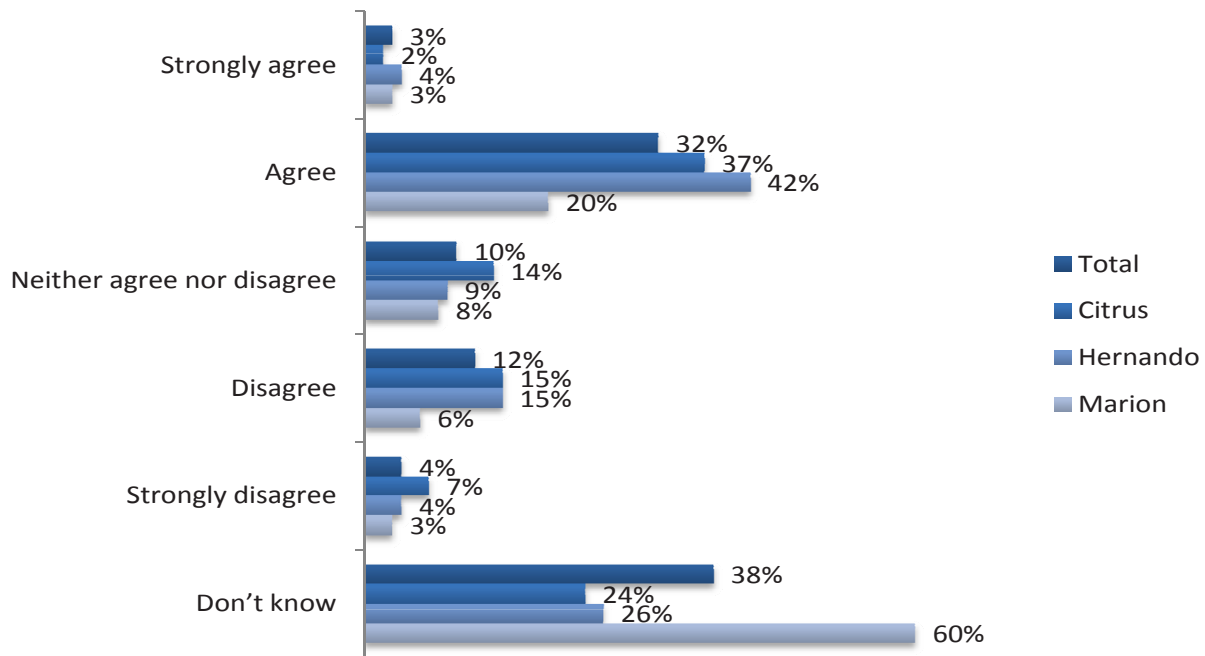
The Southwest Florida Water Management District is committed to improving the health of the springs in your area.



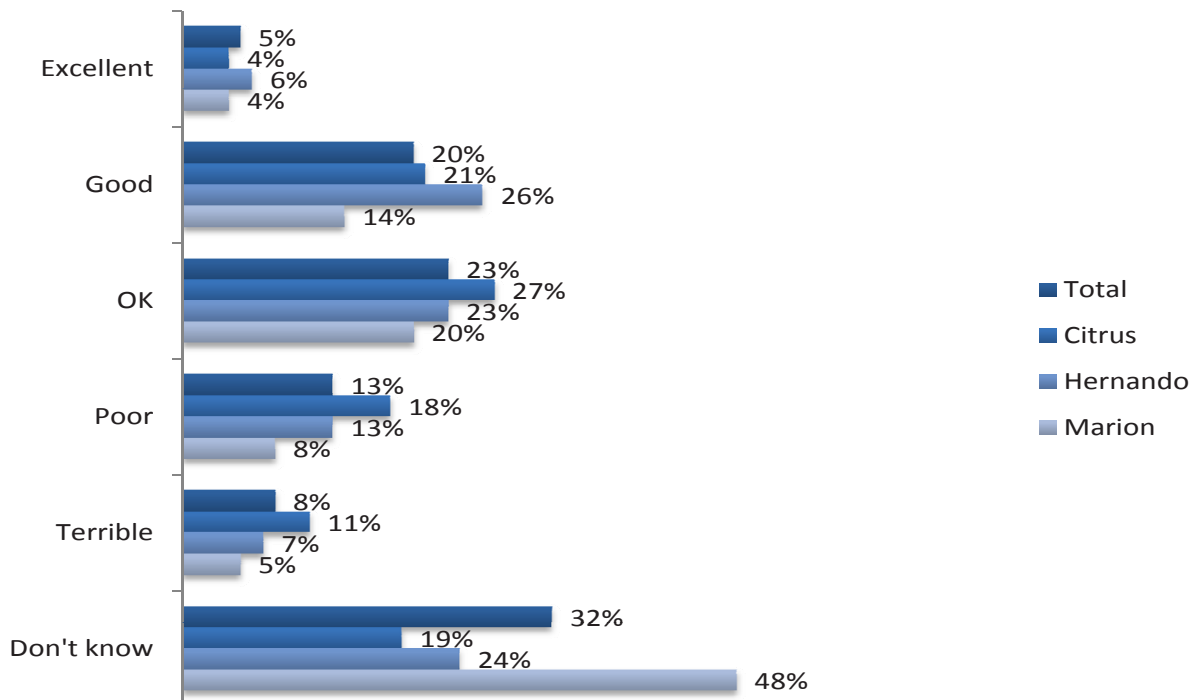
The Southwest Florida Water Management District has repeatedly studied the health of the springs, but nothing has been done to improve the springs.



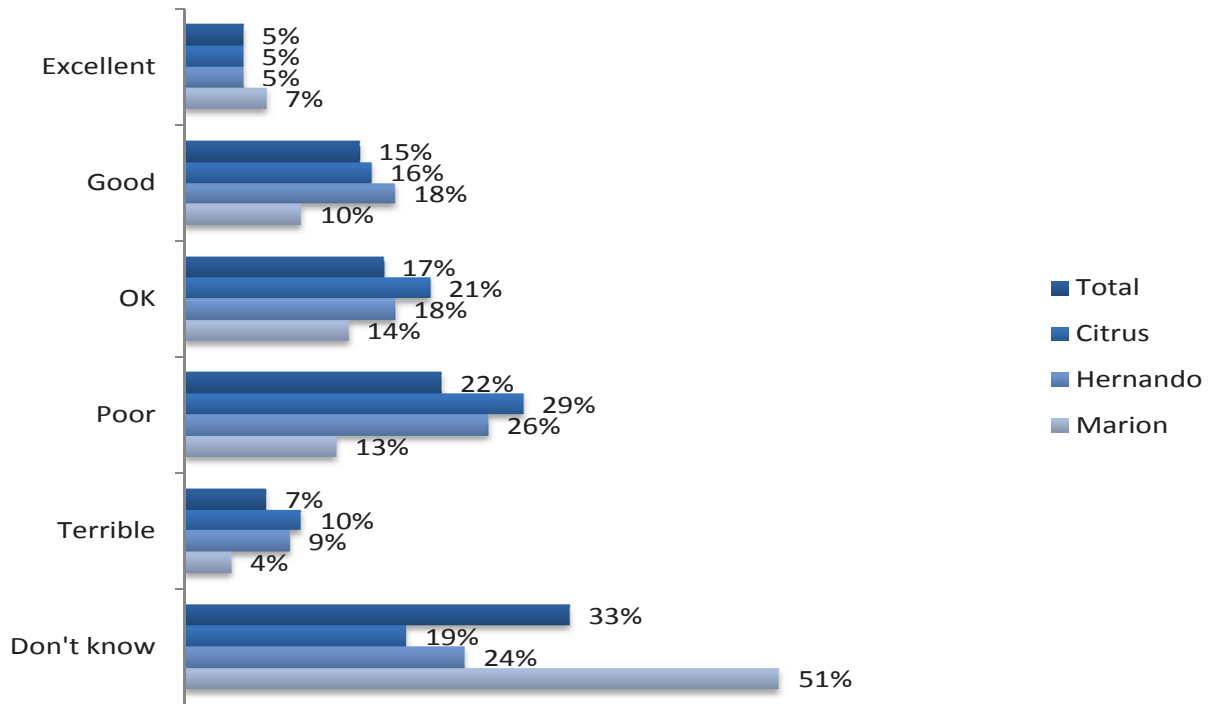
The Southwest Florida Water Management District possesses the scientific expertise to manage my area's water supplies.



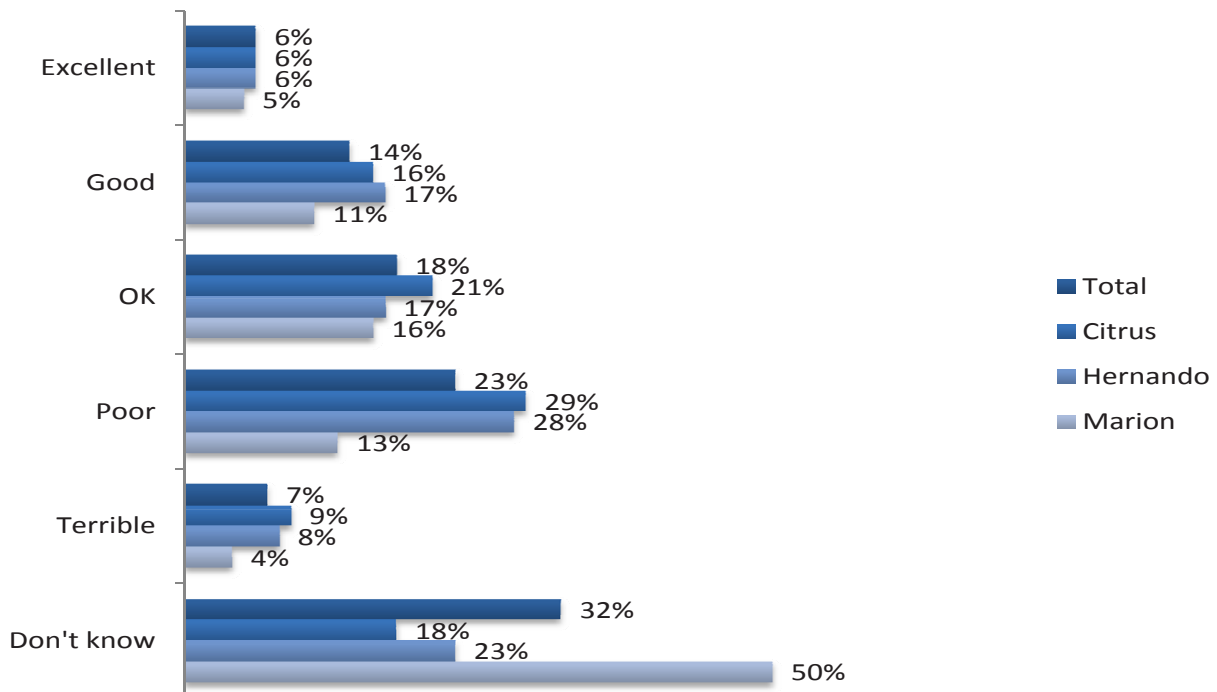
How would you rate the Southwest Florida Water Management District's performance in protecting springs in your area?



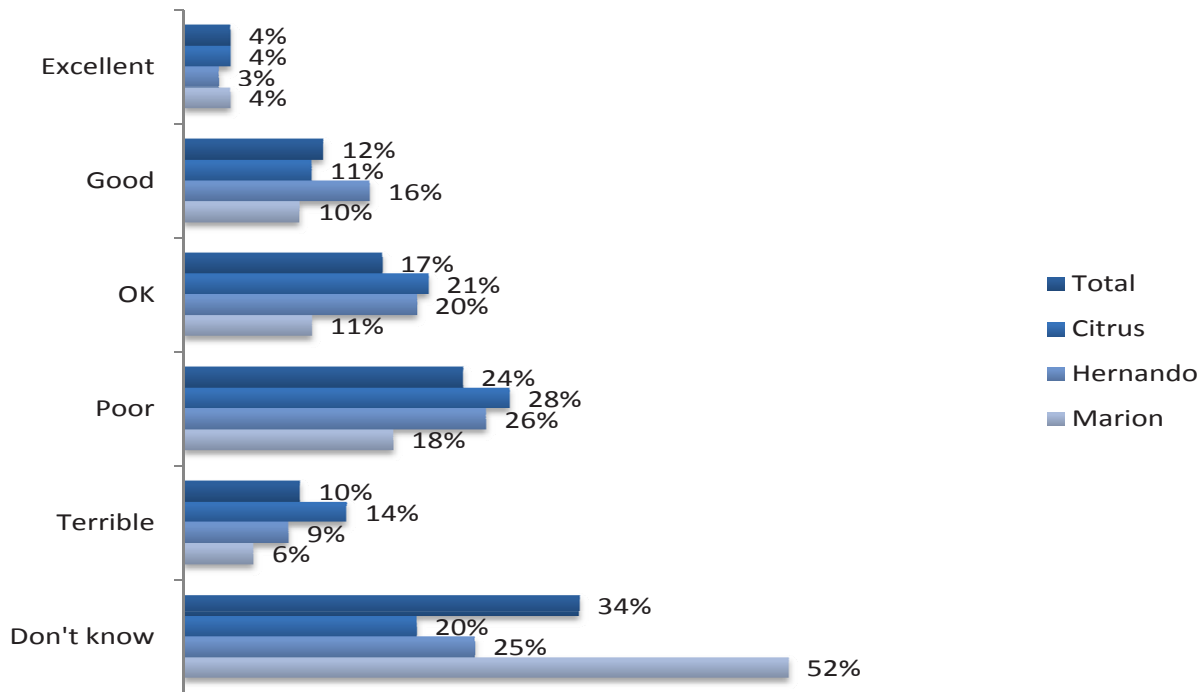
How would you rate the Southwest Florida Water Management District's performance in educating people about the condition of the springs?



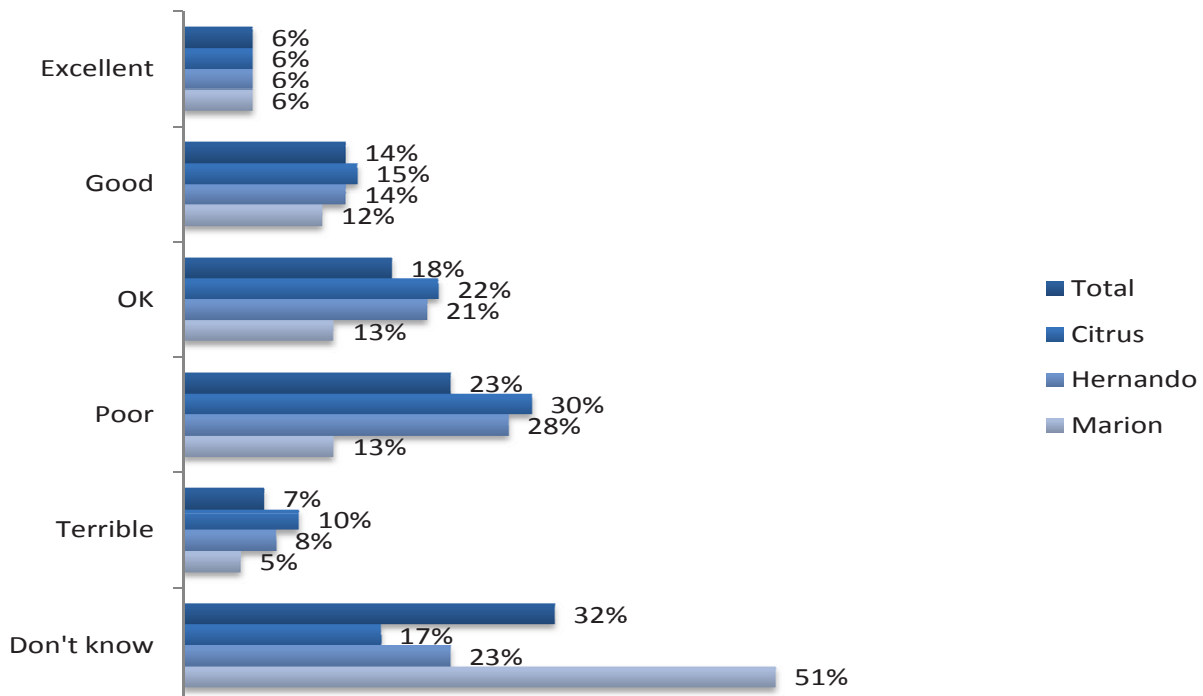
How would you rate the Southwest Florida Water Management District's performance in educating people about what they can do to help protect the springs?



