

# Southwest Florida Water Management District

## 2015 Northern Issues Final Report

September 4, 2015







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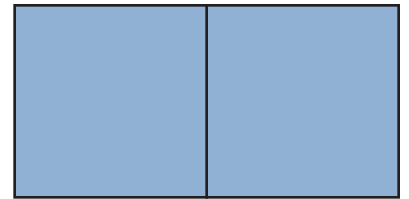
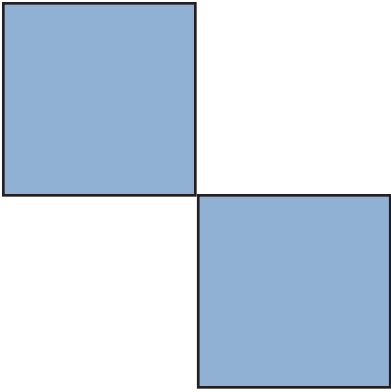


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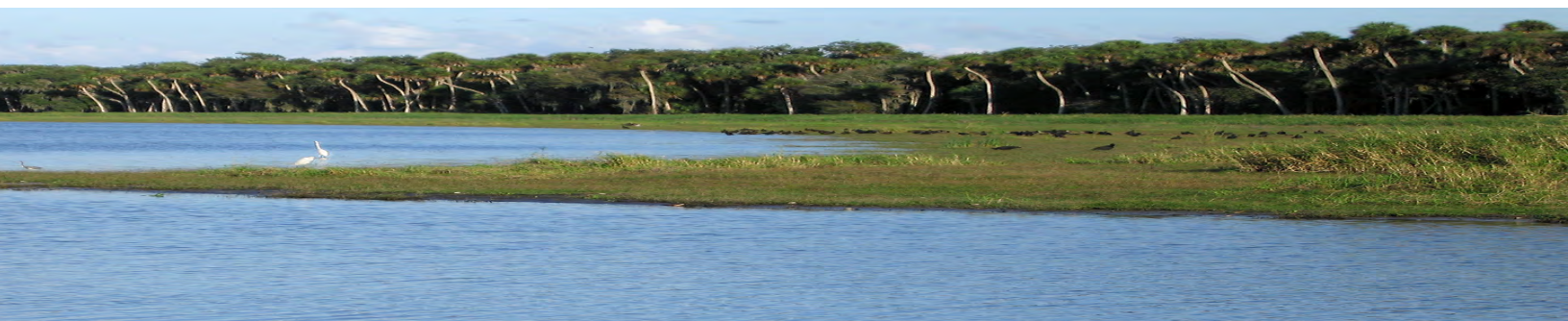
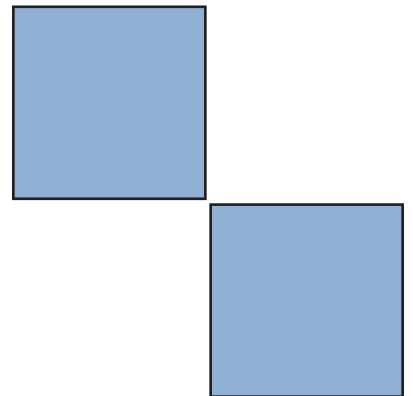
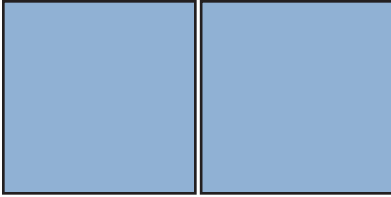
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## INTRODUCTION



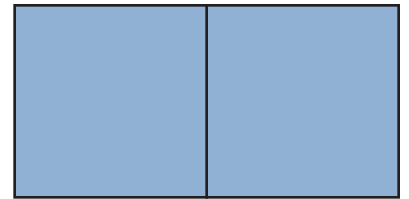
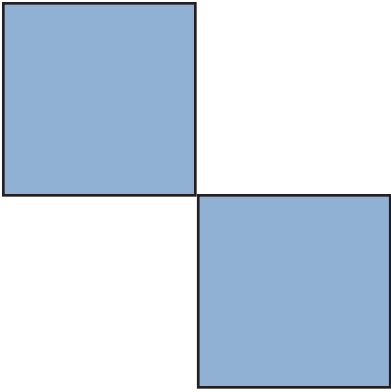
### Introduction

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.

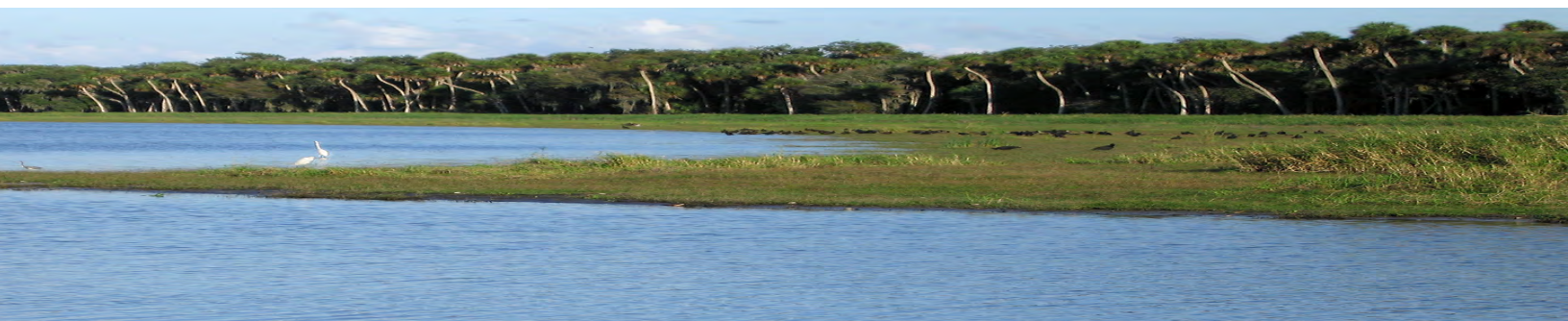
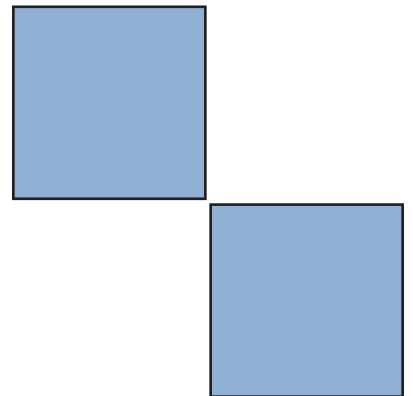
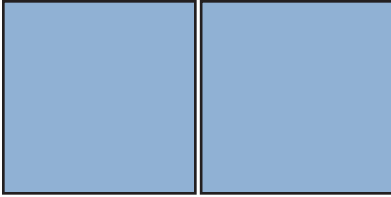
### Methodology

Telephone interviews with 1,152 residents of the study area were conducted in June 2015. 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



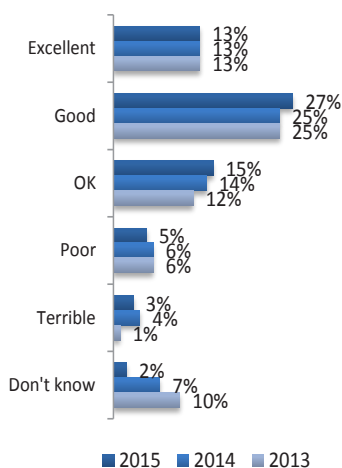
## Advertising Campaign

Unaided recall of advertising campaigns was modest as three in ten residents (30%) had seen or heard advertisements about the springs or springs restoration. However, only 11% of residents mentioned an element of the Restoring our Springs campaign, with the name of the campaign eliciting the highest level of unaided awareness (9%).

Only 5% of residents associated the Restoring our Springs campaign with the District, up 1% point from 2014; however, 14% (+4% points from 2014) of residents claimed they became aware that the District was involved in restoring and protecting springs based on the campaign. A plurality of residents (15%) saw the campaign in newspapers, the same percentage of residents that saw the campaign in newspapers in 2014. Based on the campaign, 7% of residents claimed they plan to alter their behavior, down 1% from 2014. About 1% of residents will dispose of trash properly while at a spring (1.5%), use fertilizer sparingly (1.5%), and never dump anything down a storm drain (1.1%).

## Health of the Springs

Two in three residents (65%) have visited springs in their area within the past five years – this is down 4% points from 2014. Four in ten residents (40%) rate the health of the springs as excellent or good – this is up 2% points since 2014.



A majority of residents (62%) claim there is nothing wrong with the springs in their area – this is up 6% points since 2014.

Nine out of ten residents (88%) assign a high level of importance to the health of the springs, yet far fewer (74%) say it is important that their tax dollars be used to improve the health of the springs. Fewer residents since 2014 (68% in 2014 to 66% in 2015) say the health of the springs is “very important”; however, more residents in 2015 (43% to 38% in 2014) say it is “very important” that their tax dollars be used to improve the health of the campaign.

## Southwest Florida Water Management District

Aided awareness of Southwest Florida Water Management District is down five percentage points to 66% in 2015.

The informational campaign had mixed results in terms of impacting the public’s view of the District from 2014 through 2015.

For example, based on the informational campaign, people are more likely to feel that the District is a leader in taking the right actions to improve health of the springs; on the other hand, since 2014, people are less likely to believe the District possesses the scientific knowledge necessary to improve the health of the springs, and they are less likely to believe the District is committed to improving the health of the springs.

People are also less likely to think the District is doing an excellent or good job of protecting the springs in their area, educating people about the condition of the springs, educating people about what they can do to help protect the

springs, ensuring that not too much water is drawn out of the ground for various uses, and listening to community input that may benefit the springs than they were in 2014.

Nevertheless, all results are more positive than they were at the beginning of the campaign in 2013.

|  | Strongly Agree + Agree 2013 | Strongly Agree + Agree 2014 | Strongly Agree + Agree 2015 |
|--|-----------------------------|-----------------------------|-----------------------------|
| <b>Southwest Florida Water Management District:</b>                                      |                             |                             |                             |
| Has the scientific knowledge necessary to improve the health of the springs in your area | 44%                         | 48%                         | 45%                         |
| Is the leader in taking the right actions to improve health of the springs in your area  | 28%                         | 40%                         | 41%                         |
| Is committed to improving the health of the springs in your area                         | 32%                         | 48%                         | 45%                         |

|  | Excellent + Good 2013 | Excellent + Good 2014 | Excellent + Good 2015 |
|--|-----------------------|-----------------------|-----------------------|
| <b>Southwest Florida Water Management District's Performance in:</b>         |                       |                       |                       |
| Protecting springs in your area  | 25%                   | 32%                   | 29%                   |
| Educating people about the condition of the springs                          | 18%                   | 29%                   | 24%                   |
| Educating people about what they can do to help protect the springs          | 20%                   | 31%                   | 24%                   |
| Ensuring that not too much water is drawn out of the ground for various uses | 16%                   | 24%                   | 23%                   |
| Listening to community input that may benefit springs in your area           | 17%                   | 27%                   | 23%                   |

## Septic Systems

Over half of residents (52%) believe local governments are doing too little to protect springs from water quality issues resulting from improperly maintained septic systems, and nearly eight in ten residents (79%) are at least somewhat concerned about spring and water body contamination caused by improperly maintained septic systems.

Over half of District residents (57%) have a septic system, and nearly six in ten residents who have septic systems (58%) have had their septic systems pumped within the last five years. About one in five residents who have septic systems (18%) have never had their septic system pumped.

Less than half of residents who have septic systems (46%) have had their septic system inspected by a certified professional within the last five years. About one in four residents who have septic systems (22%) have never had their septic system inspected by a certified professional.

One in four residents who have septic systems (23%) have had to repair or replace it. Most did so in the past ten years.

About three in ten District residents with septic systems (29%) are not sure how often their septic systems should be pumped and inspected. One in five residents who have septic systems (19%) think septic systems should be inspected every five years.

Less than one in twenty residents who have septic systems (3%) think that their septic system is in need of repairs; two in three residents who have septic systems (68%) have never had any problems with it.

About half of District residents who have septic systems (53%) will not have it inspected as long as there are no problems with it; however, three in four District residents who have septic systems (76%) agree that they get their septic tank pumped before there are problems like odor or leaking.