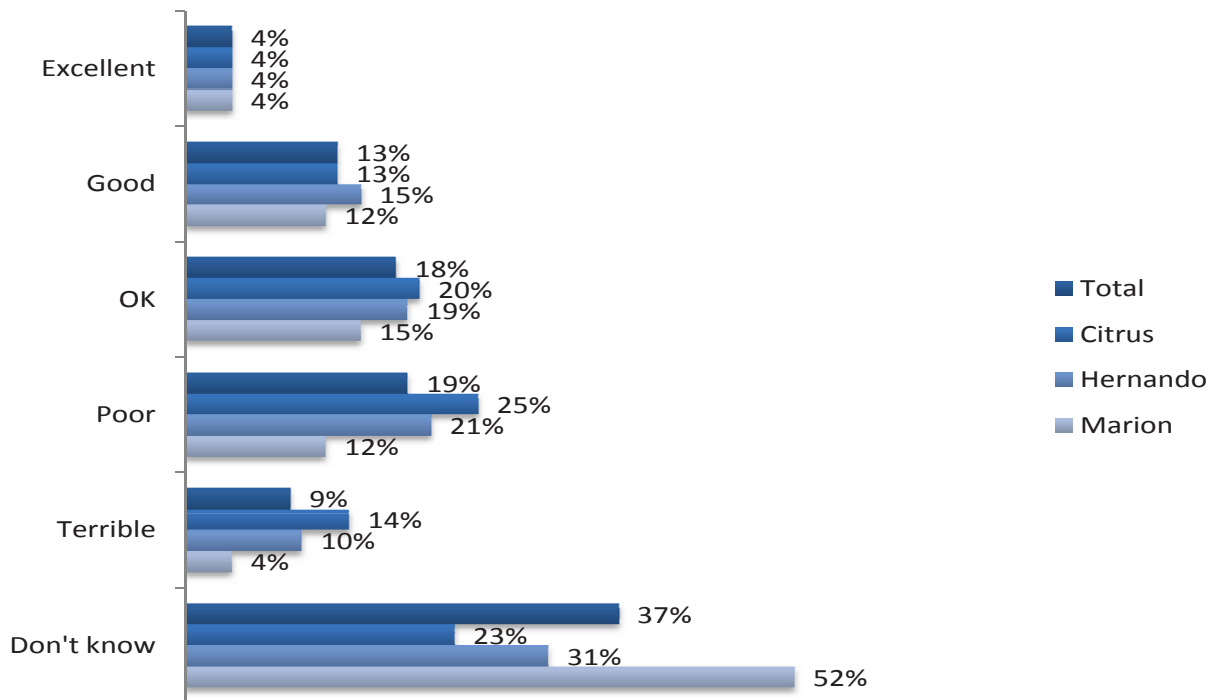
How would you rate the Southwest Florida Water Management District's performance in ensuring that not too much water is drawn out of the ground for various uses?

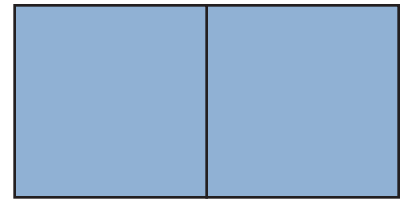
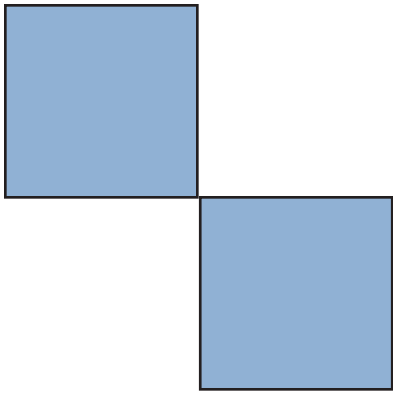


How would you rate the Southwest Florida Water Management District's performance in sharing information about the condition of water resources with the public?

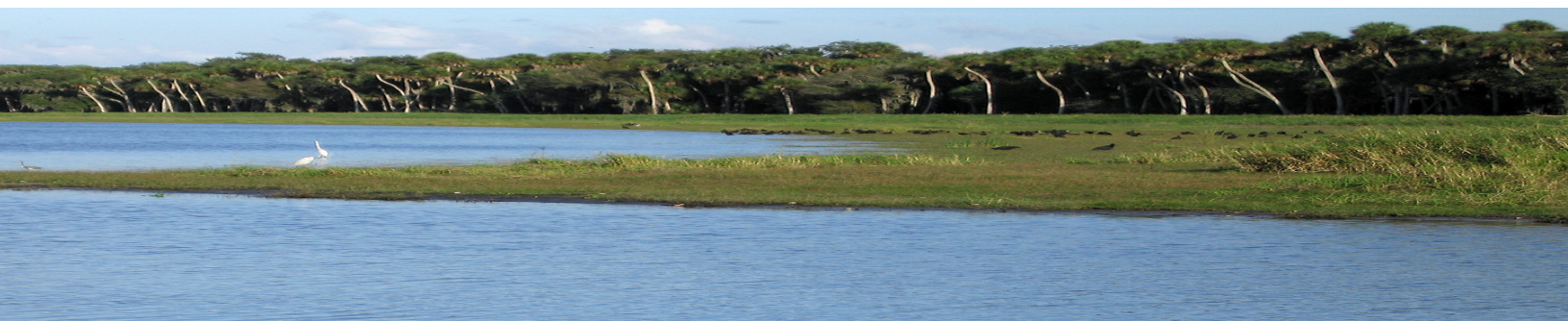
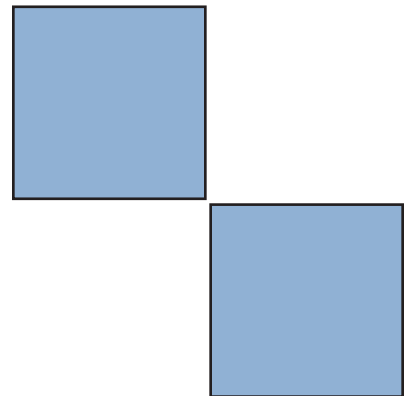
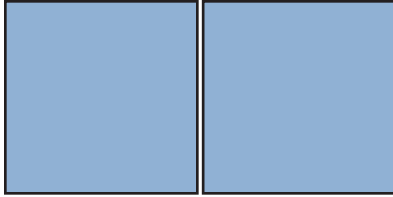


How would you rate the Southwest Florida Water Management District's performance in listening to community input that may benefit the springs in your area?





AUTHORITY ON INFORMATION ABOUT THE SPRINGS



Authority on Information about the Springs

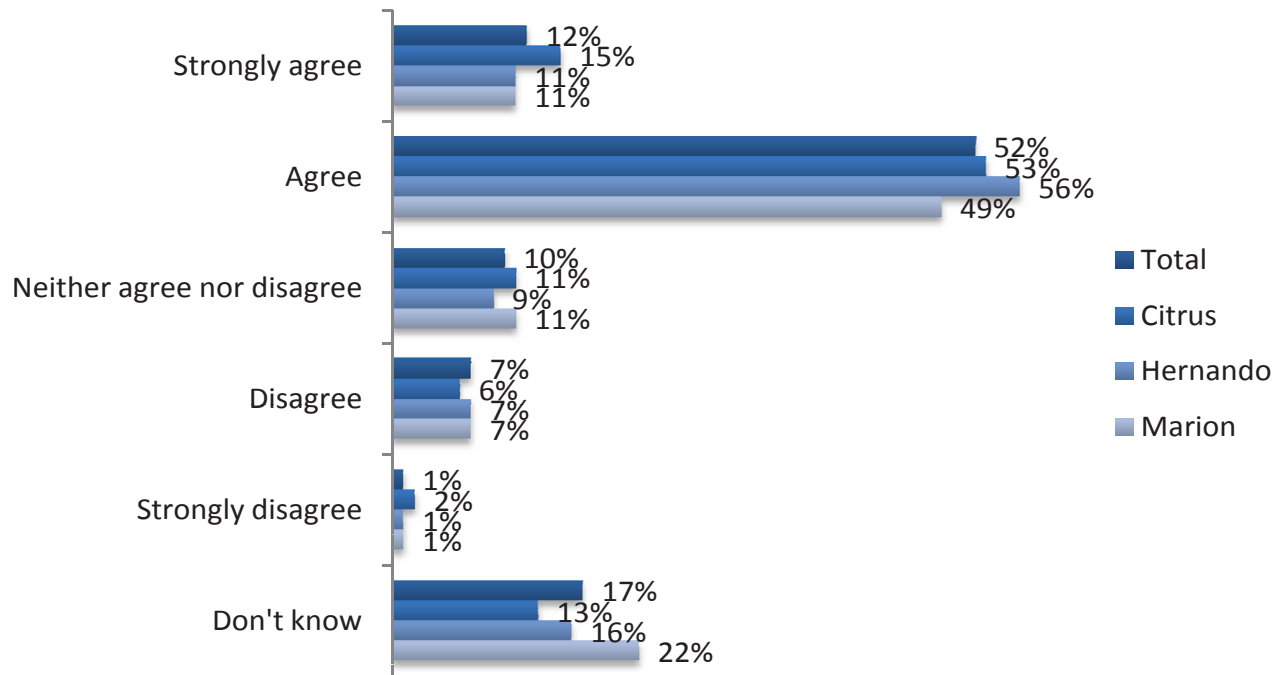
This section presents residents' opinions on whether scientists at the University of Florida, Florida Department of Environmental Protection and the Southwest Florida Water Management District (the District) have the scientific knowledge necessary to improve the health of the springs in their area.

The following percentages of residents strongly agree or agree that the scientists have the scientific knowledge necessary to improve the health of the springs in their area:

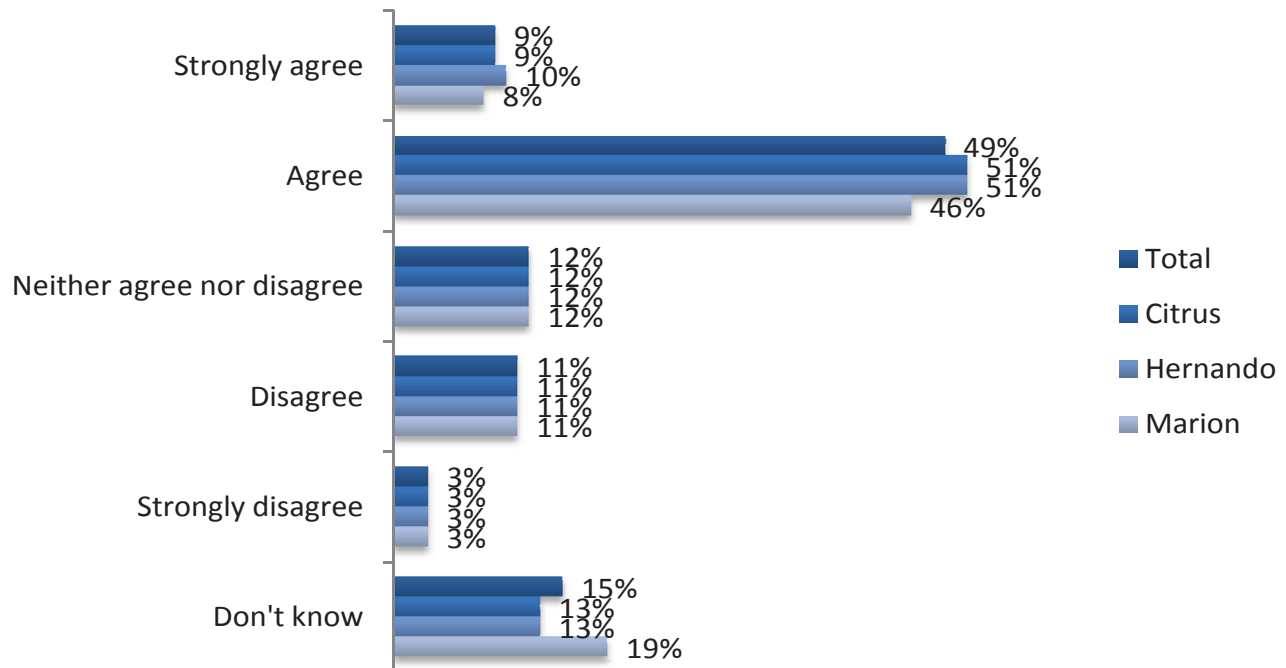
- 64%: University of Florida
- 58%: Florida Department of Environmental Protection
- 44%: Southwest Florida Water Management District

Scientists at the University of Florida are the highest rated in all counties, while scientists at Department of Environmental Protection and the District, rate second and third, respectively.

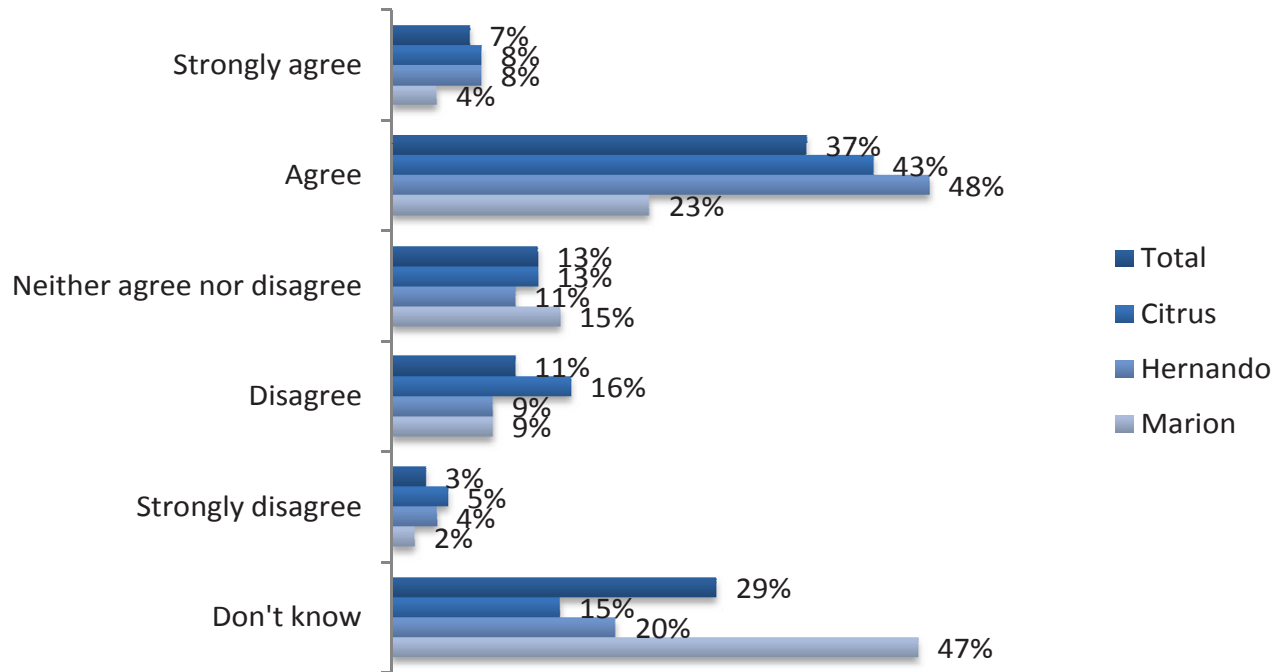
Scientists at the University of Florida have the scientific knowledge necessary to improve the health of the springs in your area.

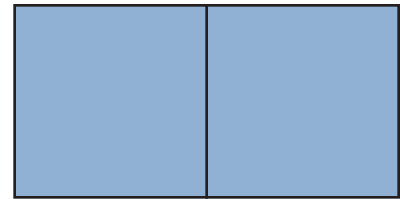
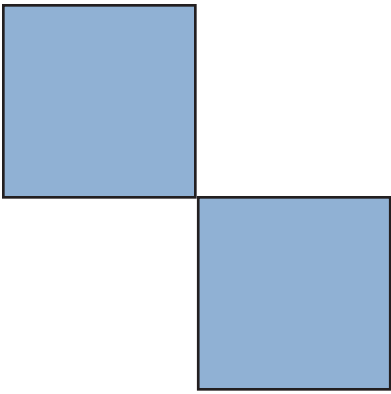


Scientists at the Florida Department of Environmental Protection have the scientific knowledge necessary to improve the health of the springs in your area.

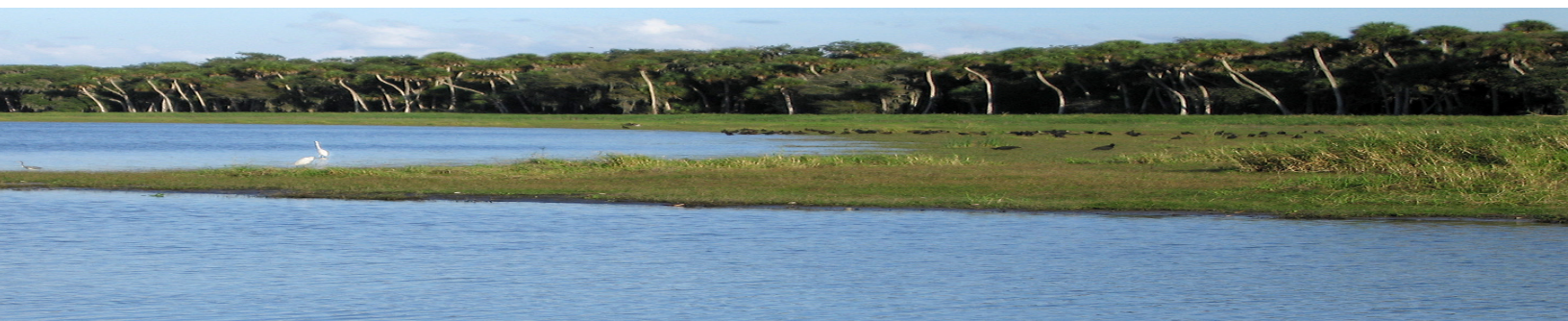
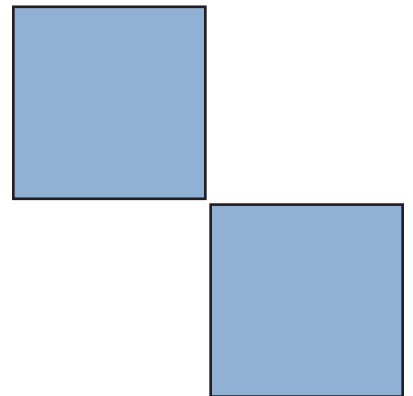
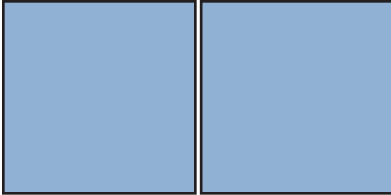


Scientists at the Southwest Florida Water Management District have the scientific knowledge necessary to improve the health of the springs in your area.





REGULATION



Regulation

This section of the report presents residents' perceptions and opinions on regulation issues. This section includes the following questions:

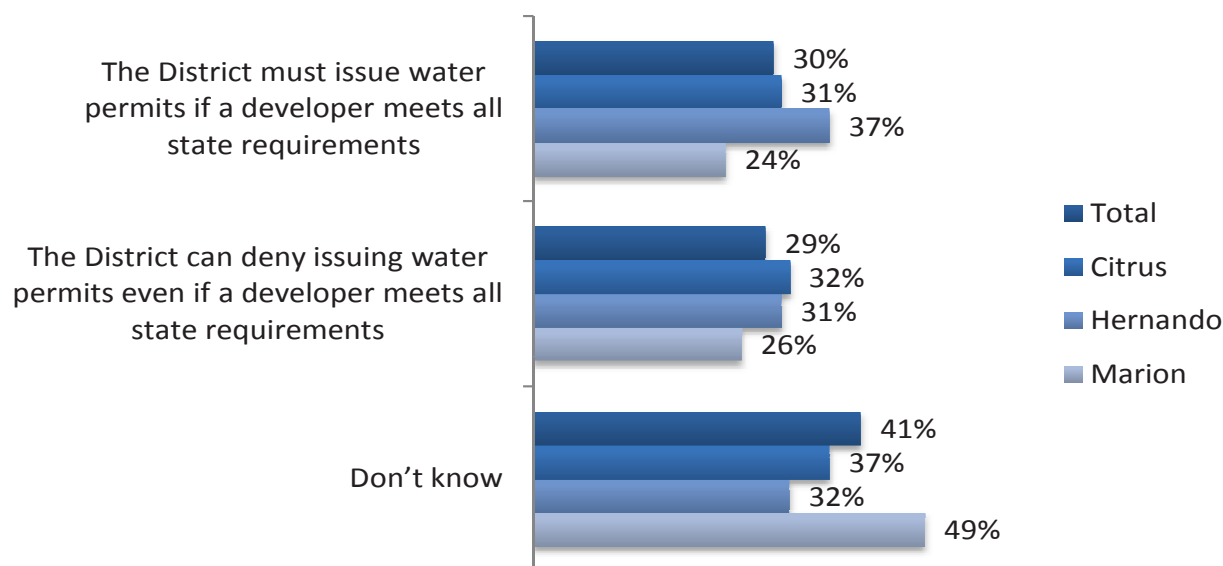
- Which is more accurate:
 - o The Southwest Florida Water Management District (the District) must issue water permits if a developer meets all state requirements
 - o The Southwest Florida Water Management District can deny issuing water permits even if a developer meets all state requirements
- Based on your knowledge and what you hear, what organization regulates fertilizer use?
- Based on your knowledge and what you hear, what organization regulates septic tanks?

Three in ten residents (30%) believe that the District must issue water permits if a developer meets state requirements. Similarly, three in ten residents (29%) believe that the District can deny issuing permits, even if a developer meets all state requirements. Hernando County residents (37%) are most likely to believe that the District must issue water permits if a developer meets state requirements, while Marion County residents (24%) are least likely to hold this belief.

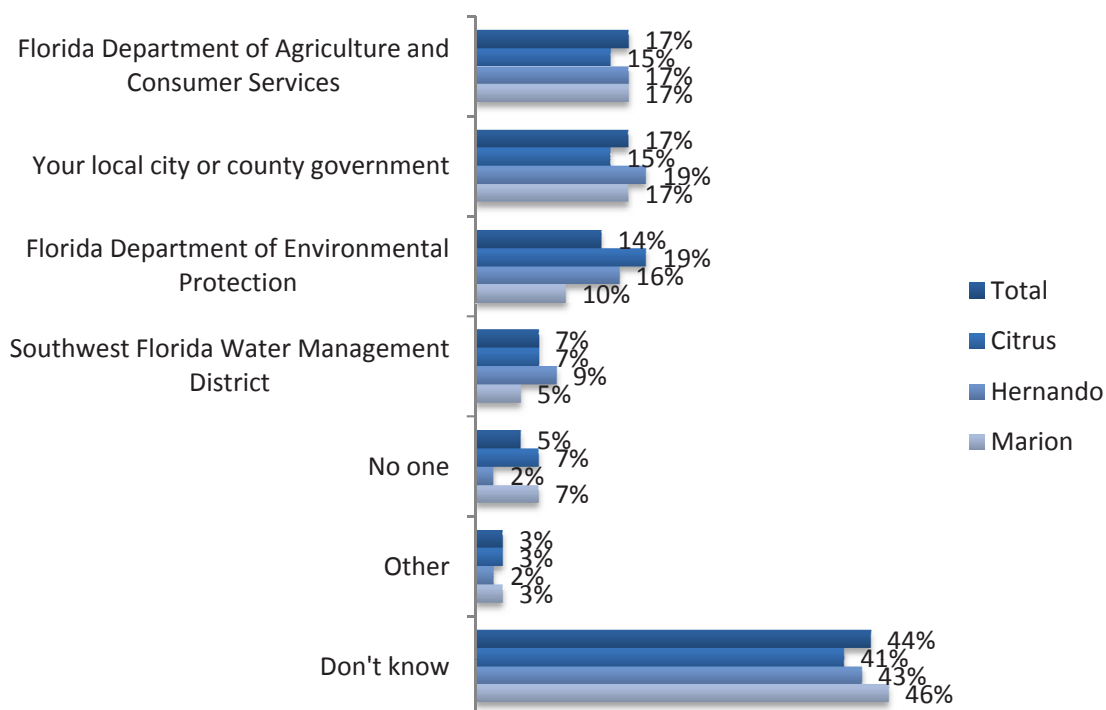
About one in six residents believes that the Florida Department of Agriculture and Consumer Services (17%), local city/county government (17%), or the Florida Department of Environmental Protection (14%) regulates fertilizer use. Less than one in ten residents (7%) believes that the District regulates fertilizer use. More than four in ten residents (44%) don't know which organization regulates fertilizer use.

Nearly four in ten residents (39%) believe septic tanks are regulated by local city/county government. Less than one in ten residents believes septic tanks are regulated by the Florida Department of Environmental Protection (9%), the Florida Department of Agriculture and Consumer Services (6%), or the District (5%). Four in ten residents (40%) don't know which organization regulates septic tanks.

Which is more accurate:

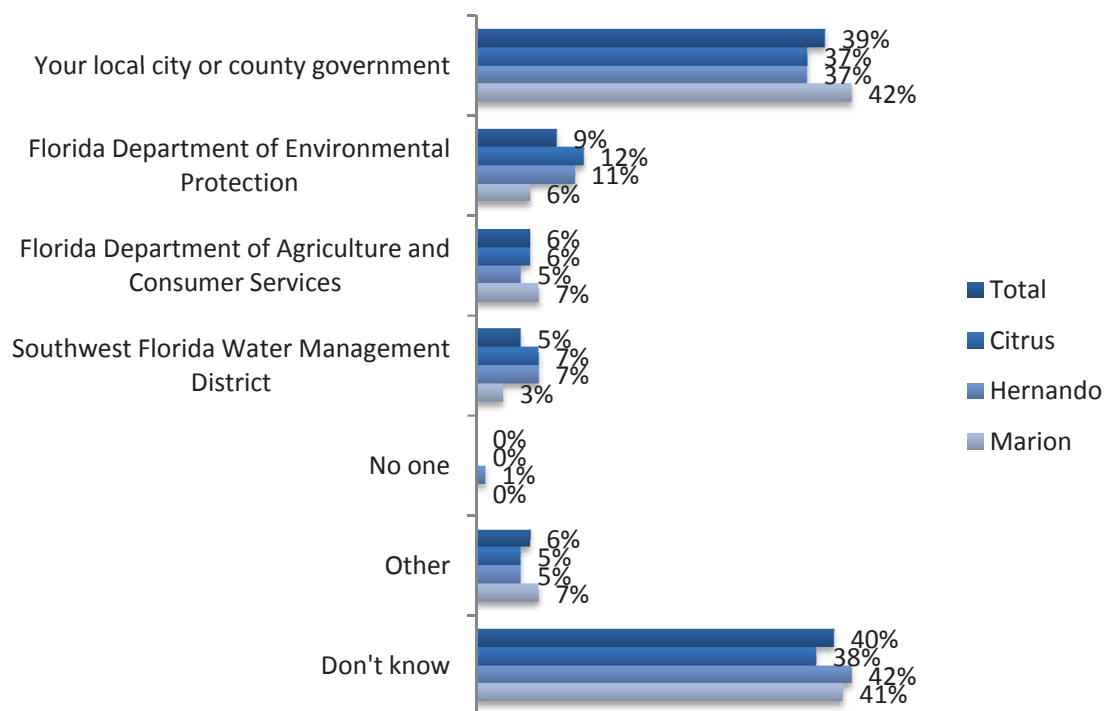


Based on your knowledge and what you hear, what organization regulates fertilizer use?*

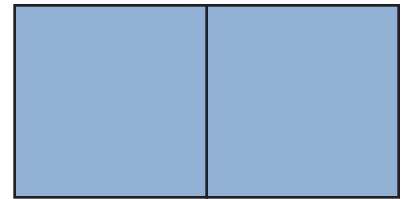
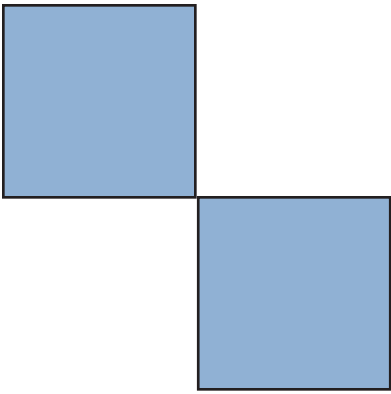


* Multiple responses permitted

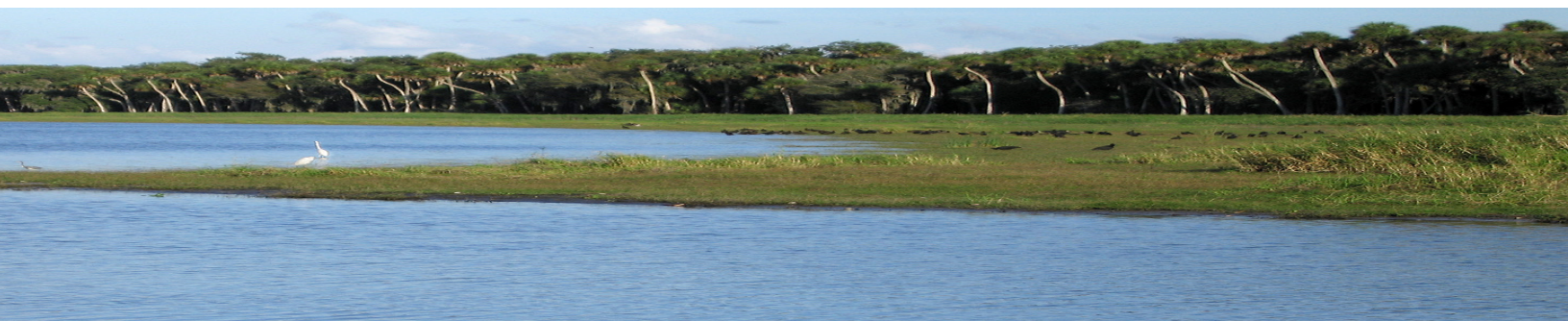
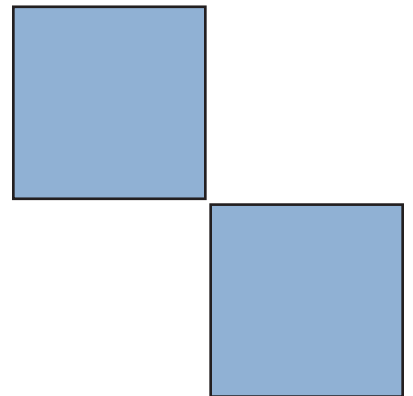
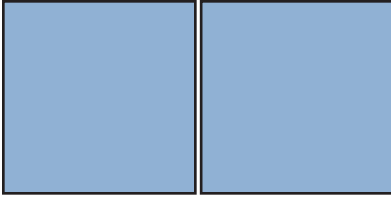
Based on your knowledge and what you hear, what organization regulates septic tanks?*



* Multiple responses permitted



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:

- Where do you get your news?
- Do you read:
 - o Utility bill inserts?
 - o Online newspapers?
 - o Print newspapers?
 - o Promotional letters or postcards in the mail?
 - o HOA newsletters?
 - o E-newsletters you signed up to receive?
 - o Billboards?
- How often do you use:
 - o Facebook?
 - o YouTube?
 - o Pinterest?
- How trustworthy is:
 - o Traditional media?
 - o Social media?
 - o Southwest Florida Water Management District (the District)?
 - o Department of Environmental Protection?
 - o Local environmental groups?
 - o Local utility company?
 - o Universities?
 - o US Geological Survey?

Nearly eight in ten residents (78%) get their news from television, while more than half (51%) receive their news from print newspapers. Television and print newspapers are the number one and two news sources, respectively, in all counties.

The following percentages of residents report reading (County where residents are most likely to read sources in parentheses):

- 75%: Billboards (Marion)
- 74%: Print newspapers (Hernando)
- 63%: Utility bill inserts (Marion)
- 55%: Promotional letters or postcards in the mail (Marion)
- 44%: Online newspapers (Citrus)
- 38%: HOA newsletters (Marion)
- 38%: E-newsletters they signed up to receive (Citrus/Marion)

Half of residents (50%) have never used Facebook, while one in four residents (27%) uses Facebook daily. Hernando County residents (34%) are most likely to use Facebook daily, while Marion County residents (22%) are least likely.