Nine out of ten residents who have septic systems (90%) agree that companies have to be licensed to inspect septic systems, and three in four residents who have septic systems (77%) know who to call if they need their septic system to be inspected.

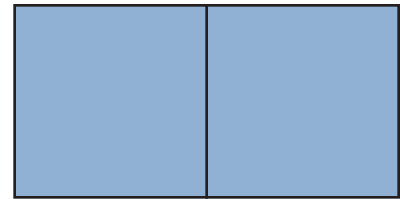
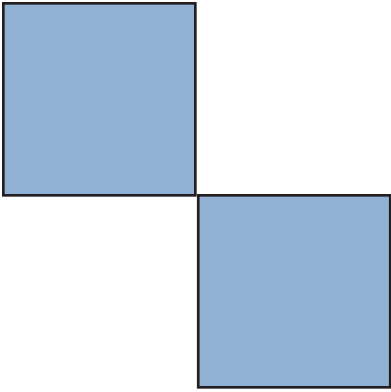
Over six in ten residents who have septic systems (62%) would be willing to have their septic system pumped and inspected every five years if the cost was \$300 - \$500 and they knew it would help protect the springs in their area. A quarter of residents with septic systems (26%) would not be willing to pay for this service, even if they knew that it would help protect the water quality of springs in their area.

When residents who have septic systems were asked if they would be willing to connect to a central sewer system to help protect water quality of the springs, half (50%) say they would be willing to do it, and 41% of these residents who are willing to connect to a central sewer system would also be willing to pay to do so.

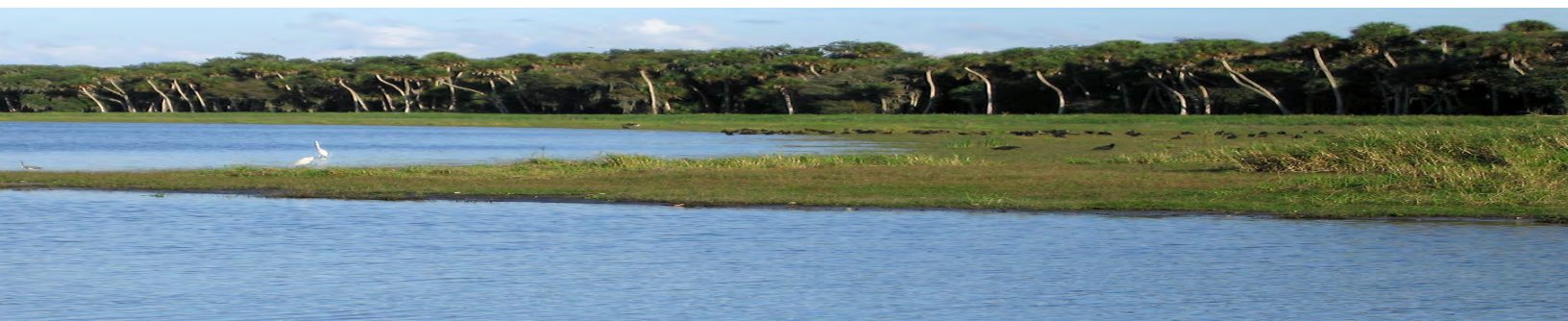
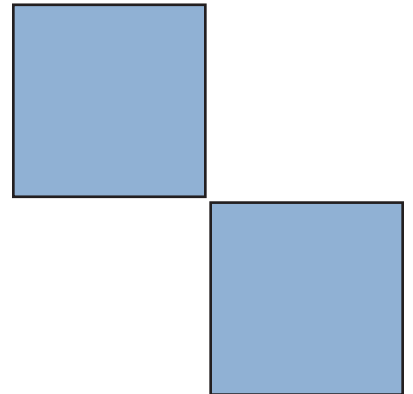
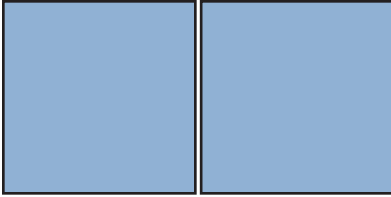
### Characteristics of Residents

Typical residents participating in the study:

- Lives about 4 to 5 miles from a water body
- Is 56 years old
- Lives fulltime in Florida
- Owns their house
- Has lived in their house for 22 years
- Has a household income of about \$47,000
- Is 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?
- 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?
- After seeing or hearing the advertisements, do you plan on doing anything differently to help the springs?
- What do you plan to do?

Three in ten residents (30%, -5% points from 2014) had seen or heard advertisements about springs or springs restoration. About one in three Citrus County (34%, -8% points from 2014) and Marion County (34%, -5% points from 2014) residents had seen advertisements, while only one in five Hernando County residents (22%, - 5% points from 2014) had seen advertisements about springs or springs restoration.

Unaided recall of "Restoring our Springs!" was low (9%, +3% points from 2014).

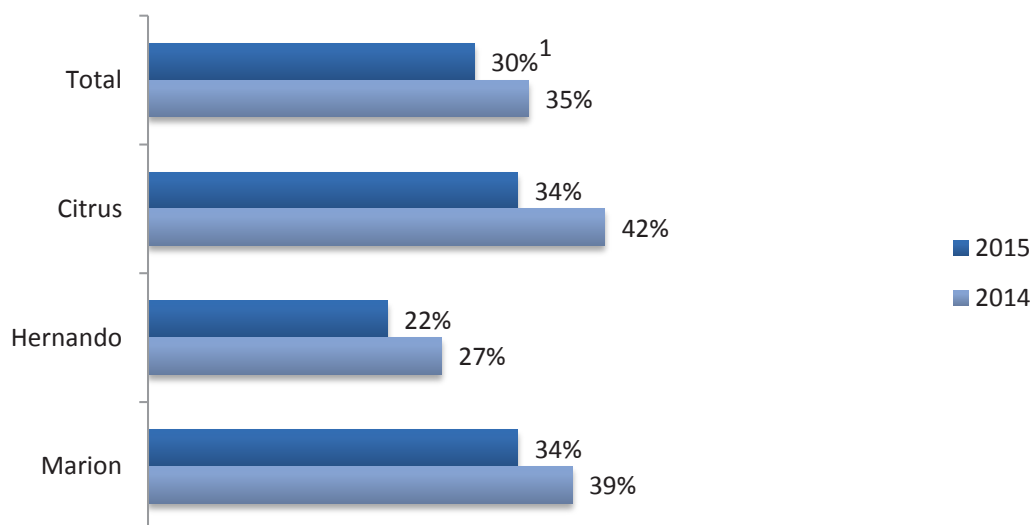
Only 5% (+1% point from 2014) of residents could name Southwest Florida Water Management District as the agency responsible for the "Restoring Our Springs!" advertisements. However, based on the advertising campaign, 14% (+4% points from 2014) of residents were made aware through the advertisements that 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 (15%, no change from 2014).

Only 7% (-1% point from 2014) 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 dispose of trash properly while at a spring (1.5%, -.7% points from 2014), use fertilizer sparingly (1.5%, -1.2% points from 2014), never dump anything down a storm drain (1.1%, -.2% points from 2014), take legislative action (.8%, +.1% points from 2014), and dispose of hazardous chemicals at an approved landfill (.4%, no change from 2014).



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

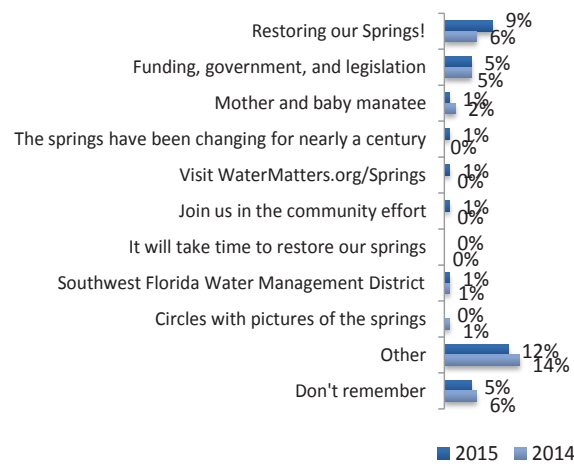


1-Yes

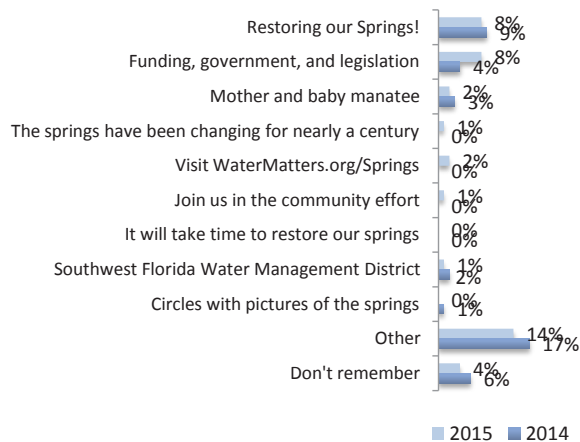
## Residents have seen or heard advertisements featuring the following:\*

(Unaided Recall)