Nearly six in ten residents (58%) have never used YouTube, while one in seven (14%) uses YouTube daily. Daily use of YouTube was consistent across counties.

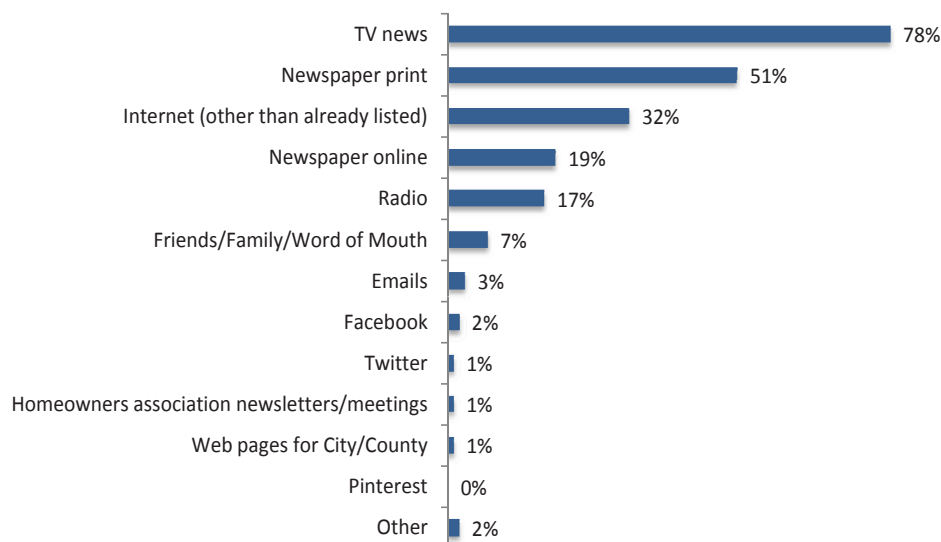
Nearly nine in ten residents (86%) have never used Pinterest. Less than one in ten residents (8%) uses Pinterest at least once a week with 5% of residents using Pinterest daily.

The following percentages of residents reported the following sources as very trustworthy or trustworthy (County where residents are most likely to rate source as very trustworthy or trustworthy in parentheses):

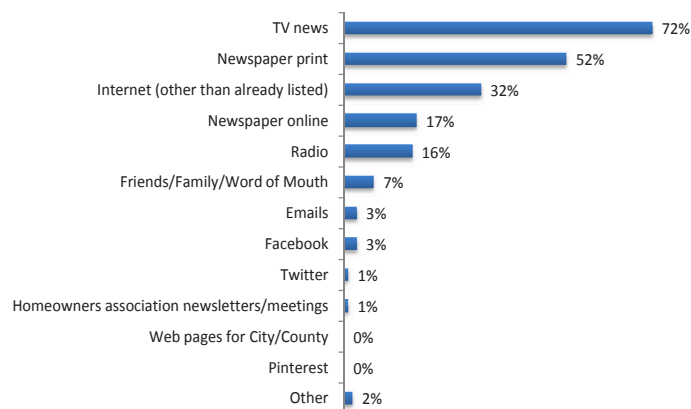
- 58%: Universities (Citrus)
- 55%: US Geological Survey (Citrus/Hernando)
- 46%: Department of Environmental Protection (Citrus)
- 44%: Local utility company (Hernando)
- 36%: Local environmental group (Citrus)
- 30%: Traditional media (Hernando)
- 29%: Southwest Florida Water Management District (Hernando)
- 11%: Social media (Marion)

Where do you get your news?*

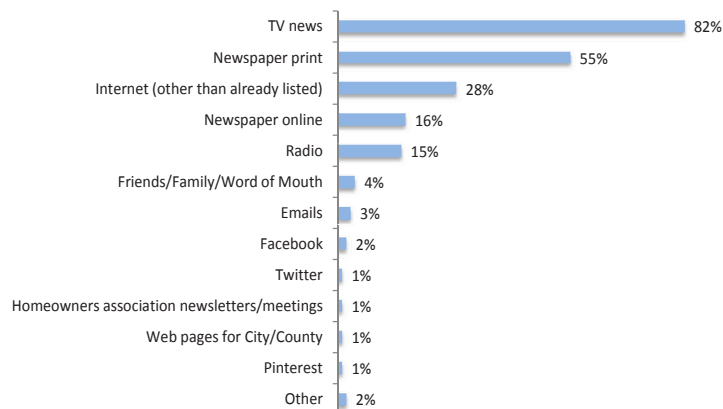
Total



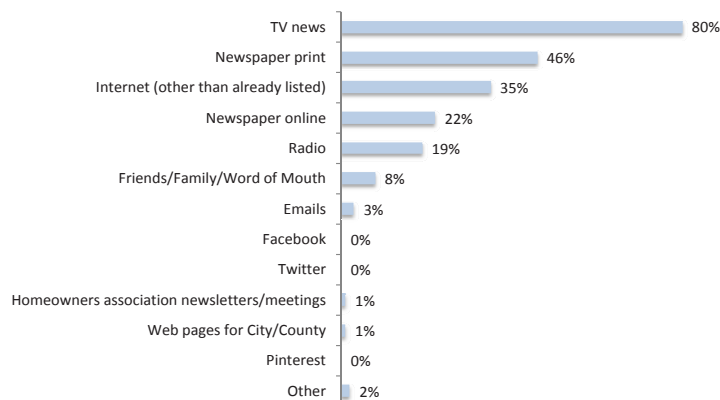
Citrus



Hernando

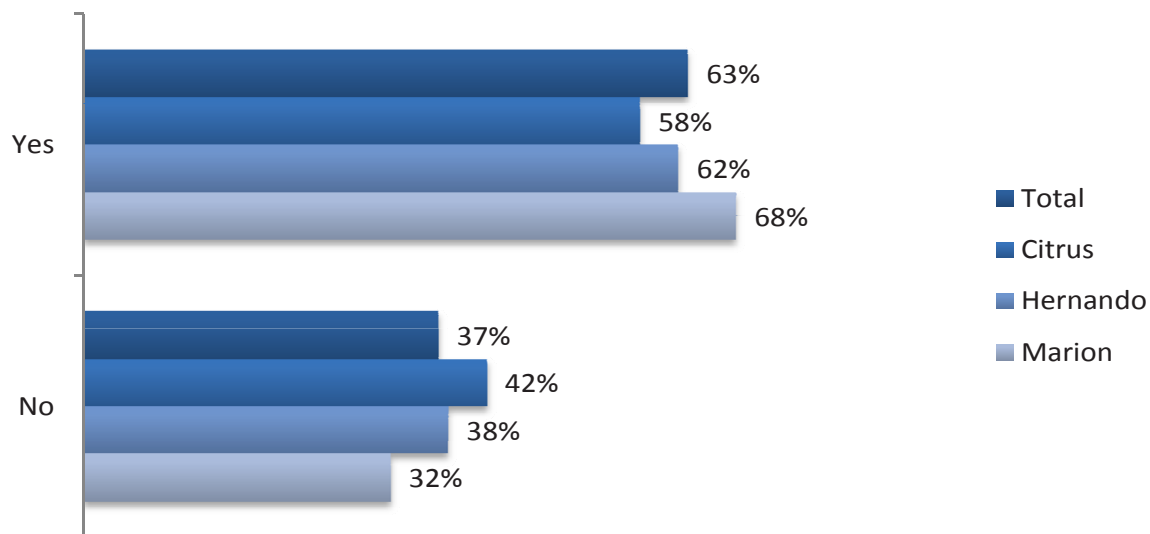


Marion

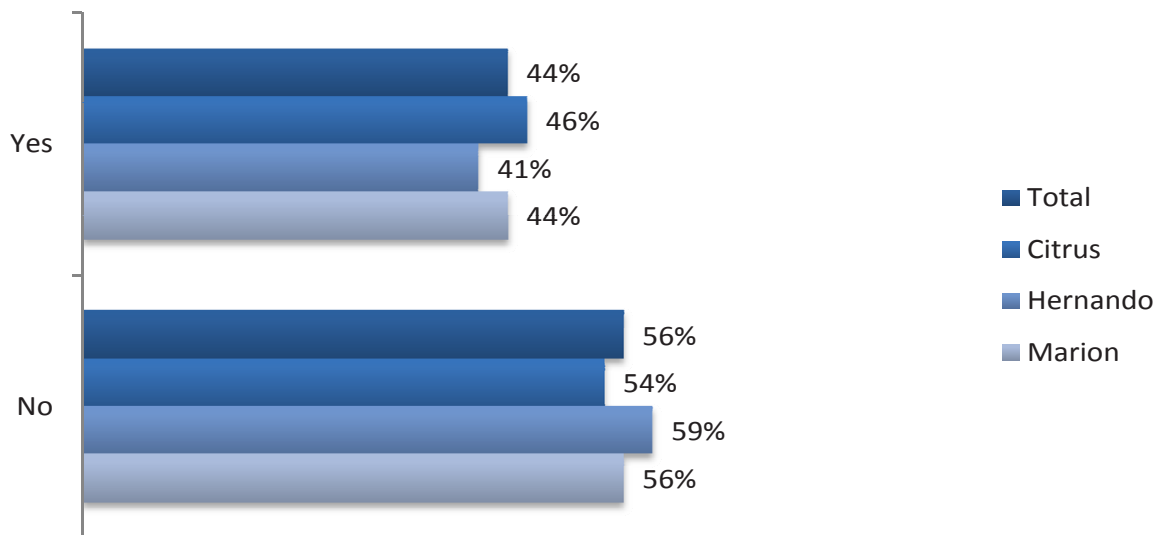


* Multiple responses permitted

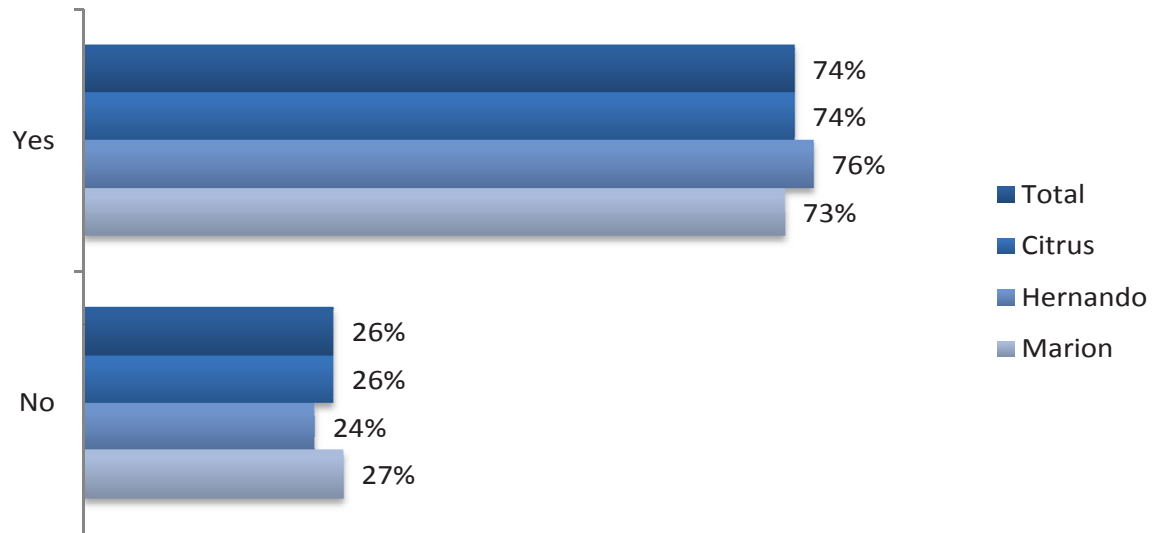
Do you read utility bill inserts?



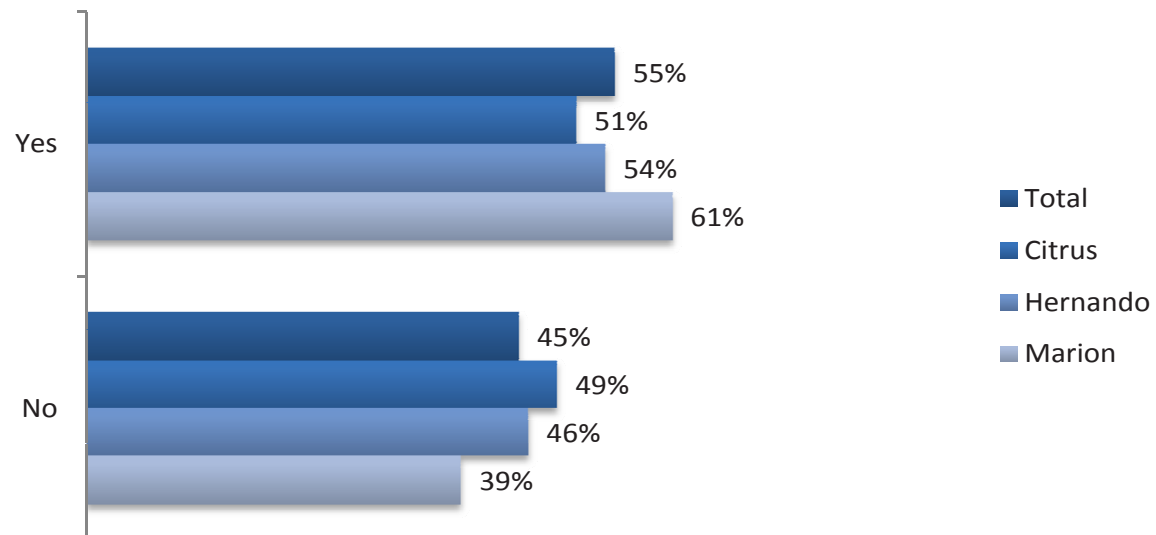
Do you read online newspapers?



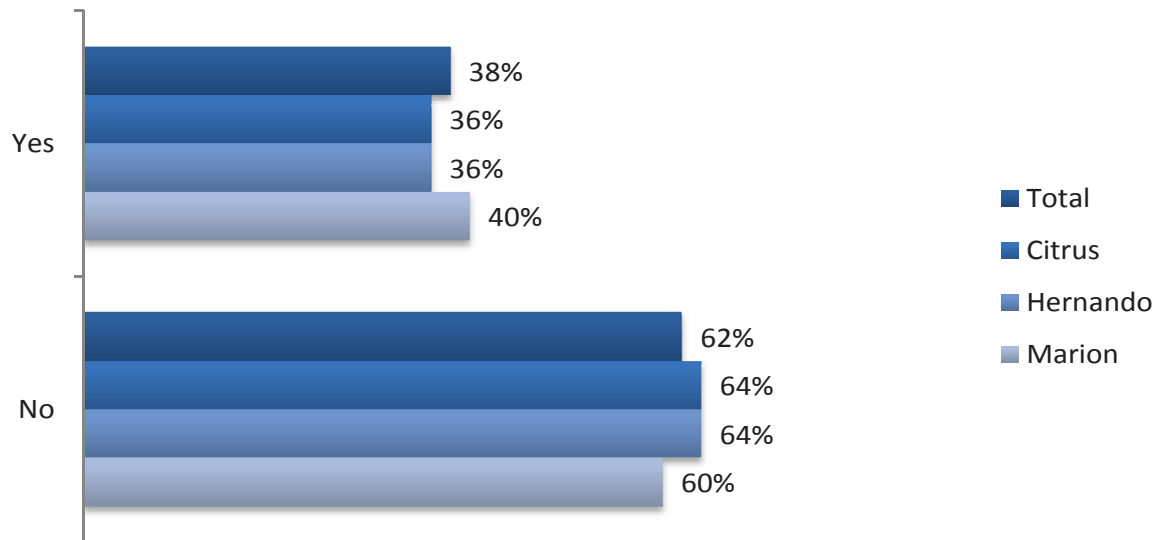
Do you read print newspapers?



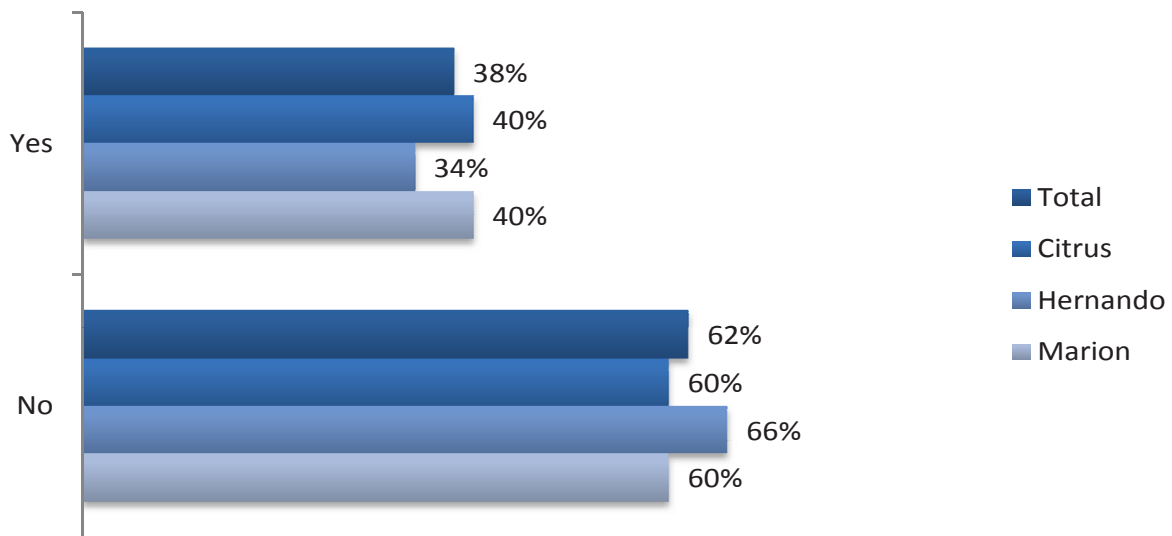
Do you read promotional letters or postcards in the mail?



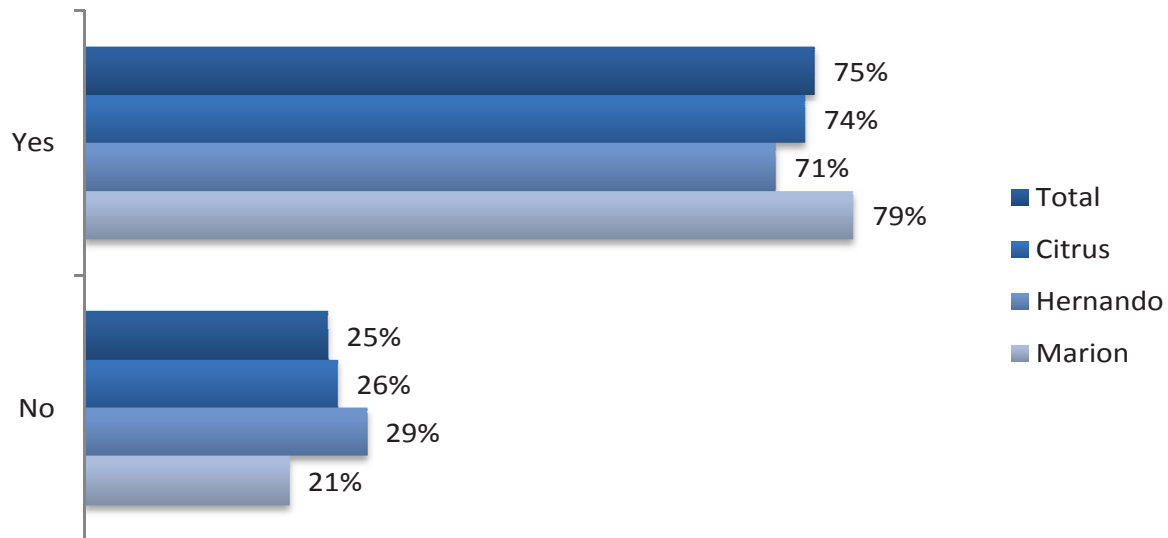
Do you read HOA newsletters?



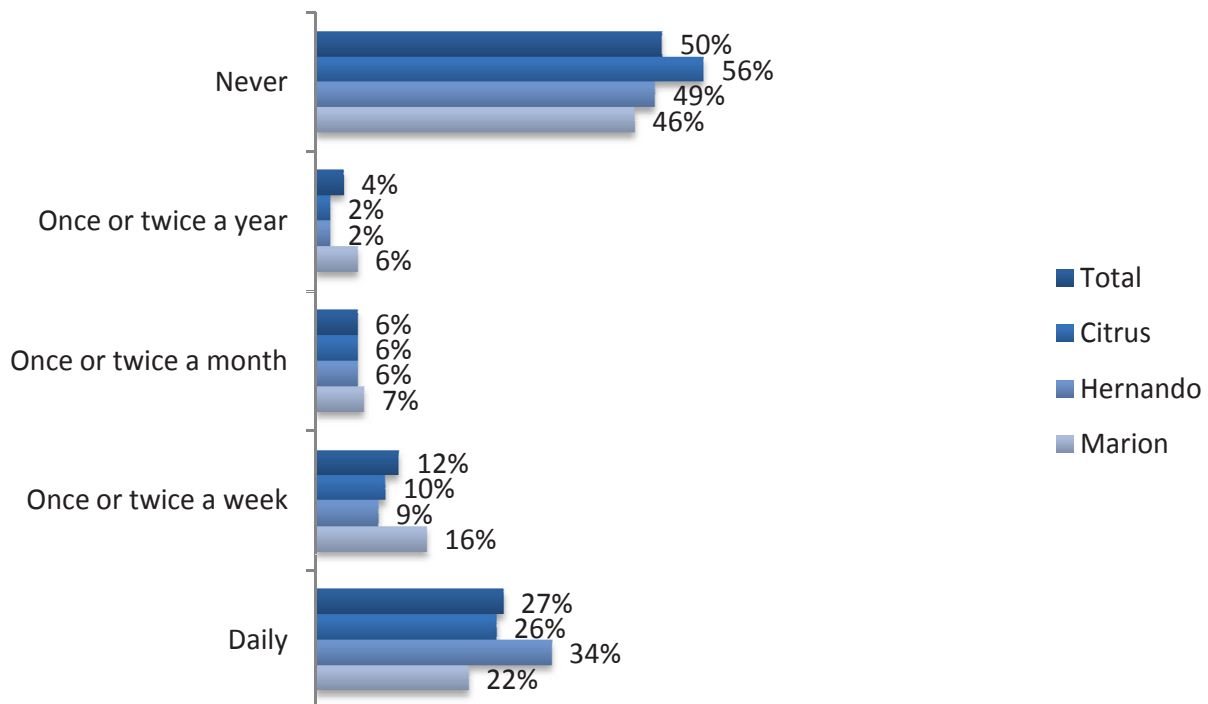
Do you read e-newsletters you signed up to receive?



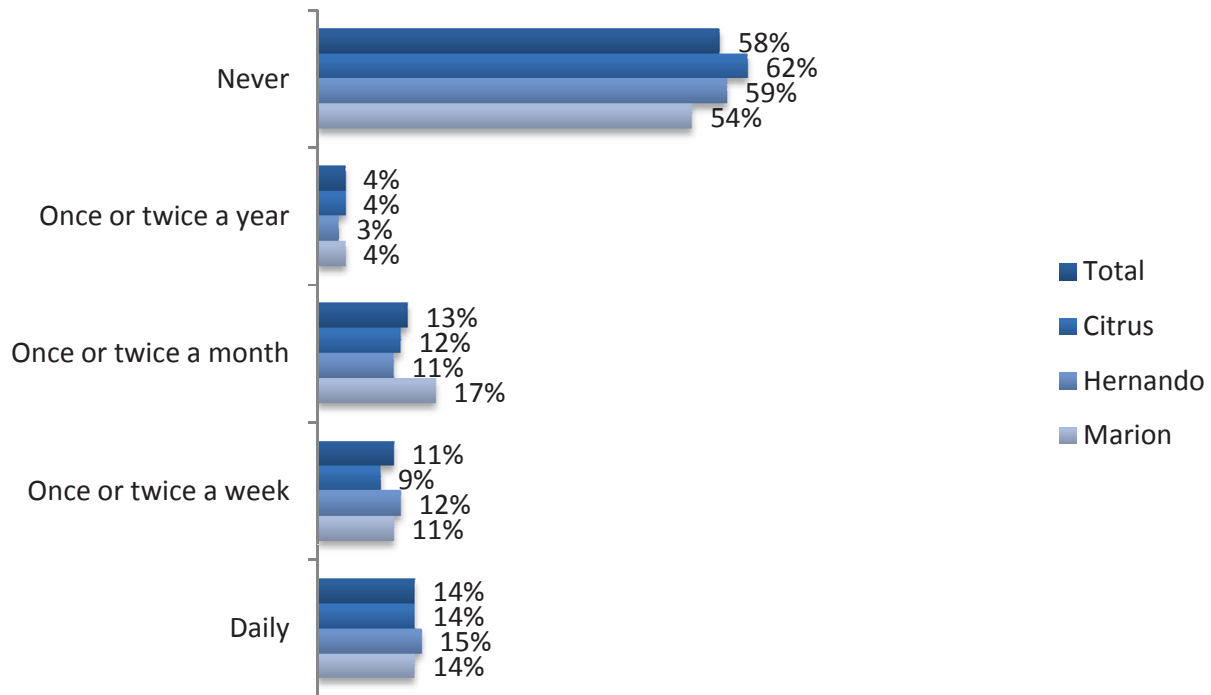
Do you read billboards?



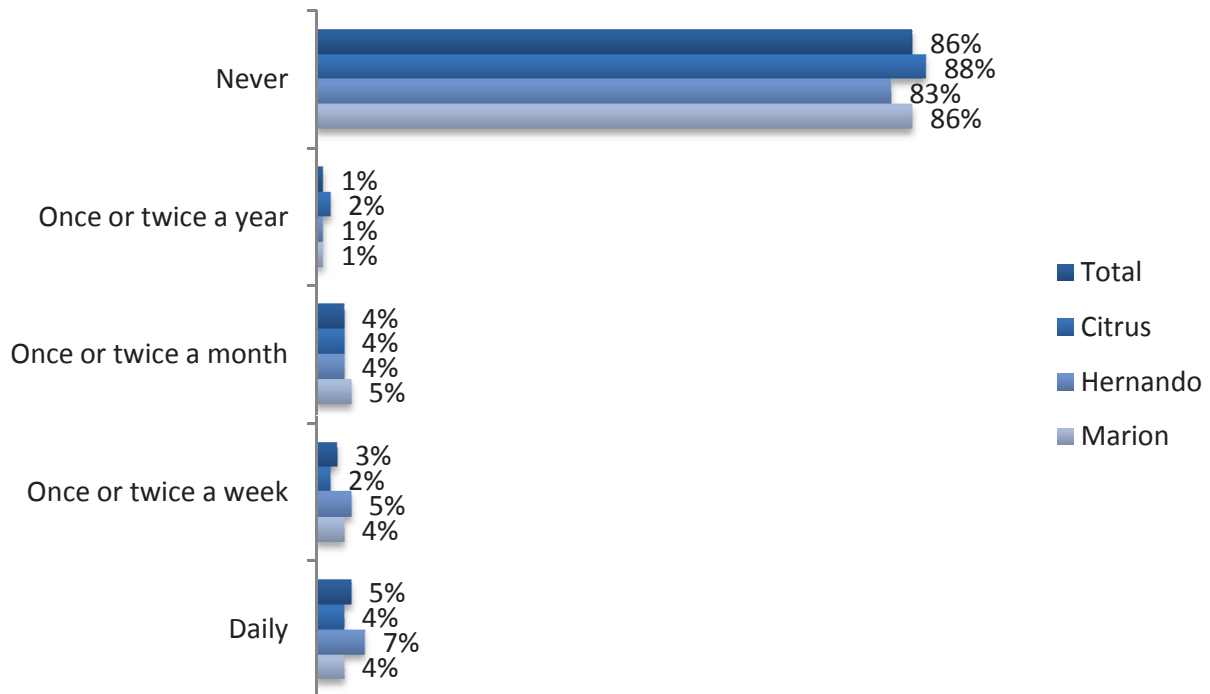
How often do you use Facebook?



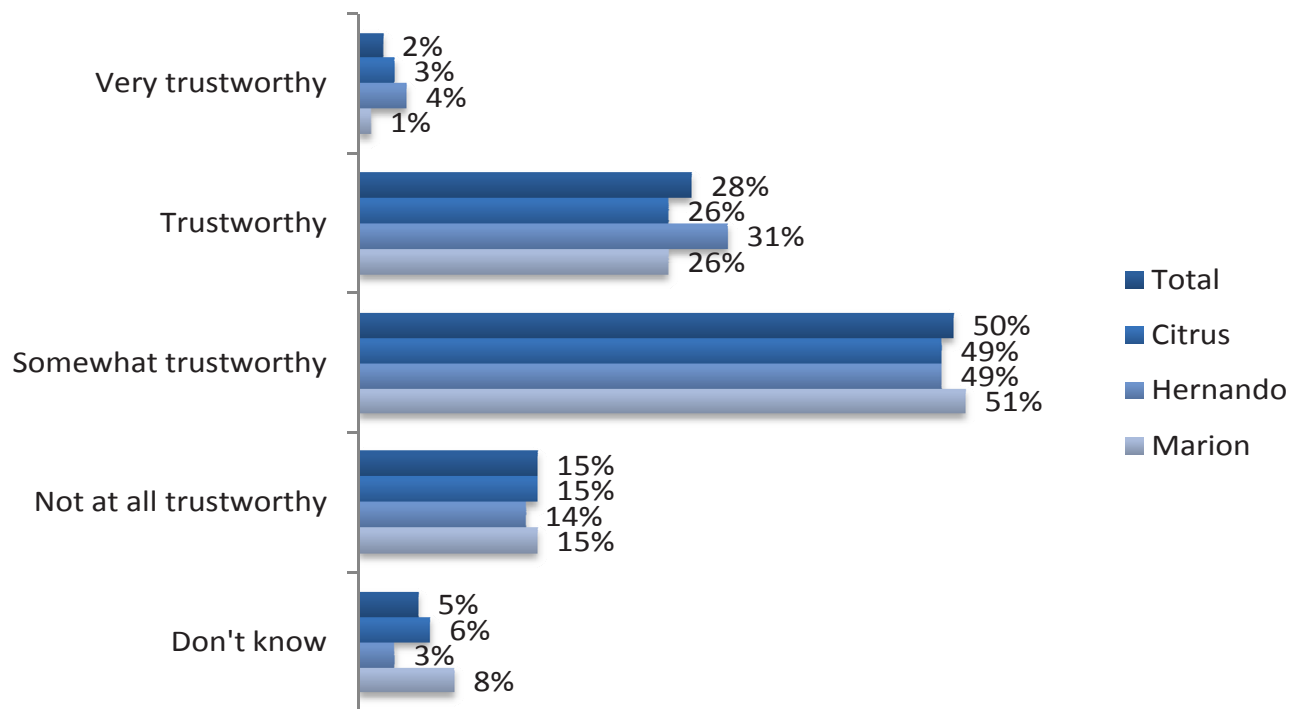
How often do you use YouTube?