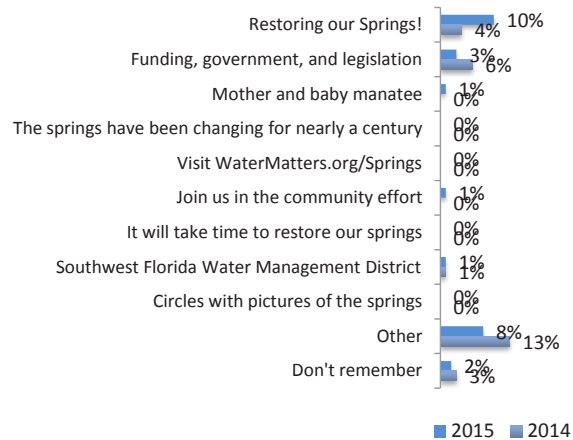
### Total



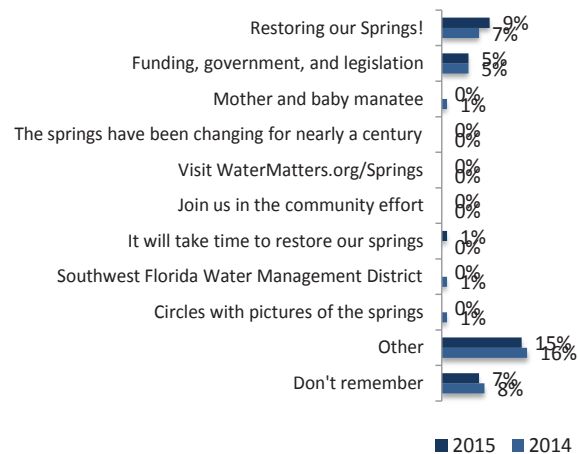
### Citrus



### Hernando



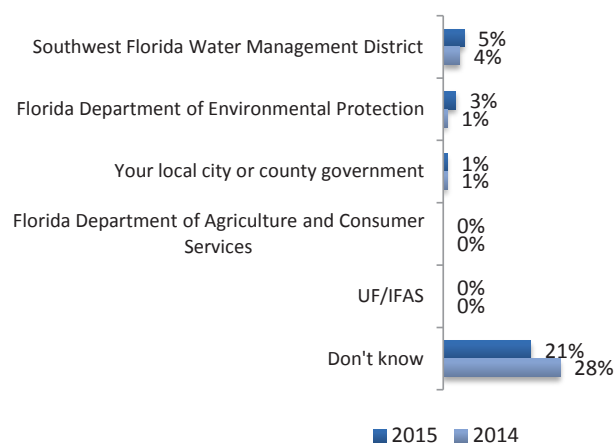
### Marion



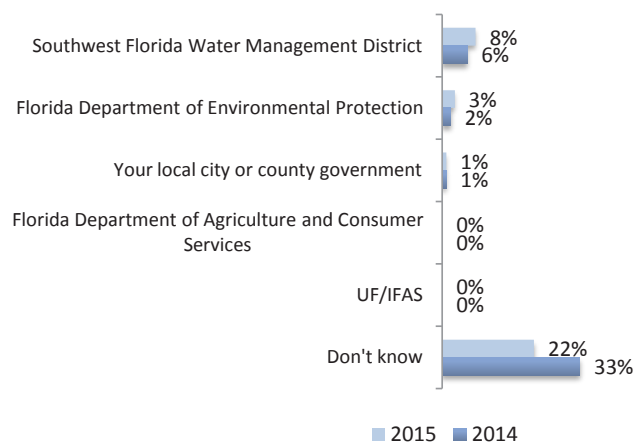
\*Unaided recall

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

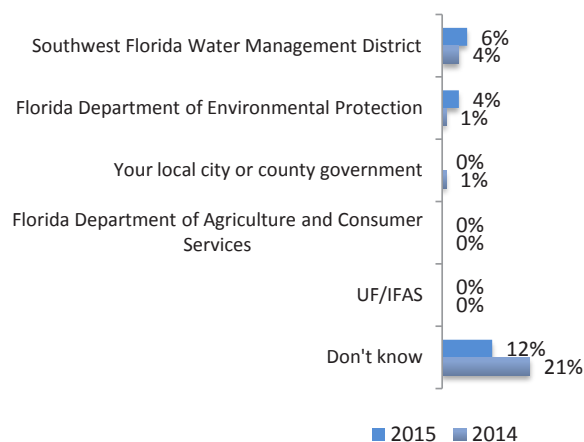
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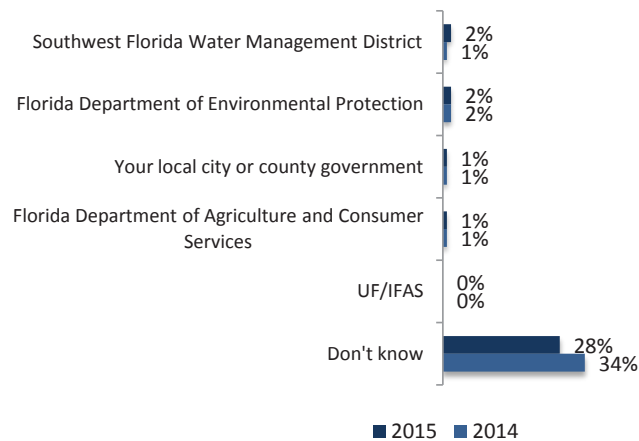
### Citrus



### Hernando



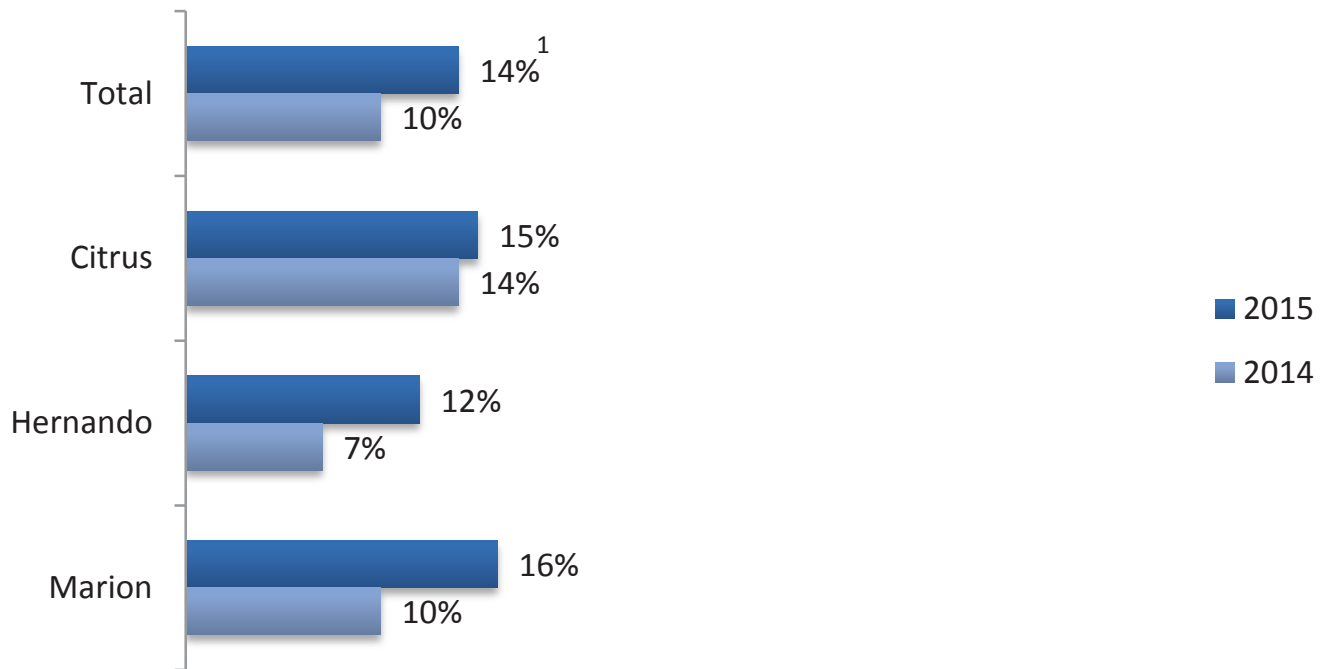
### Marion



\*Unaided recall

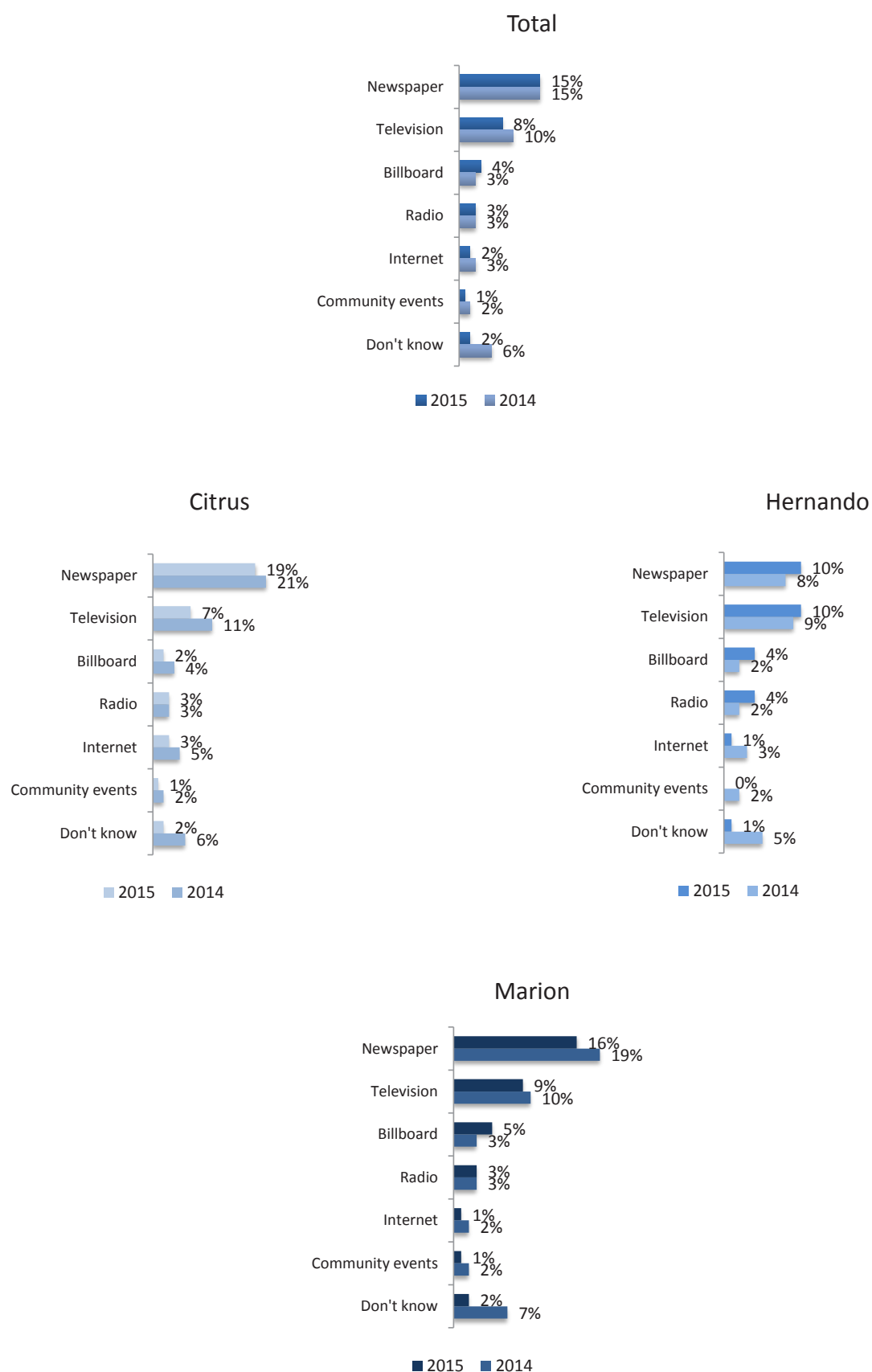


Through the “Restoring Our Springs!” advertisements, were you made aware the Southwest Florida Water Management District is helping restore and protect springs in your area?