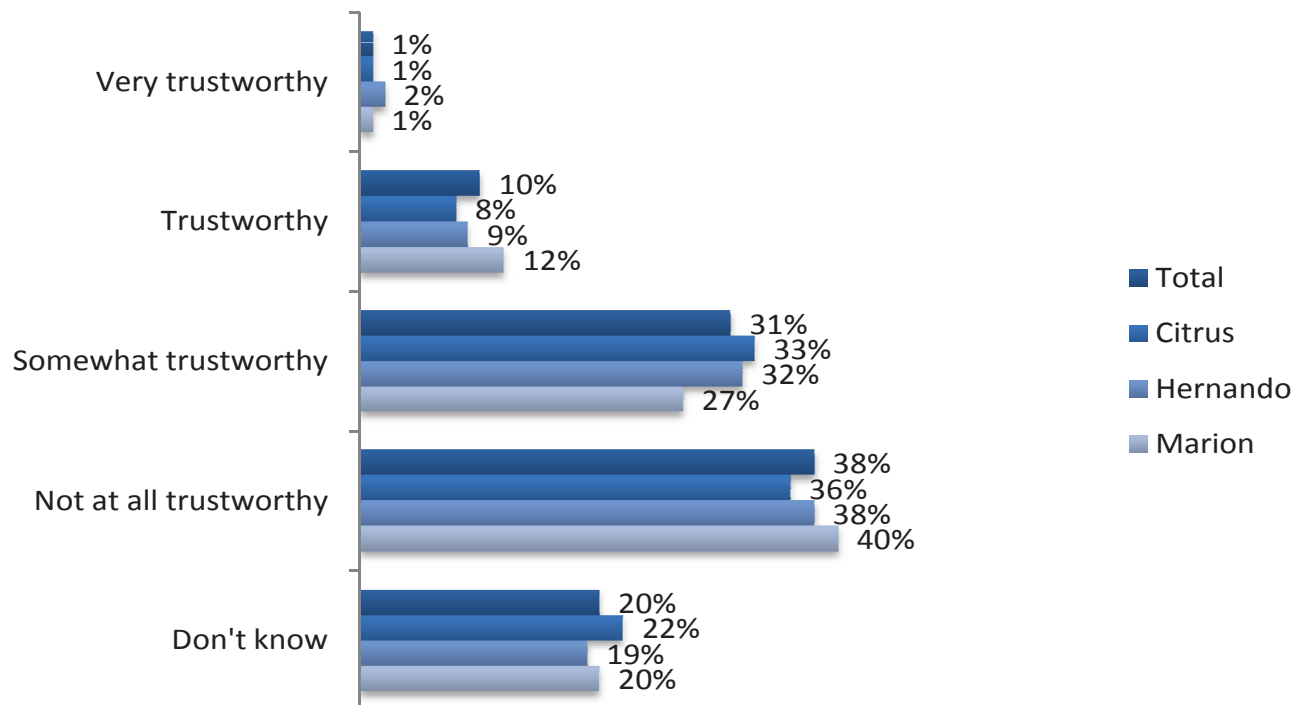
How often do you use Pinterest?



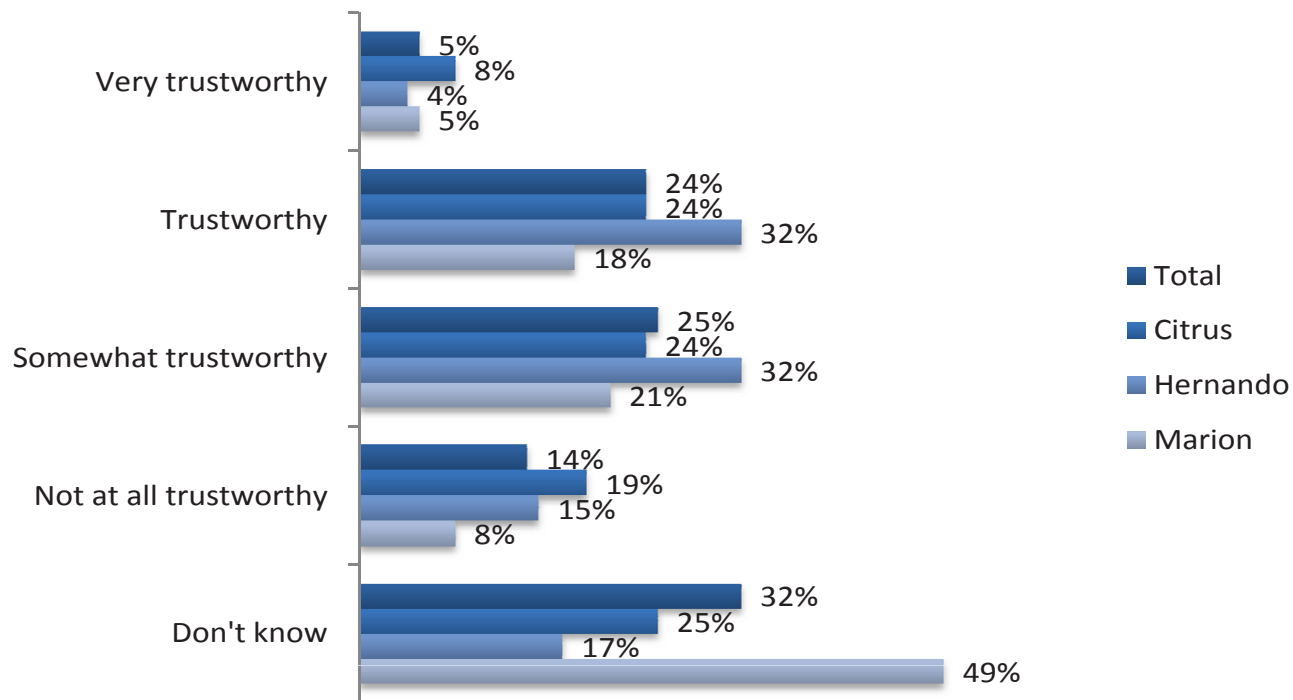
How trustworthy are traditional media?



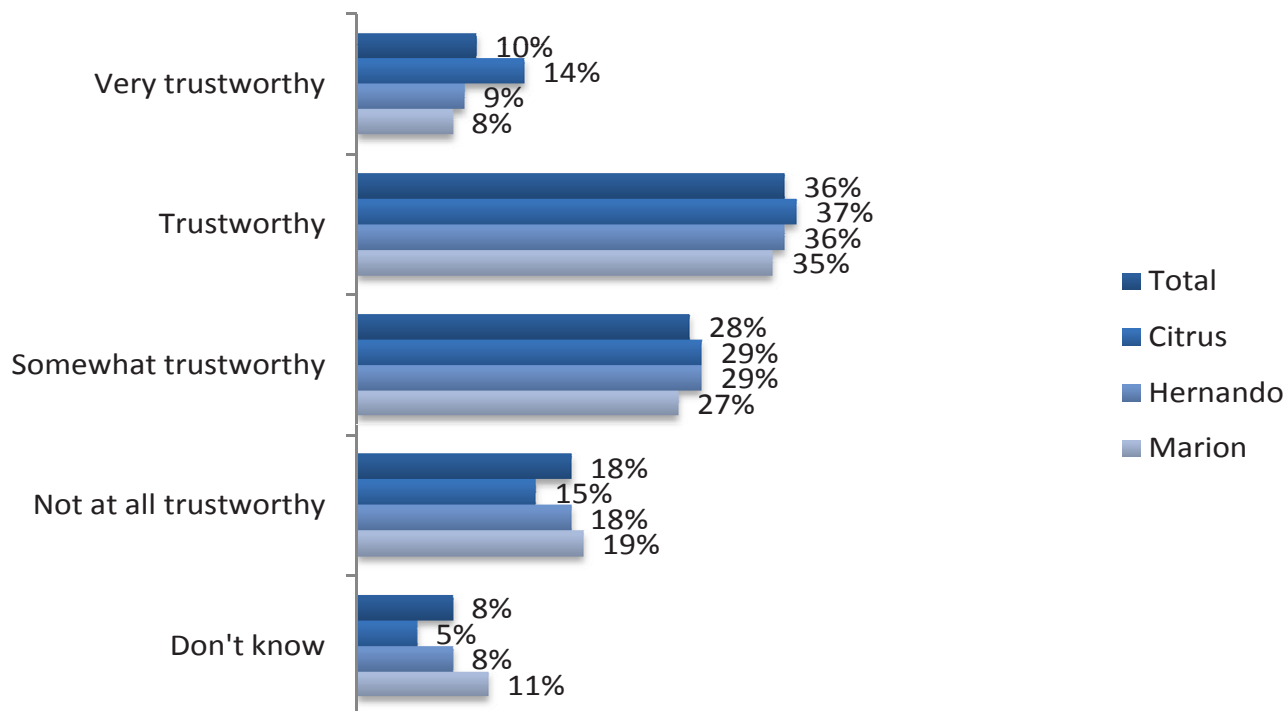
How trustworthy are social media?



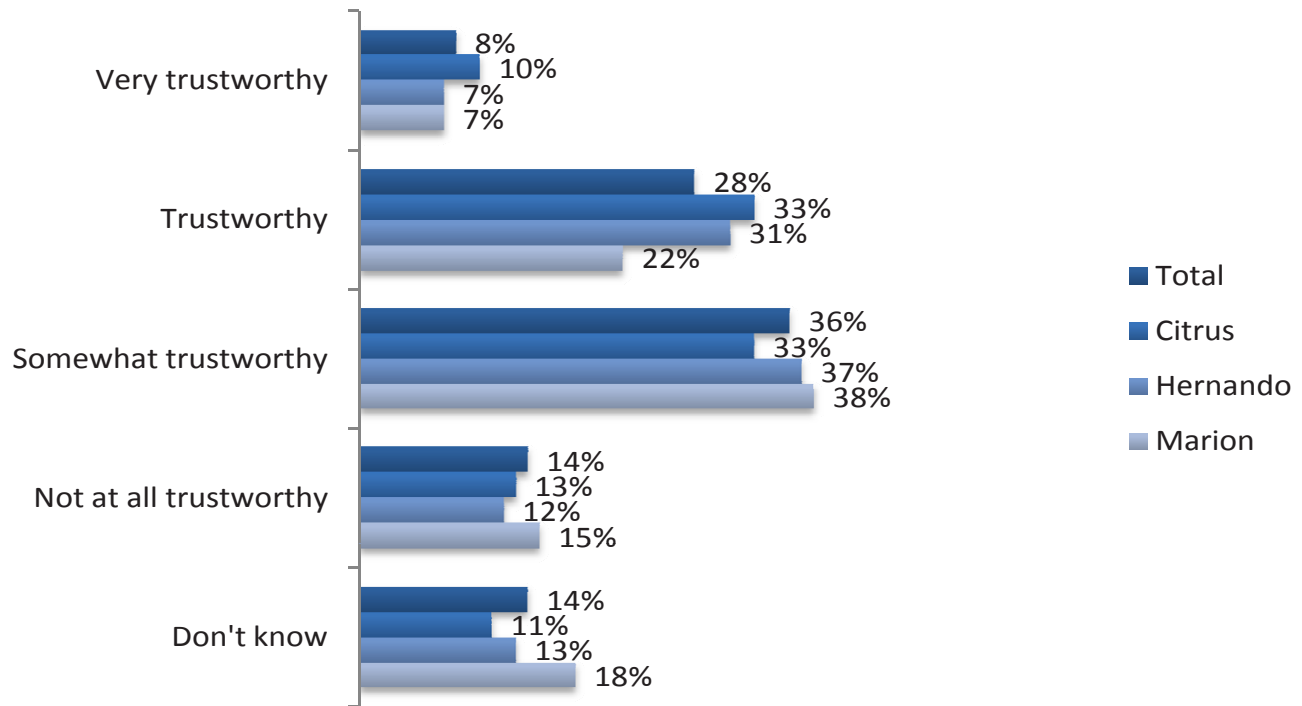
How trustworthy is the Southwest Florida Water Management District?



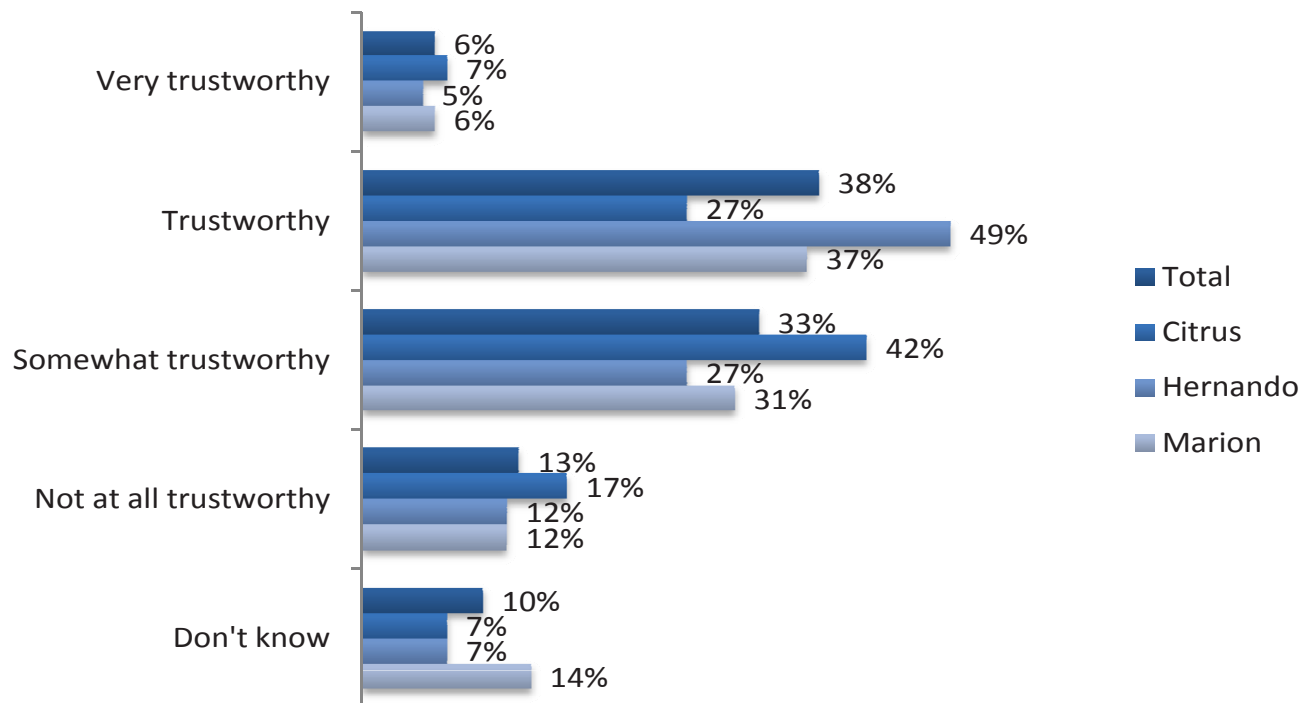
How trustworthy is the Department of Environmental Protection?



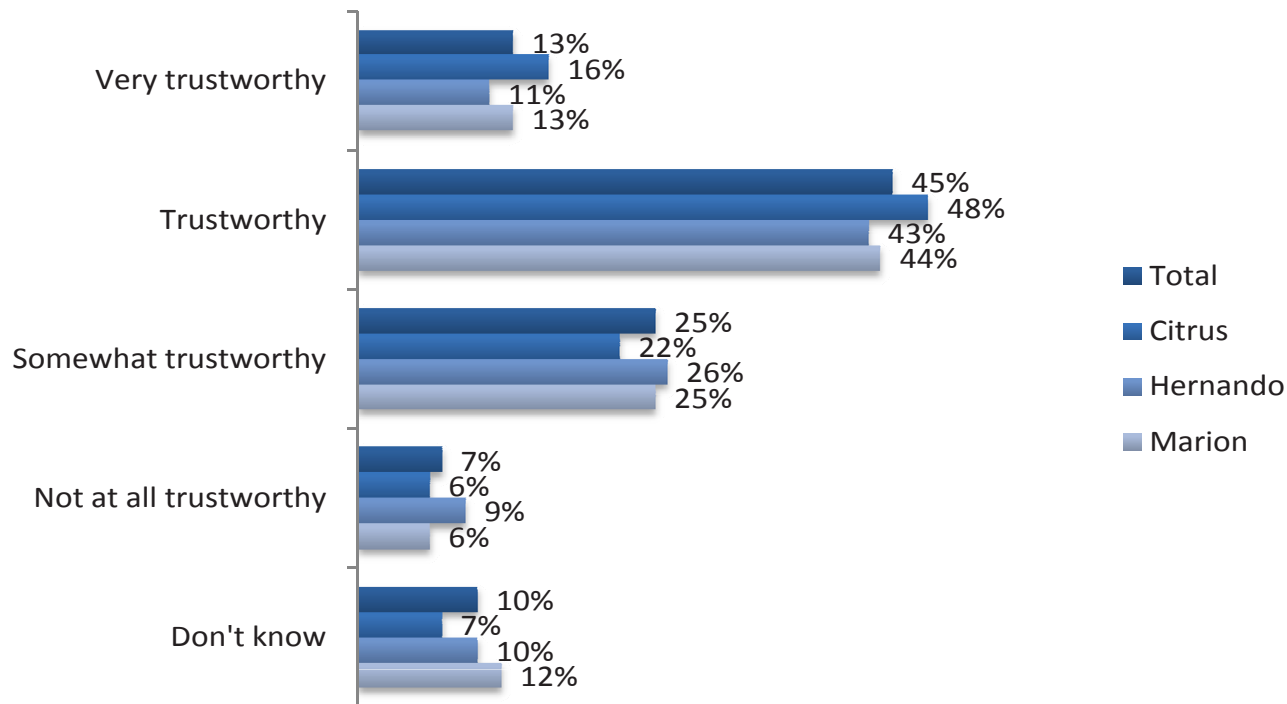
How trustworthy are local environmental groups?