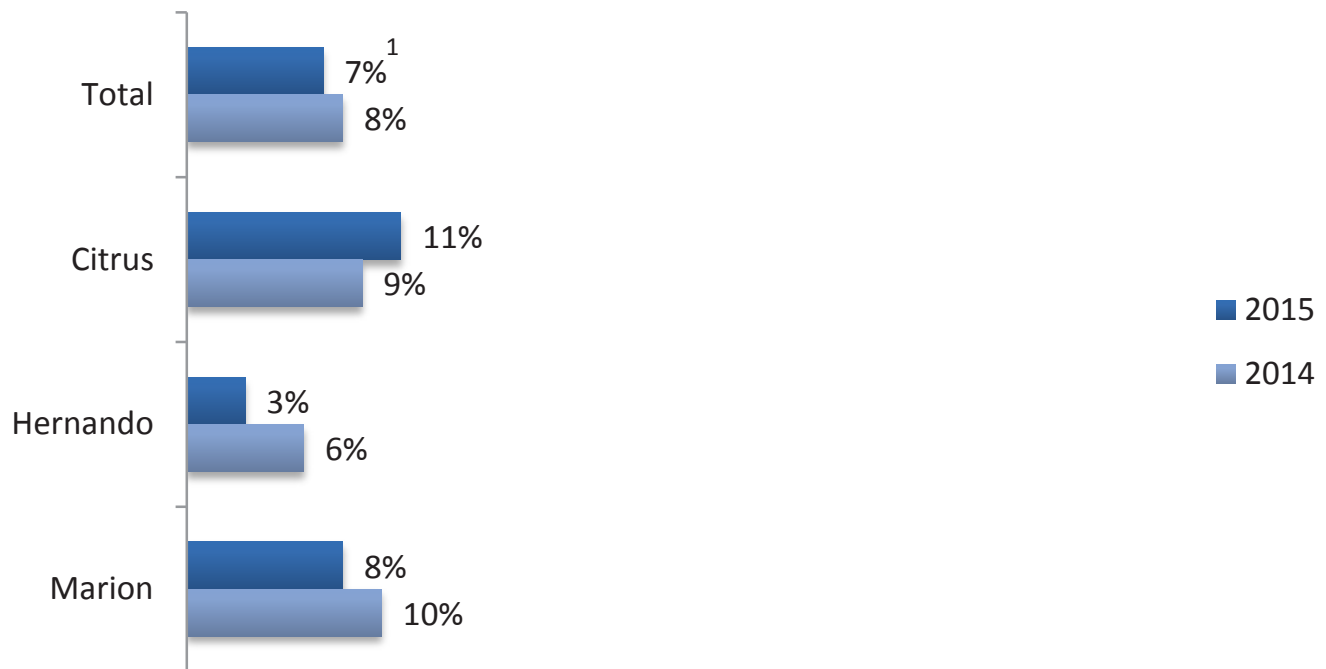
1- Yes

## Where did you see or hear this advertising?\*



\*Multiple responses permitted

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

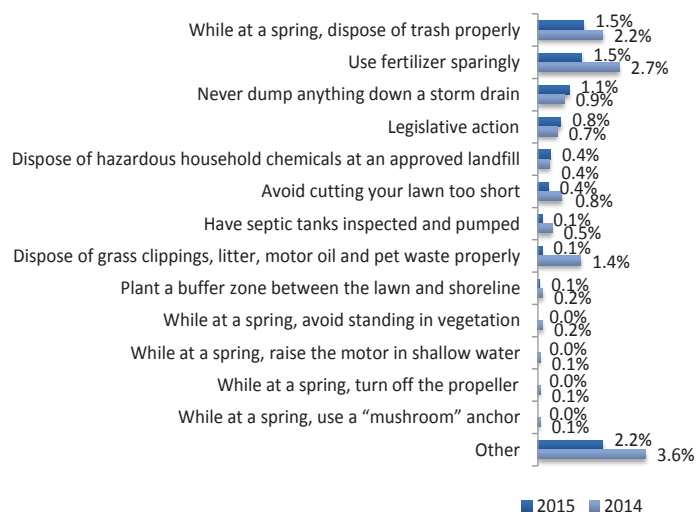


1- Yes

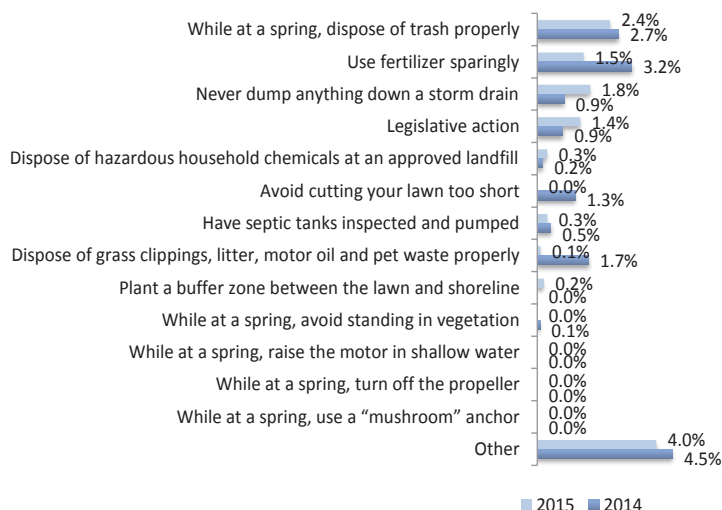


## What do you plan to do?\*

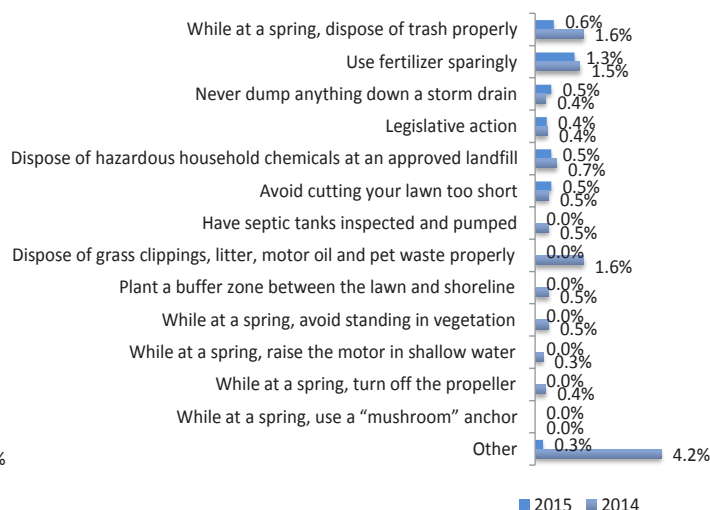
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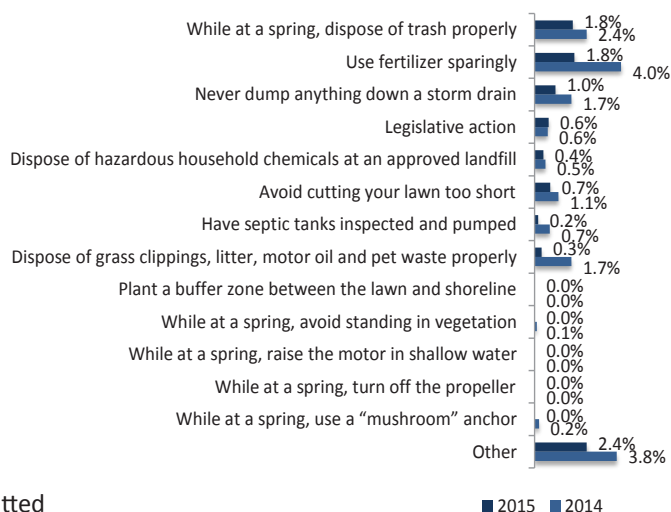
### Citrus



### Hernando



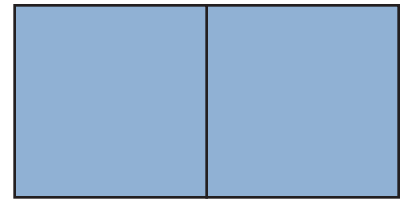
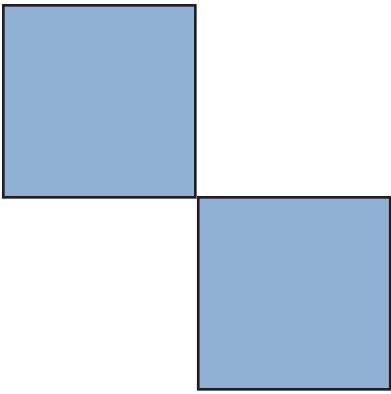
### Marion



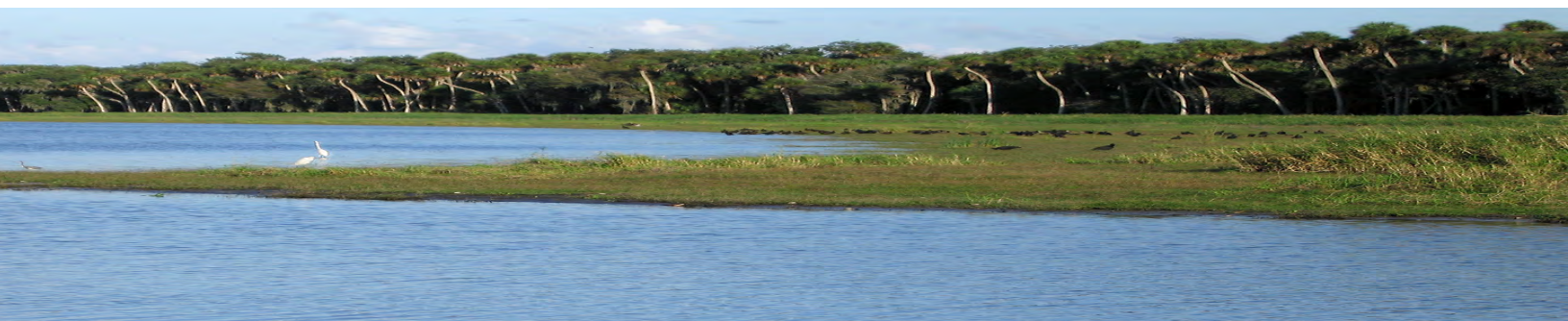
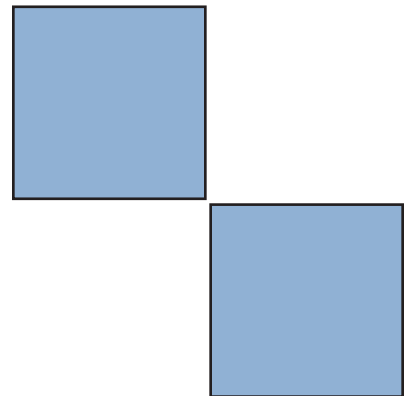
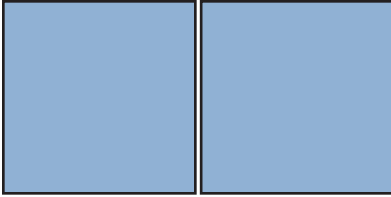
\*Multiple responses permitted

■ 2015 ■ 2014





## 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:

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

A plurality of residents (65%, -4% points from 2014) have visited one of the springs in their area within the last five years. Citrus County residents were more likely to have visited one of the springs in the past five years (72%, no change from 2014) than residents in other counties.

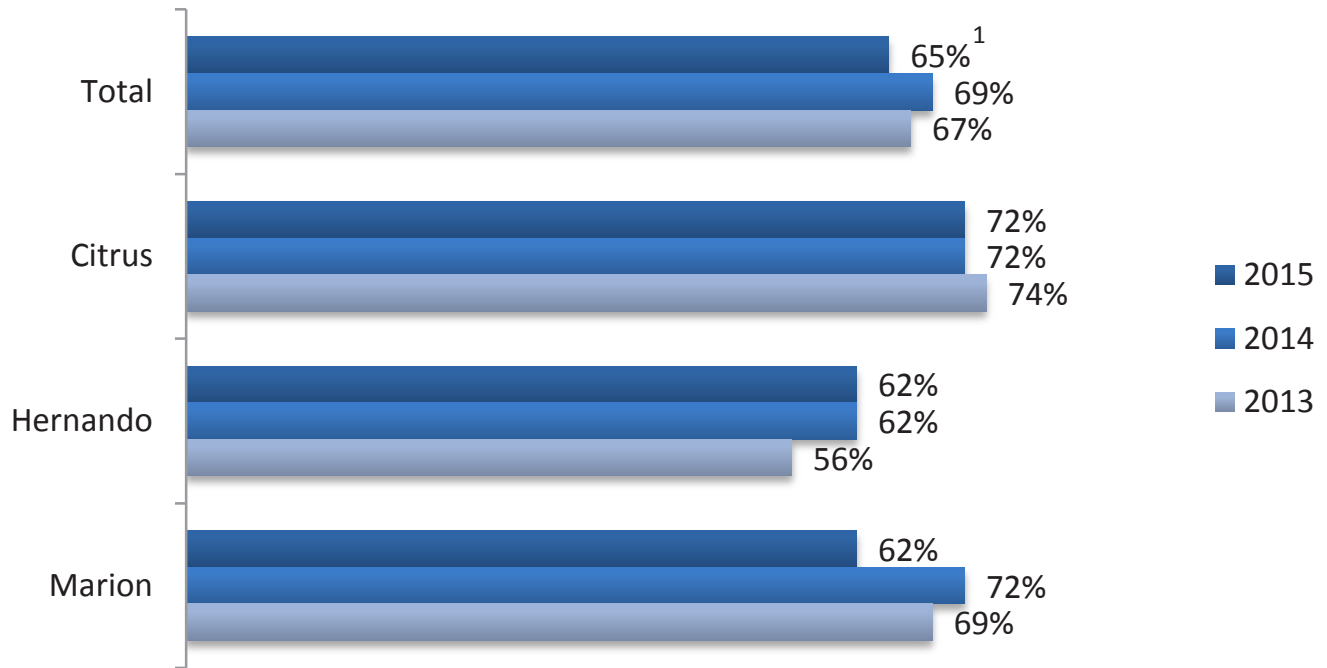
Four in ten residents (40%, +2% points from 2014) rate the springs in their area as excellent or good. Citrus County residents (41%, -3% points from 2014) are most likely to rate the springs in their area as excellent or good, while Marion County residents (37%, -3% points from 2014) are least likely.

In 2015, more than six in ten residents (62%, +6% points from 2014) believe that nothing is wrong with the local springs. This belief is highest in Hernando County (66%, +9% points from 2014).

Nearly nine in ten residents (88%) believe the health of the springs is very important or important, down 2% points from 2014. This belief is highest in Citrus County (91%).

Three in four residents (74%) believe it is very important or important to use tax dollars to improve the health of the springs in their area, a 2% point increase from 2014. Marion County saw the biggest increase in the number of residents who believe it is very important or important to use tax dollars to improve the health of the springs (+6% points, from 67% in 2014 to 73% in 2015).

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

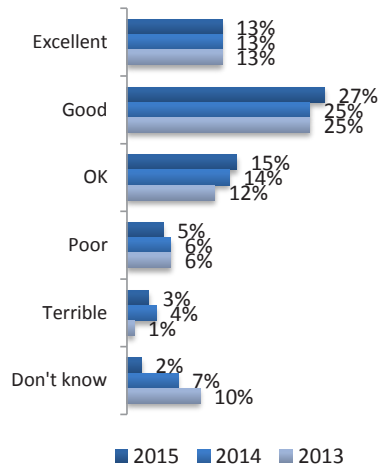


1- Yes

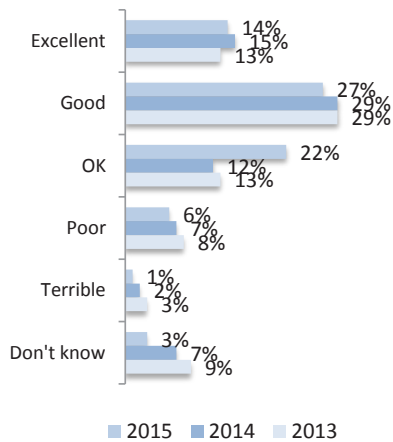


How would you rate the health of the springs in your area?\*

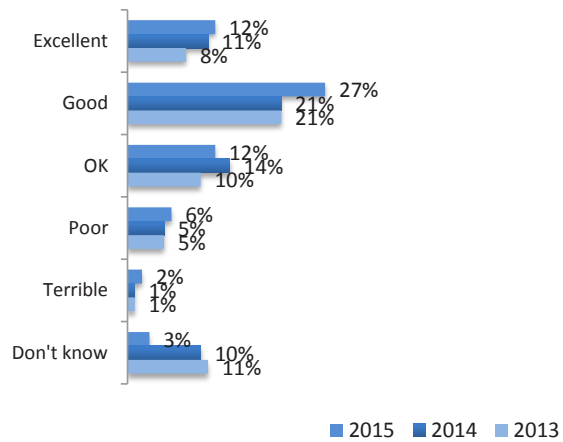
Total



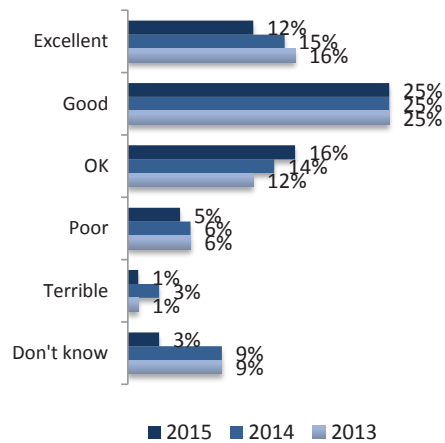
Citrus



Hernando



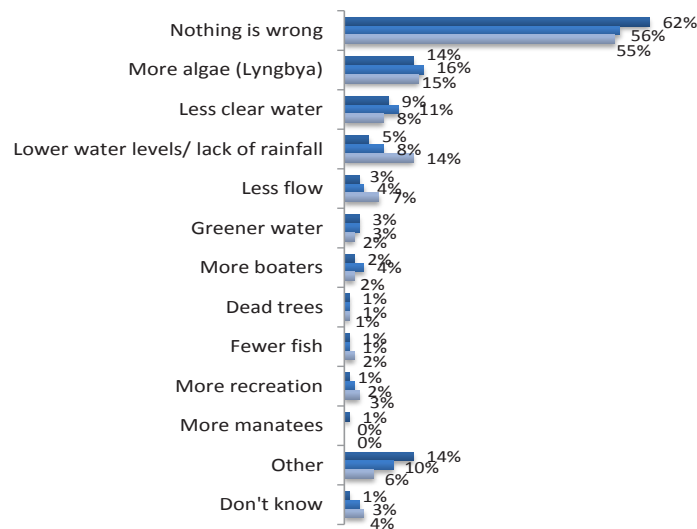
Marion



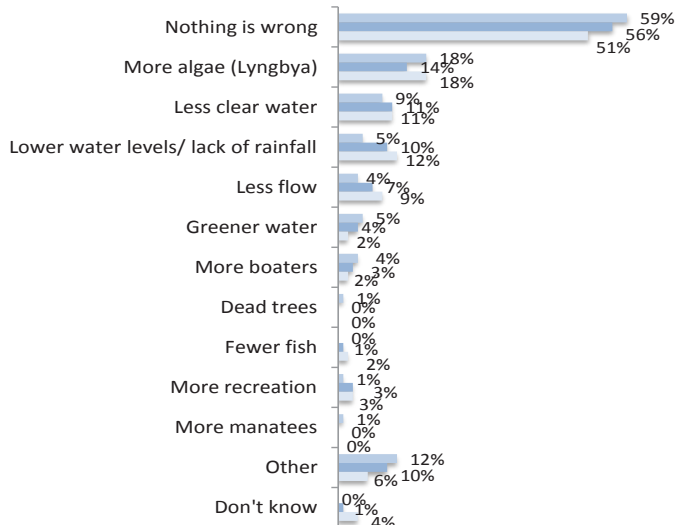
\*Only asked of residents who visited the springs in the last five years.

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

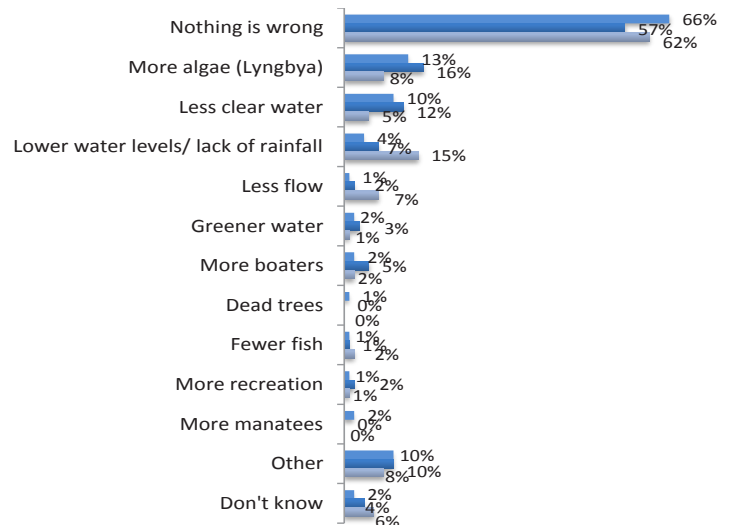
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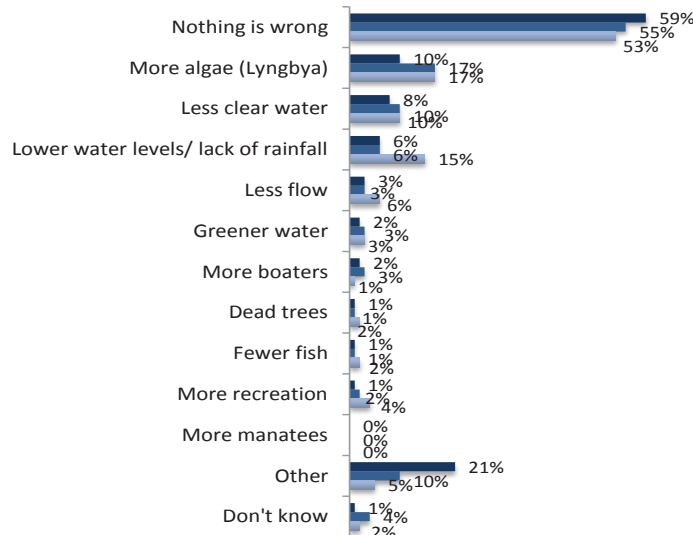
Citrus



Hernando



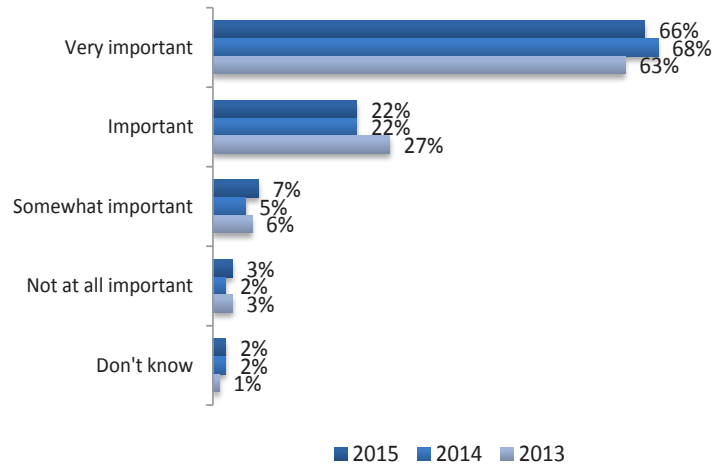
Marion



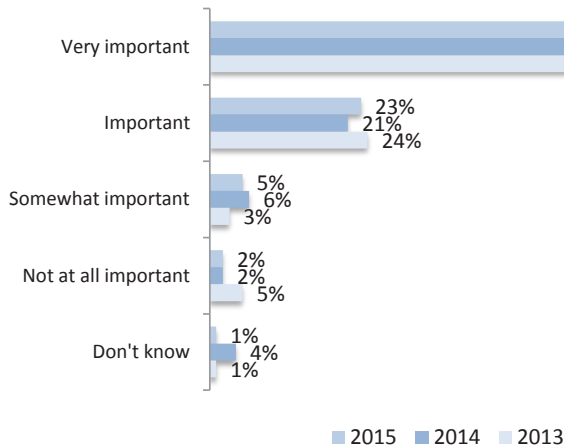
\* Multiple responses permitted

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

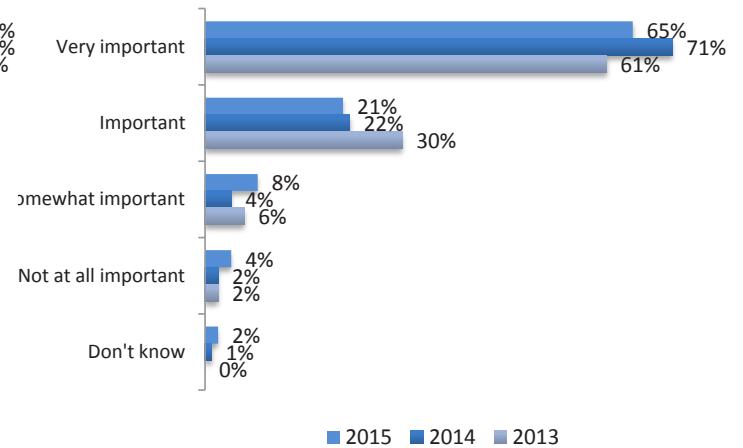
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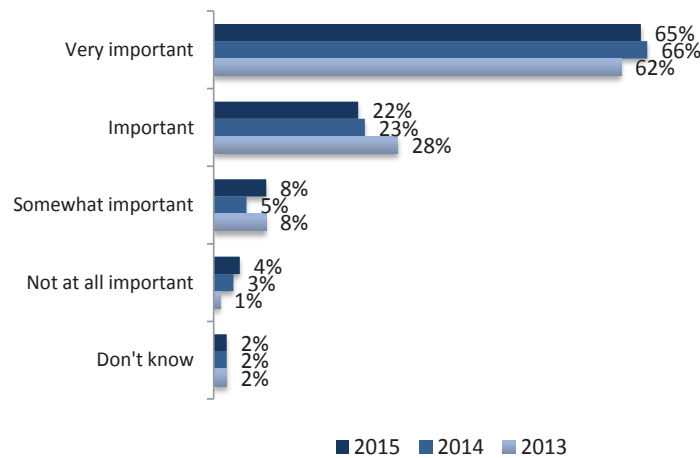
### Citrus