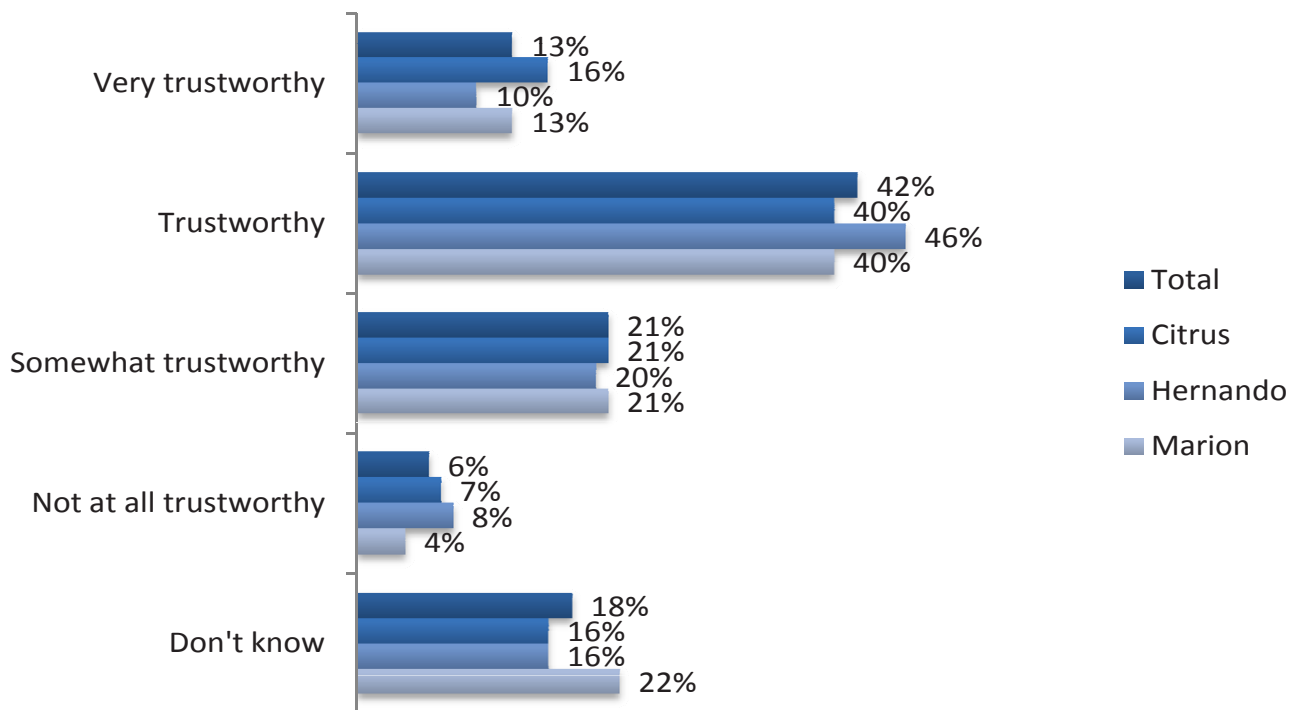
How trustworthy is the local utility company?

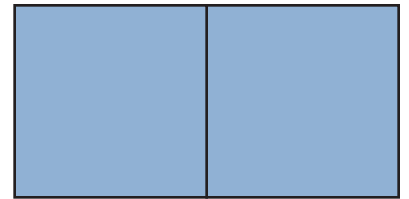
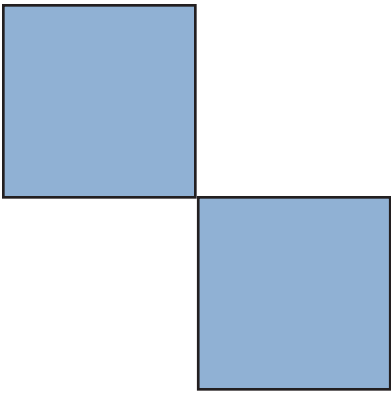


How trustworthy are universities?

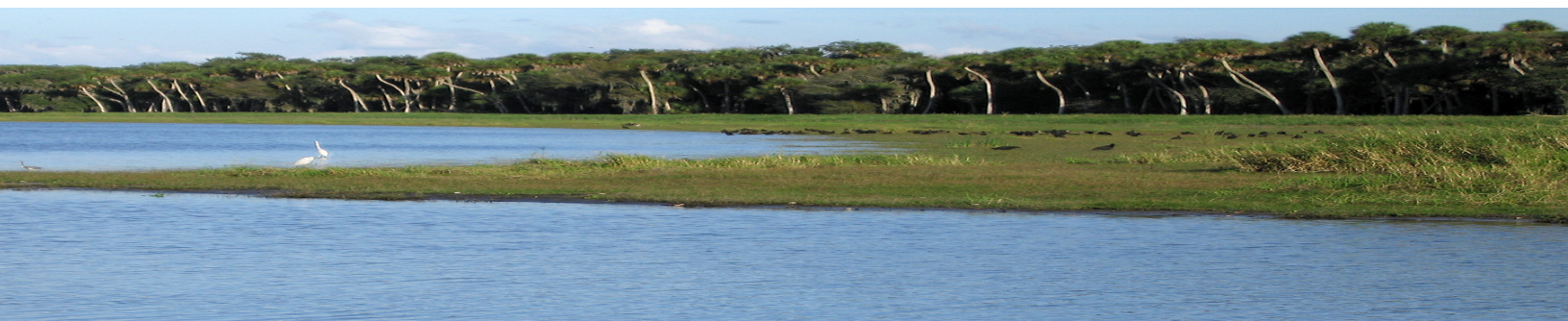
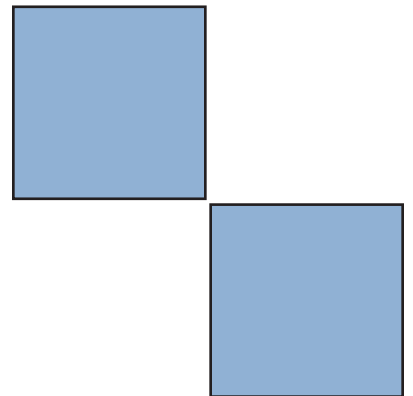
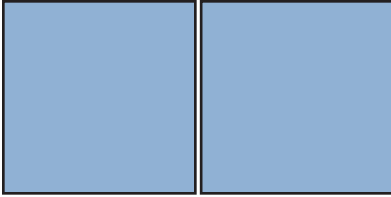


How trustworthy is the US Geological Survey?





DEMOGRAPHICS



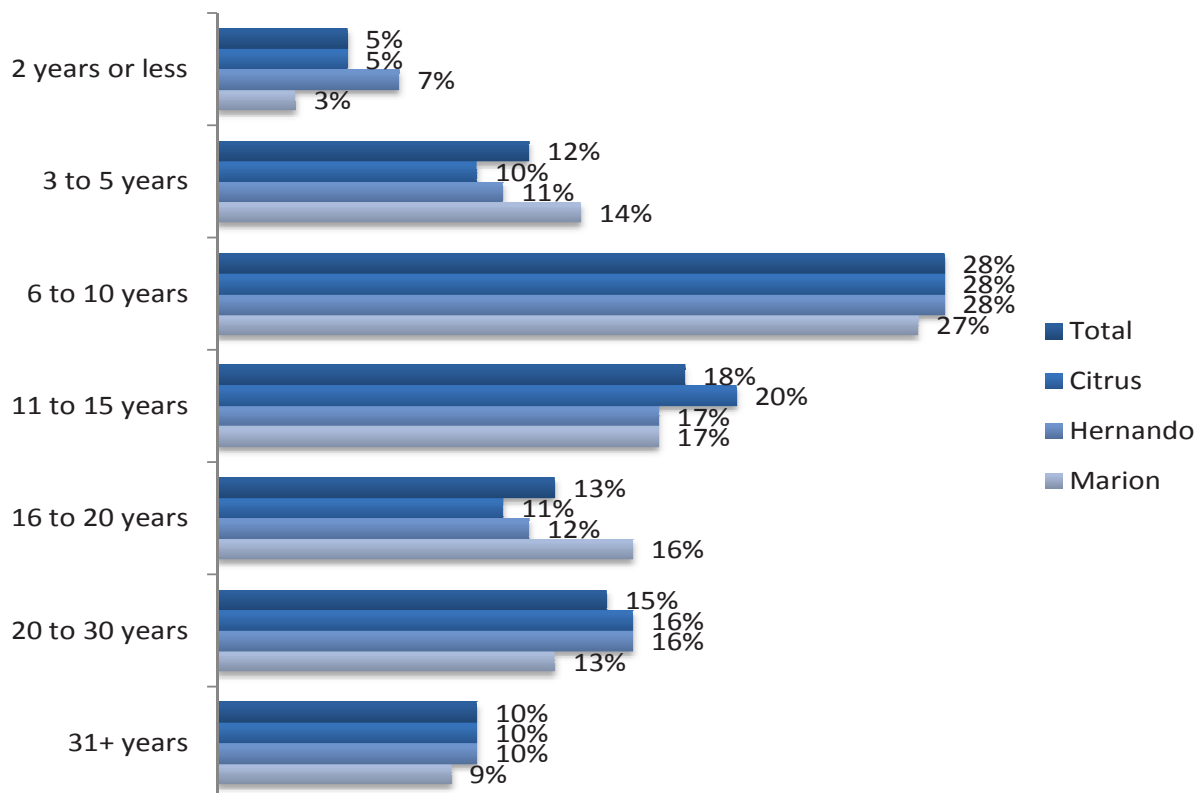
Demographics

The typical resident in this study has lived in their county for 12 years, lives four miles from a water body, and is 52 years of age. Nearly all residents (97%) live in Florida full-time, and 84% are homeowners. Two in five residents (40%) belong to a homeowners association and more than nine of ten residents (93%) have a lawn.

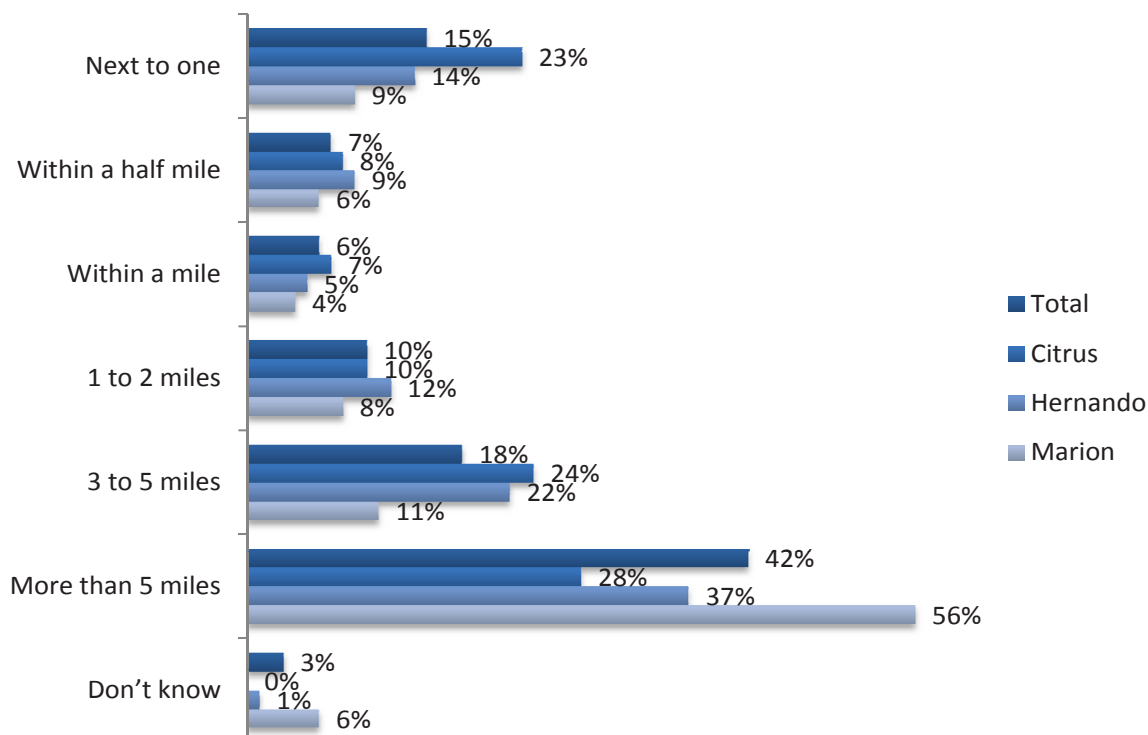
Three in ten residents in this study (31%) are employed full-time, while 7% are employed part-time. Nearly half of residents are retired (47%).

The typical resident in this study has an income of \$46,000 and is white (76%). Nearly equal percentages of males and females are represented in this study (48% male, 52% female).

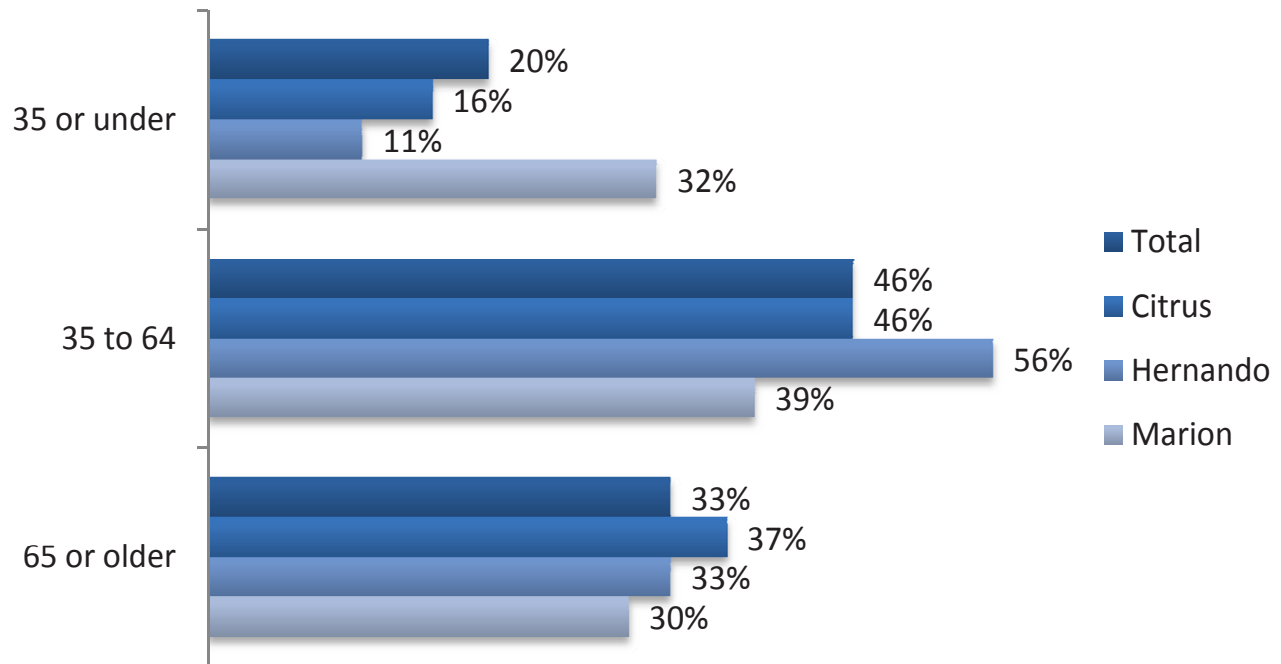
How long have you lived in your county?



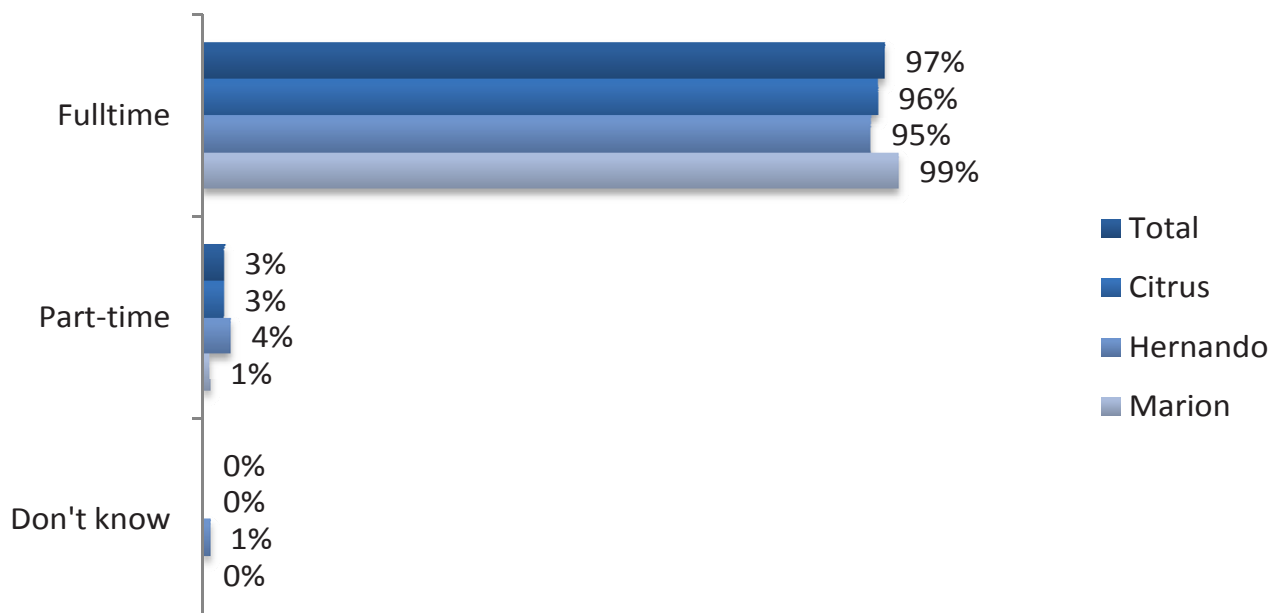
About how far from a water body do you live?



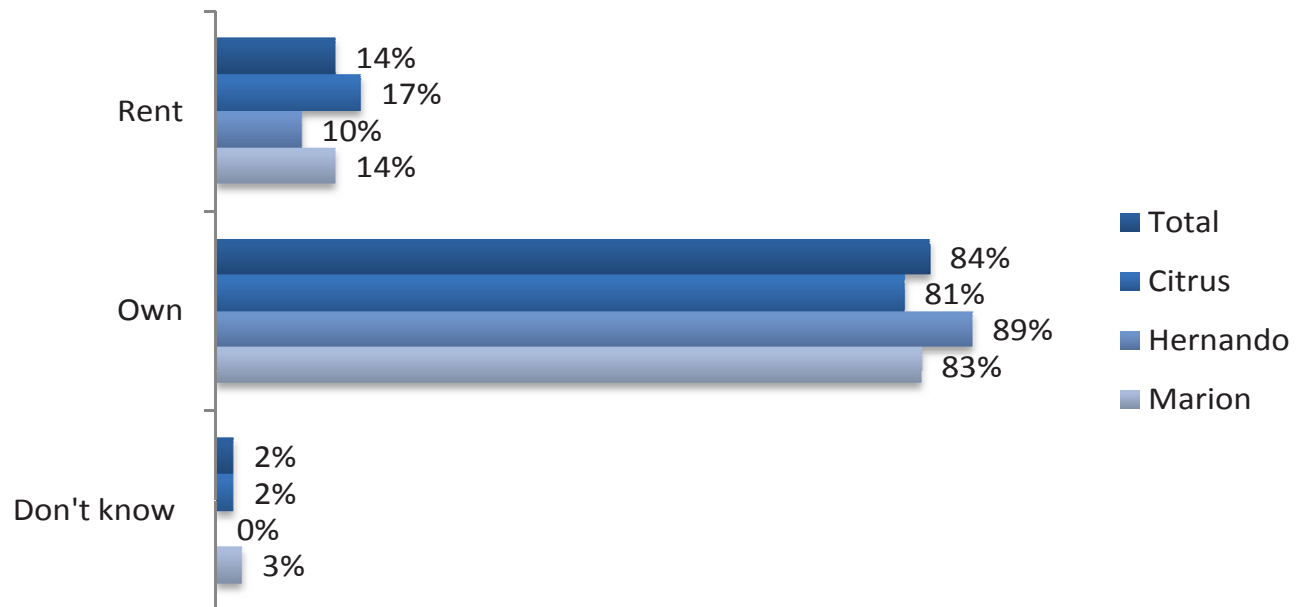
What category best fits your age?



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



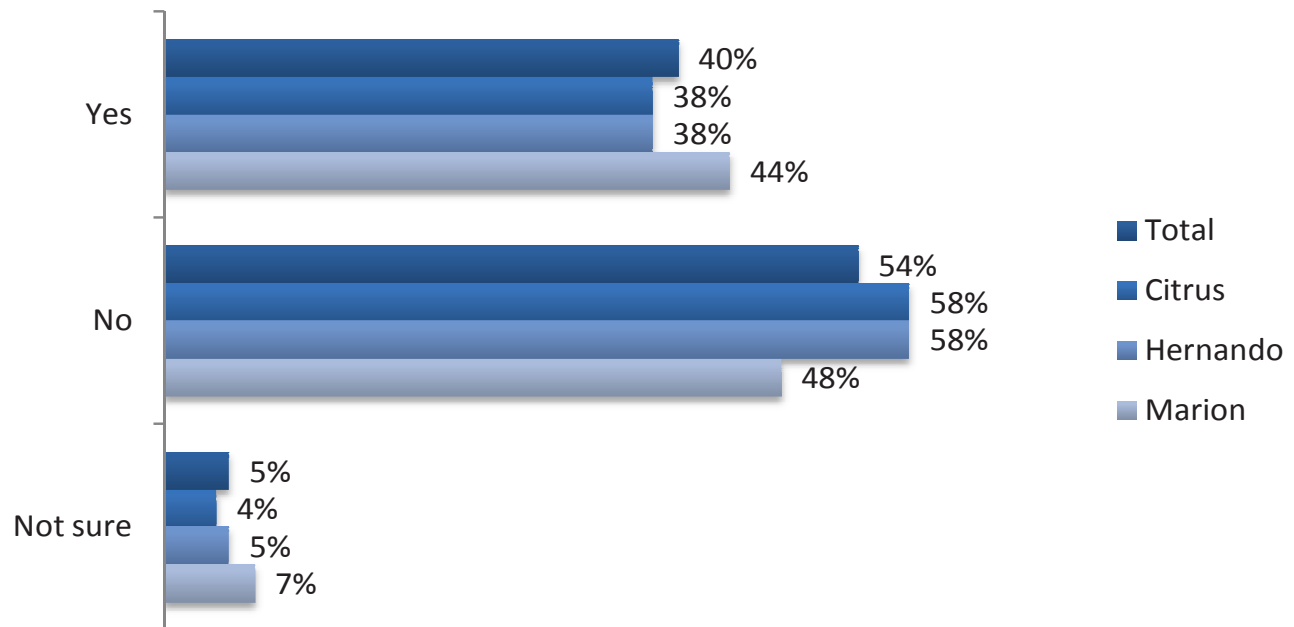
Do you rent or own where you live?



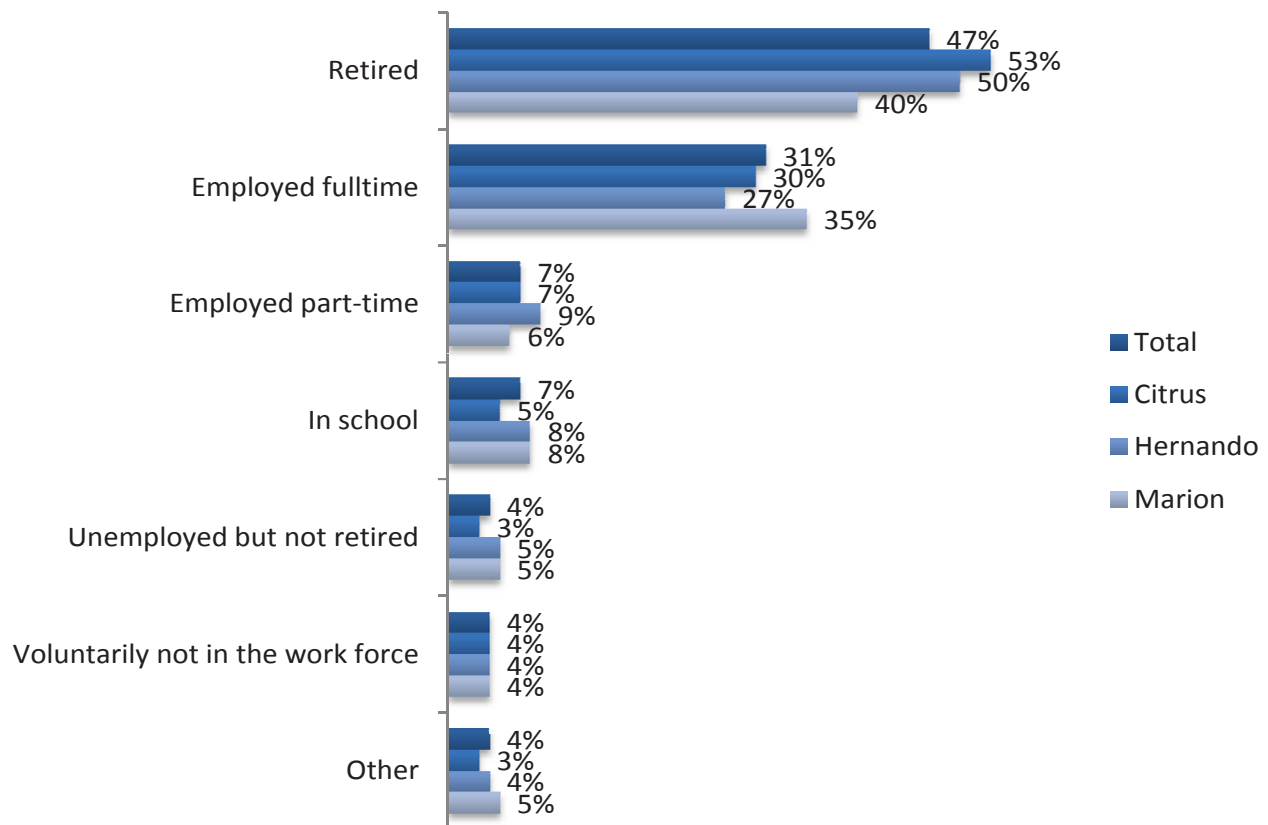
Do you have a lawn?



Does your neighborhood have a homeowners association?

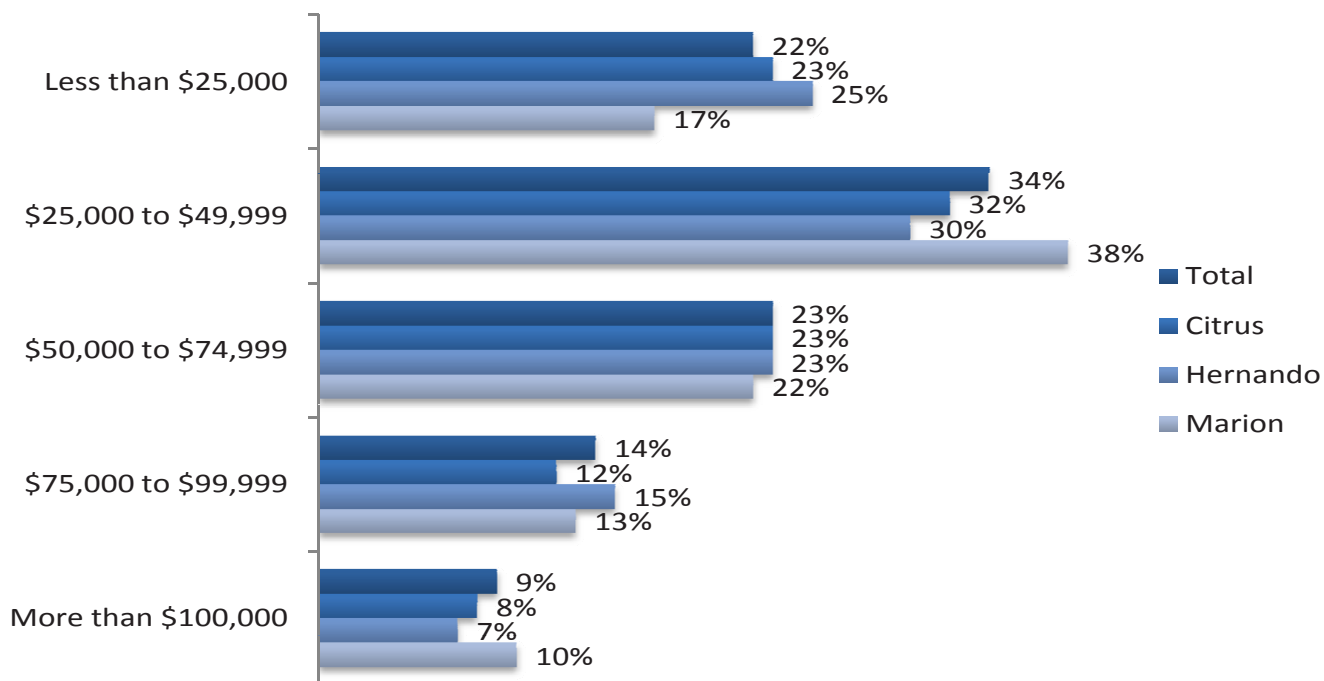


Employment Status*

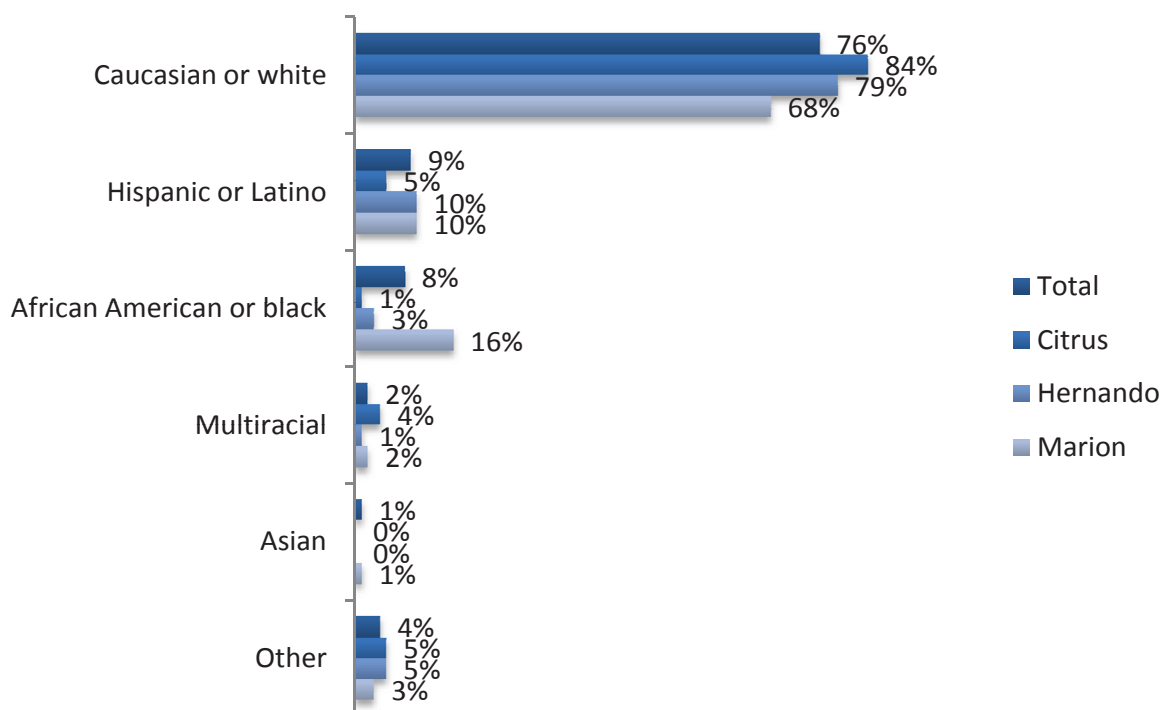


* Multiple responses permitted

Which of the following best represents your total household income in 2012?



Which ethnic or race category best fits you?



Gender