### Hernando

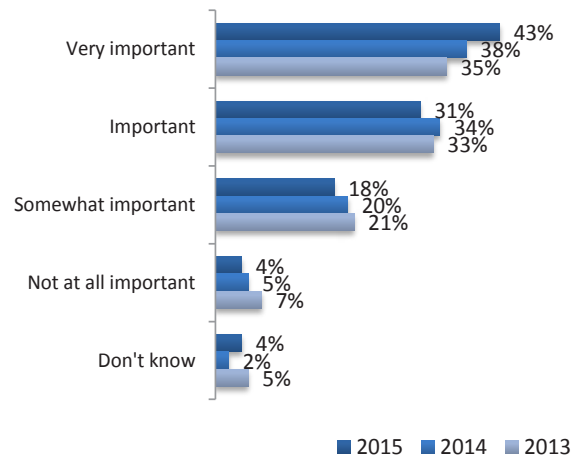


### Marion

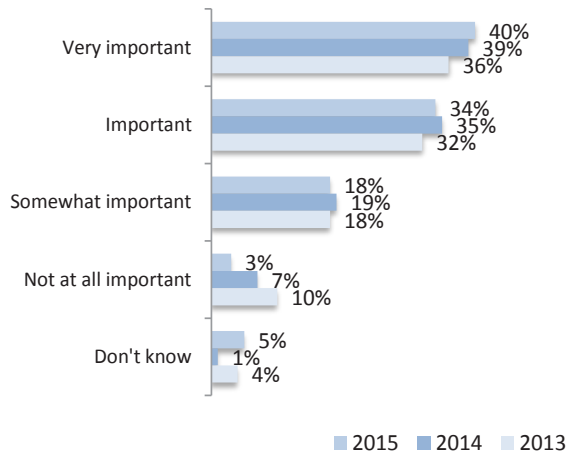


# How important to you is it that your tax dollars be used to improve the health of the springs in your area?

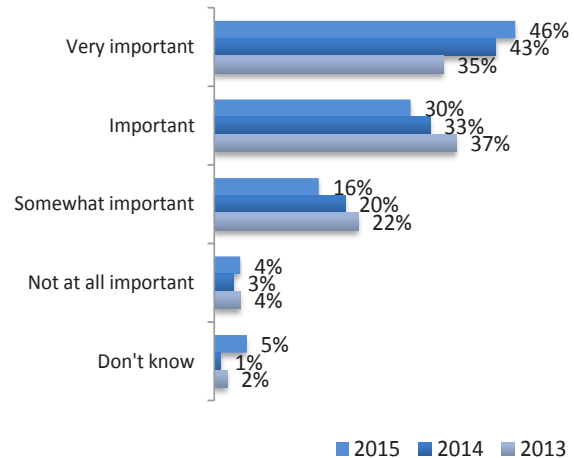
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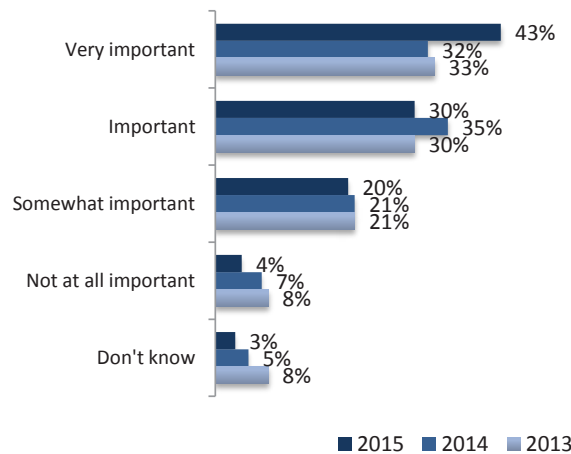
Citrus



Hernando

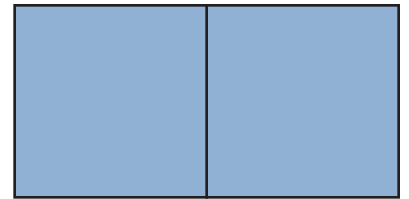
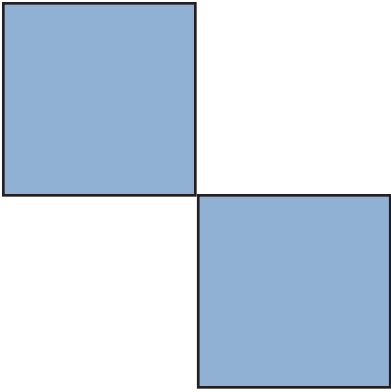


Marion

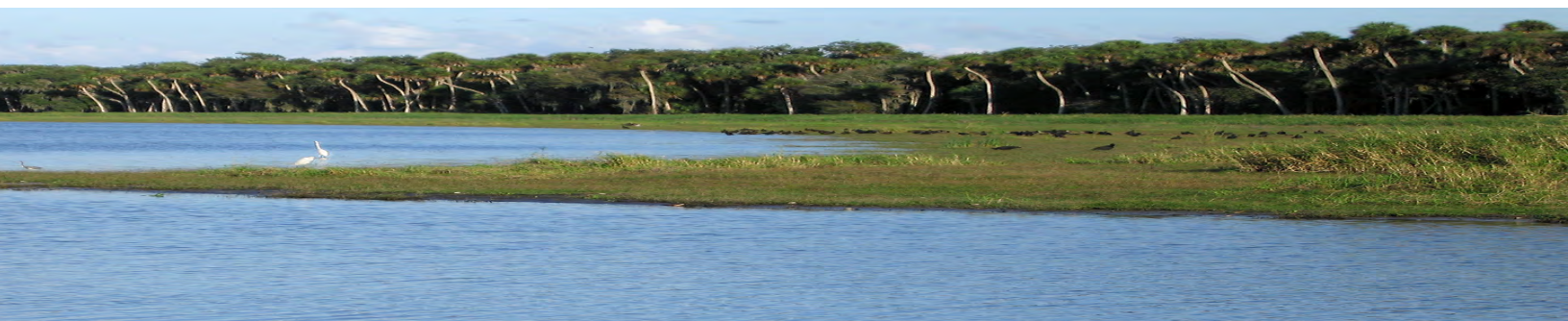
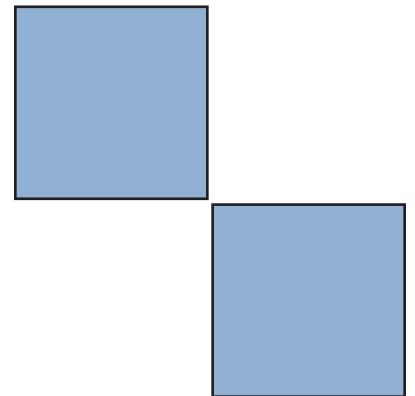
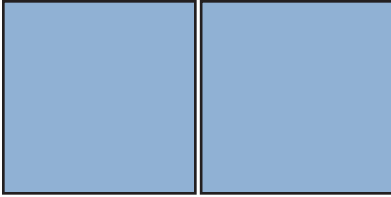








# PERCEPTIONS OF SOUTHWEST FLORIDA WATER MANAGEMET DISTRICT



## 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.
- 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 Listening to community input that may benefit the springs in your area

Two in three residents (66%) have heard of the District - down 5% points from 2014. Awareness of the District is highest in Hernando County (79%) and lowest in Marion County (46%).

45% of residents agree that the Southwest Florida Water Management District has the scientific knowledge necessary to improve the health of the springs (-3% points from 2014, +1% point from 2013). This belief is highest in Hernando County (56%) and lowest in Marion County (35%).

41% 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 (+1% point from 2014, +13% points from 2013). This belief is highest in Hernando County (55%).

45% of residents agree that the Southwest Florida Water Management District is committed to improving the health of the springs in their area (-3% points from 2014, +13% points from 2013). This belief is highest in Hernando County (56%) and lowest in Citrus County (37%).

29% of residents believe that the Southwest Florida Water Management District is doing an excellent or good job of protecting the springs in their area (-3% points from 2014, +4% points from 2013). This belief is highest in Hernando County (36%) and lowest in Marion County (23%).

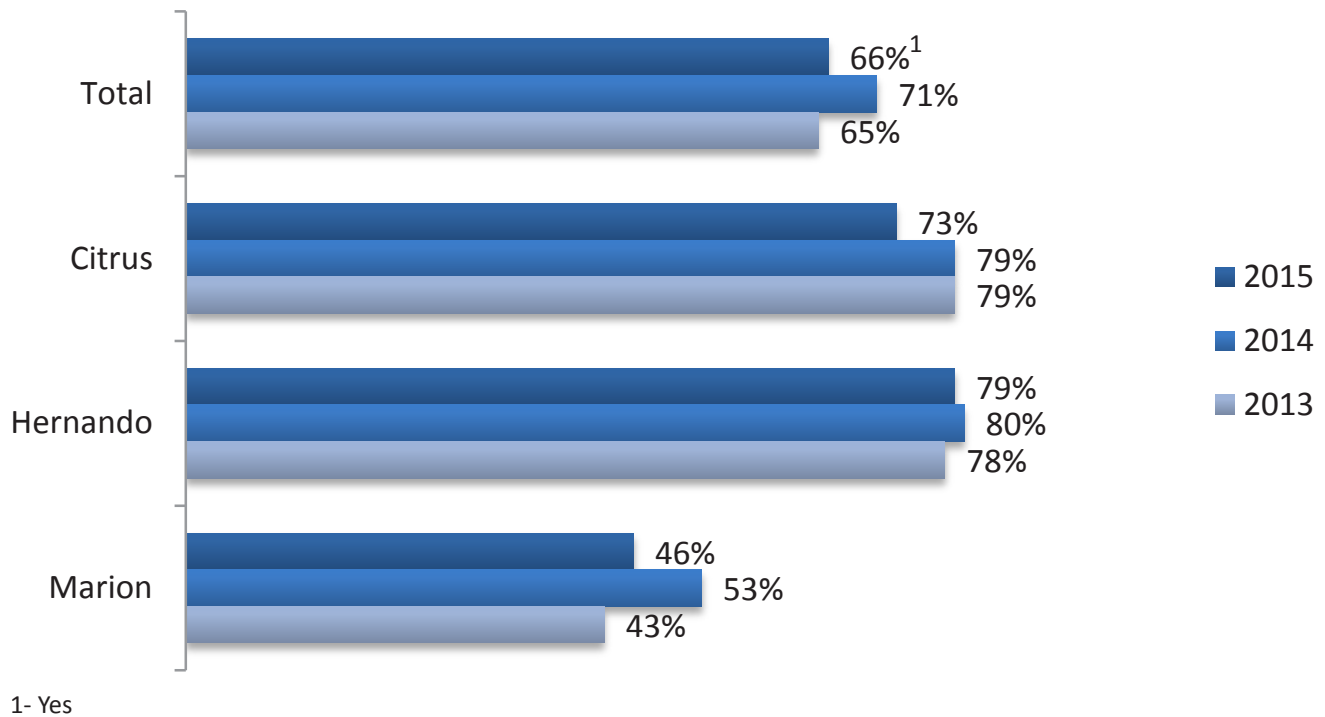
24% of residents believe that the Southwest Florida Water Management District is doing an excellent or good job of educating people about the condition of the springs (-5% points from 2014, +4% points from 2013). This belief is highest in Hernando County (26%).

24% 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 (-7% points from 2014, +4% points from 2013). Results are consistent across counties.

23% 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 (-1% point from 2014, +7% points from 2013). This belief is highest in Hernando County (32%) and lowest in Marion County (18%).

23% 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 (-4% points from 2014, +6% points from 2013). This belief is lowest in Marion County (20%).

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



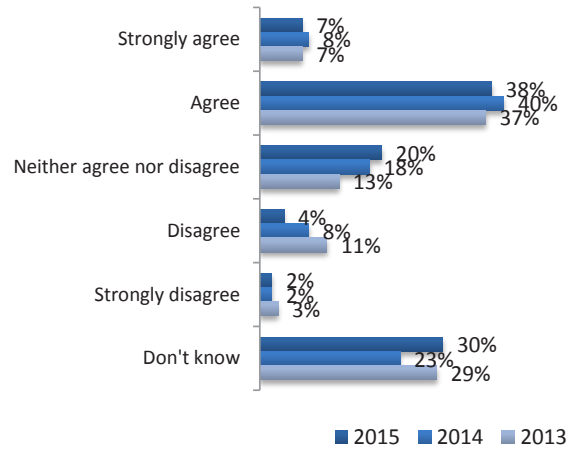
|  | Strongly Agree + Agree 2013 | Strongly Agree + Agree 2014 | Strongly Agree + Agree 2015 |
|--|-----------------------------|-----------------------------|-----------------------------|
| <b>Southwest Florida Water Management District:</b>                                      |                             |                             |                             |
| Has the scientific knowledge necessary to improve the health of the springs in your area | 44%                         | 48%                         | 45%                         |
| Is the leader in taking the right actions to improve health of the springs in your area  | 28%                         | 40%                         | 41%                         |
| Is committed to improving the health of the springs in your area                         | 32%                         | 48%                         | 45%                         |

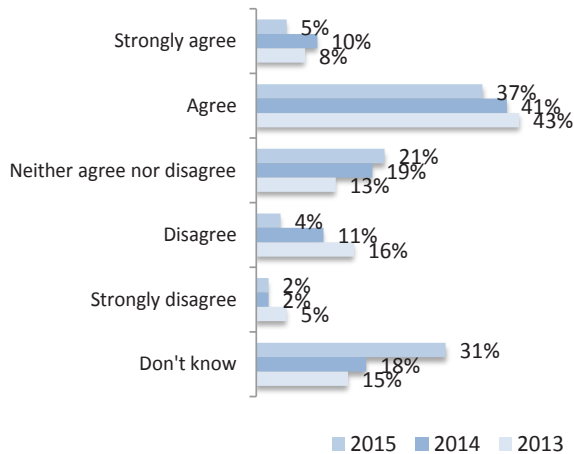
|  | Excellent + Good 2013 | Excellent + Good 2014 | Excellent + Good 2015 |
|--|-----------------------|-----------------------|-----------------------|
| <b>Southwest Florida Water Management District's Performance in:</b>         |                       |                       |                       |
| Protecting springs in your area  | 25%                   | 32%                   | 29%                   |
| Educating people about the condition of the springs                          | 18%                   | 29%                   | 24%                   |
| Educating people about what they can do to help protect the springs          | 20%                   | 31%                   | 24%                   |
| Ensuring that not too much water is drawn out of the ground for various uses | 16%                   | 24%                   | 23%                   |
| Listening to community input that may benefit springs in your area           | 17%                   | 27%                   | 23%                   |

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

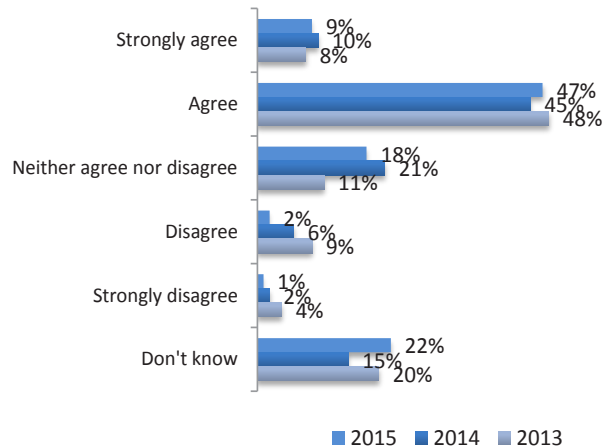
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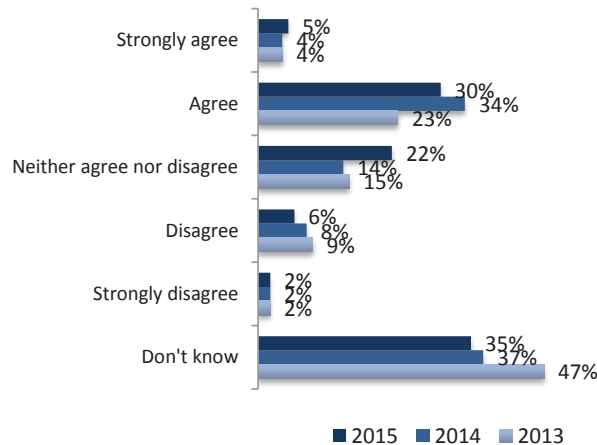
Citrus



Hernando

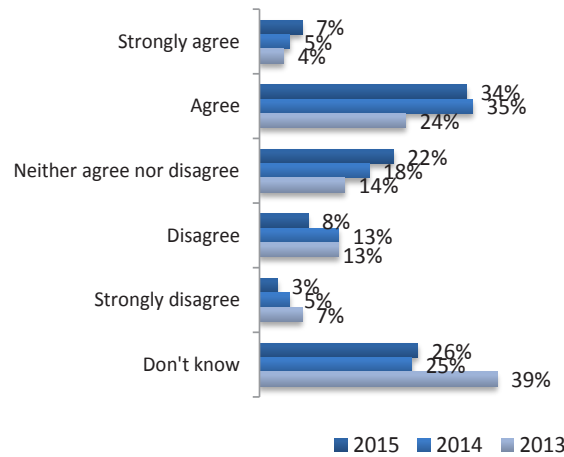


Marion

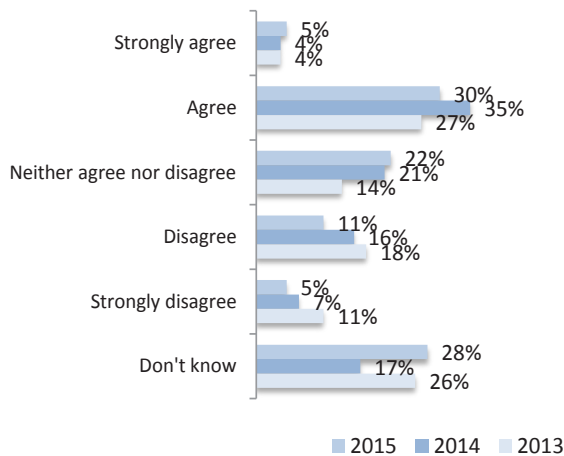


The Southwest Florida Water Management District is the leader in taking the right actions to improve the health of the springs in your area.

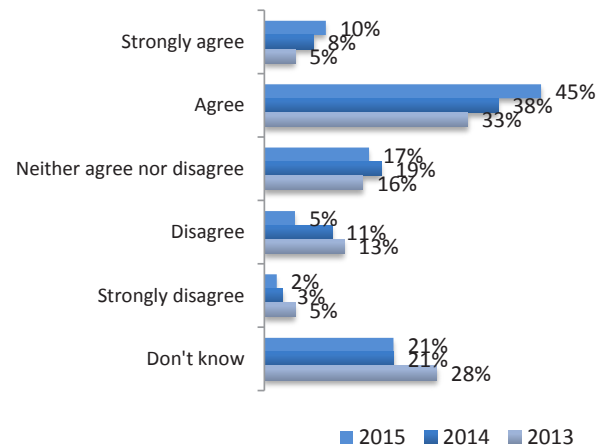
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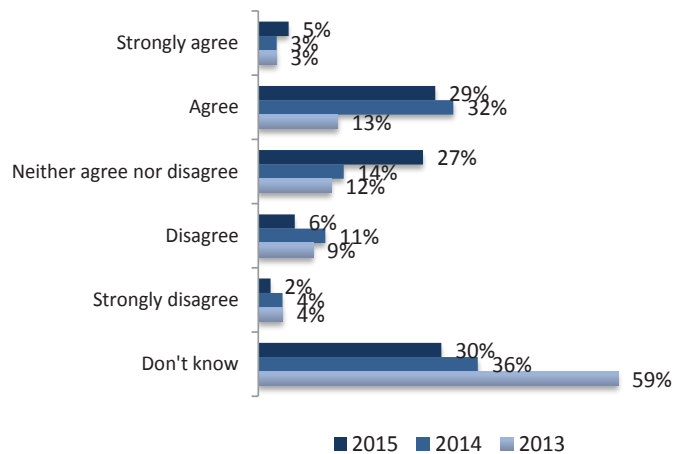
Citrus



Hernando



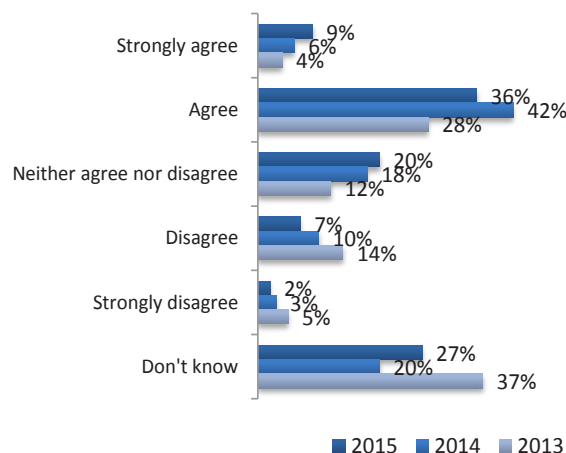
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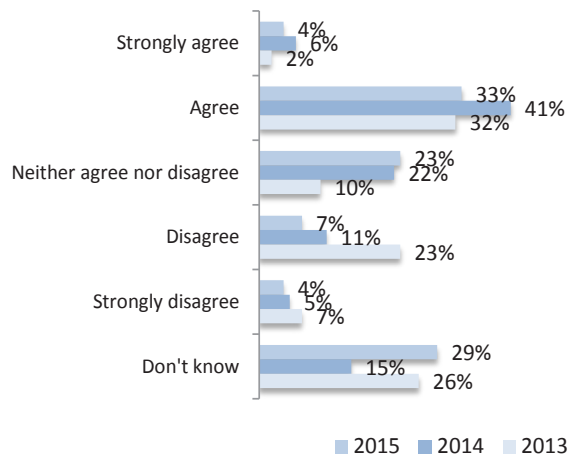


The Southwest Florida Water Management District is committed to improving the health of the springs in your area.

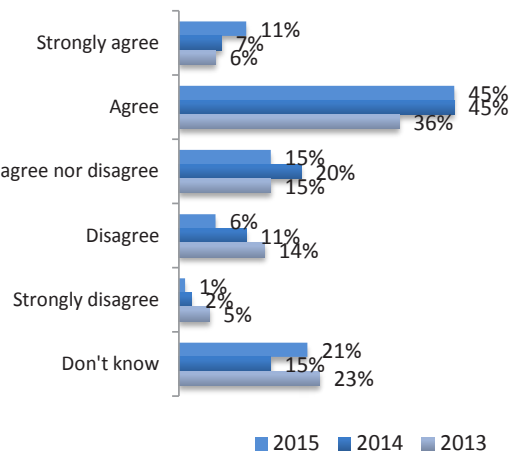
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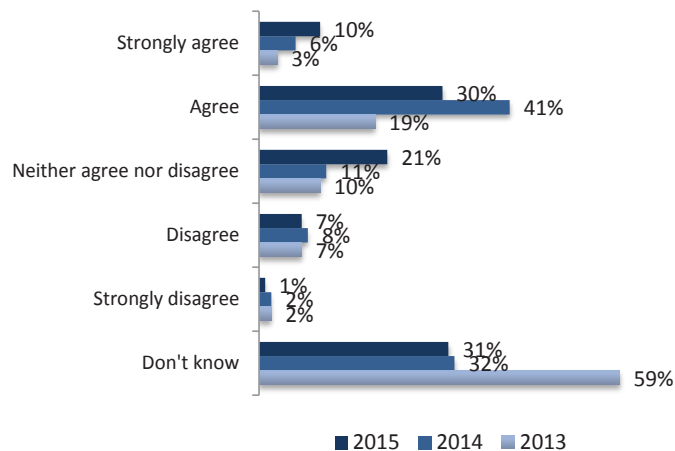
Citrus



Hernando

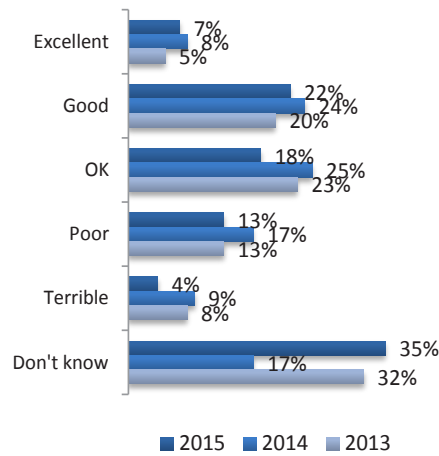


Marion



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

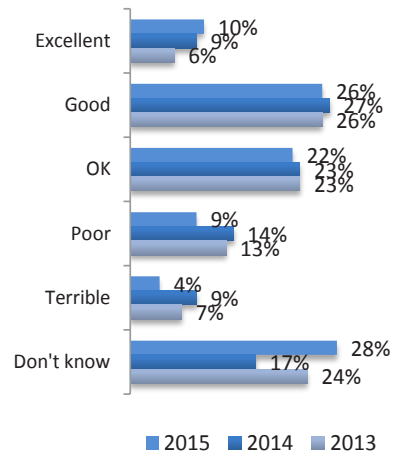
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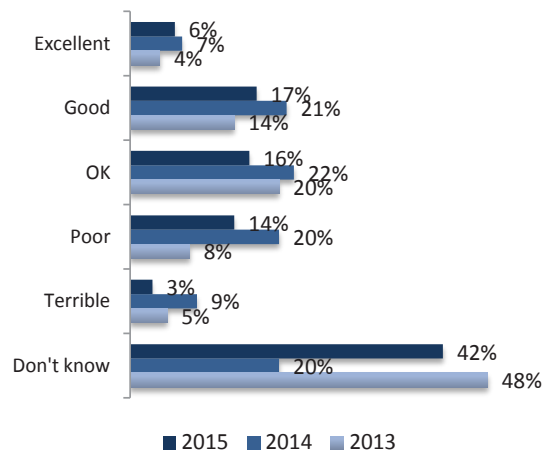
Citrus



Hernando

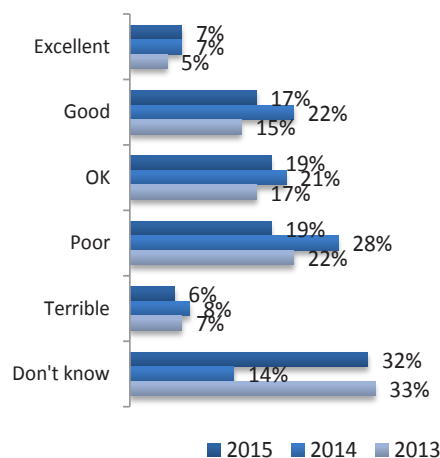


Marion

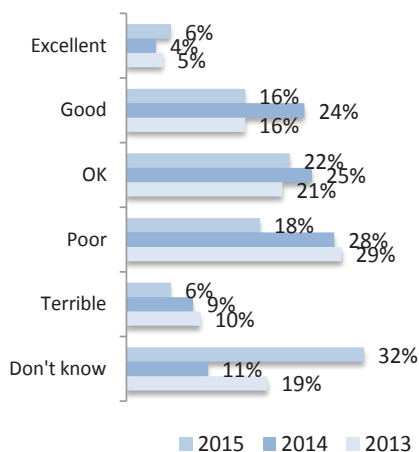


How would you rate the Southwest Florida Water Management District's performance in educating people about the condition of the springs?

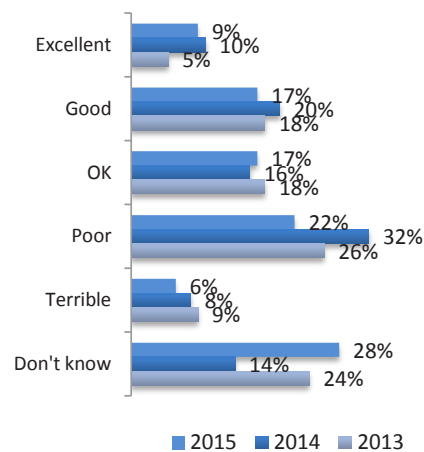
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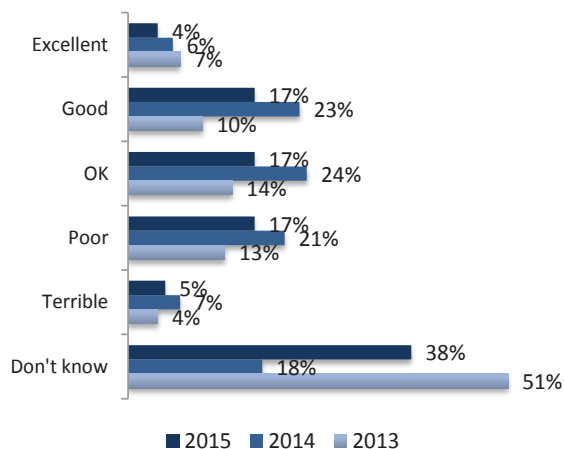
Citrus



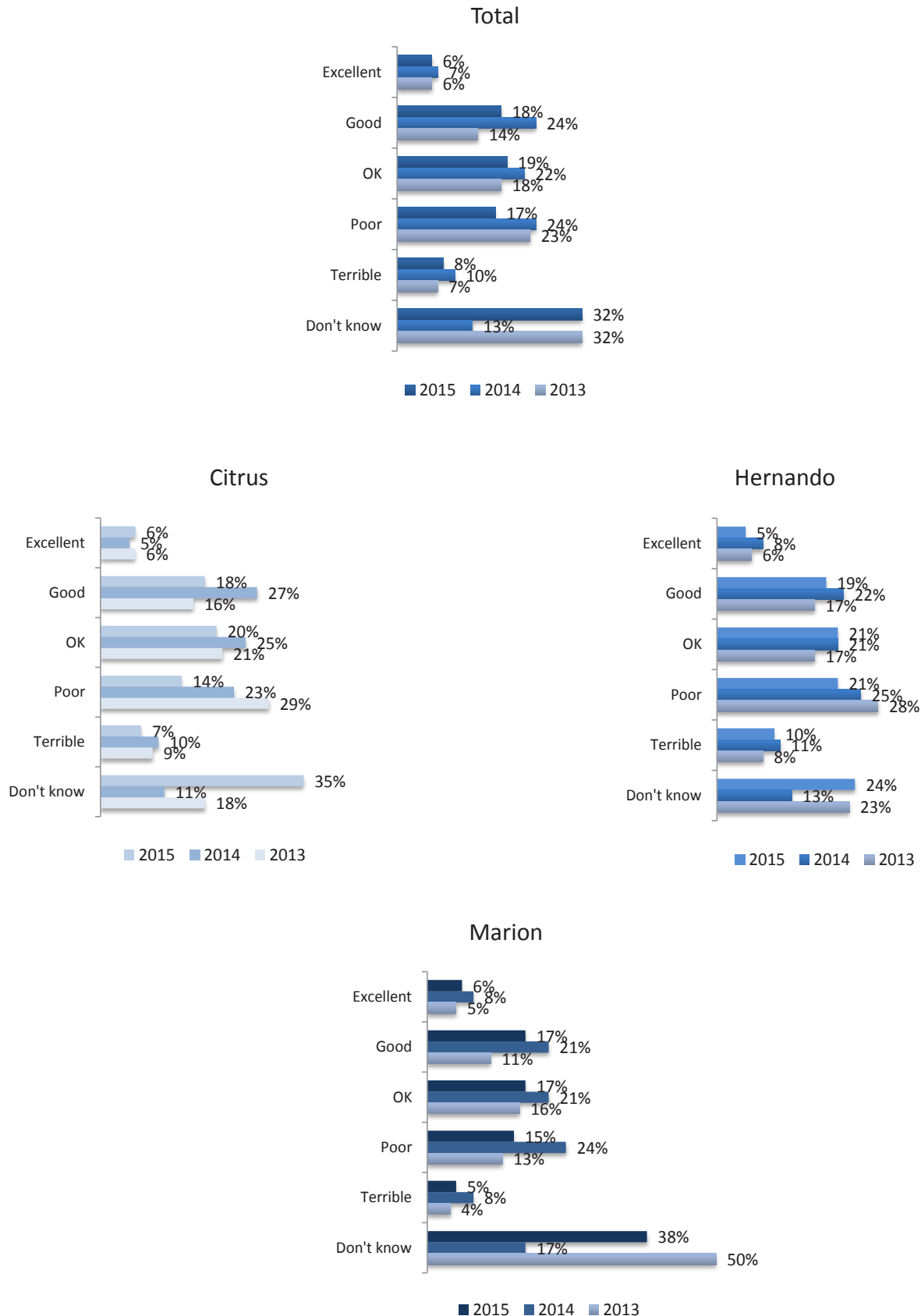
Hernando



Marion

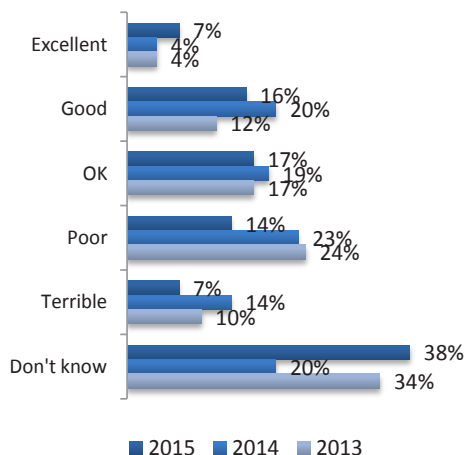


How would you rate the Southwest Florida Water Management District's performance in educating people about what they can do to help protect the springs?

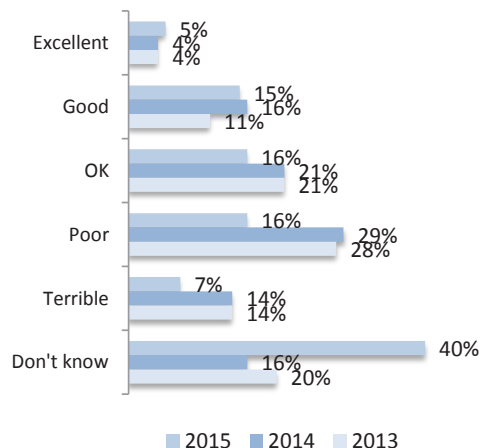


How would you rate the Southwest Florida Water Management District's performance in ensuring that not too much water is drawn out of the ground for various uses?

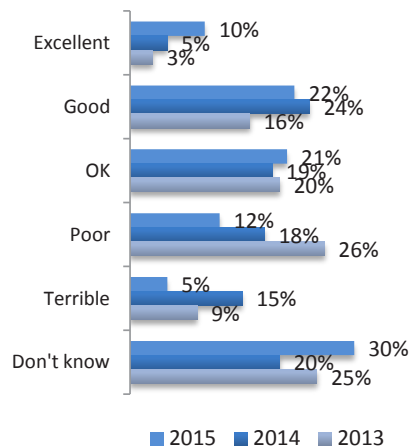
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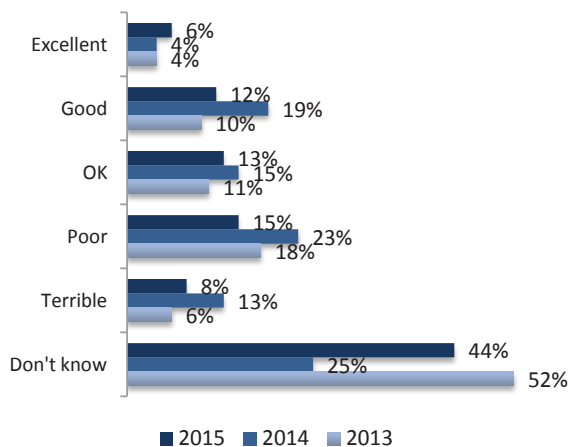
Citrus



Hernando



Marion

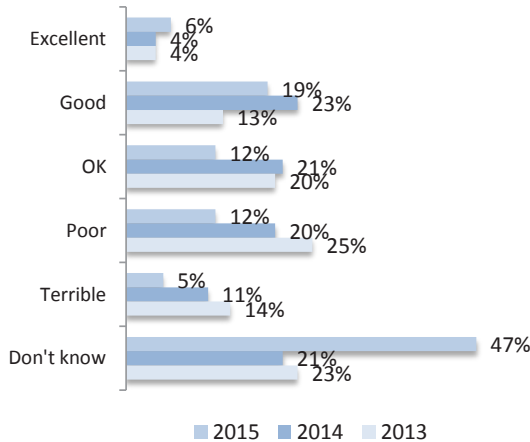


How would you rate the Southwest Florida Water Management District's performance in listening to community input that may benefit the springs in your area?

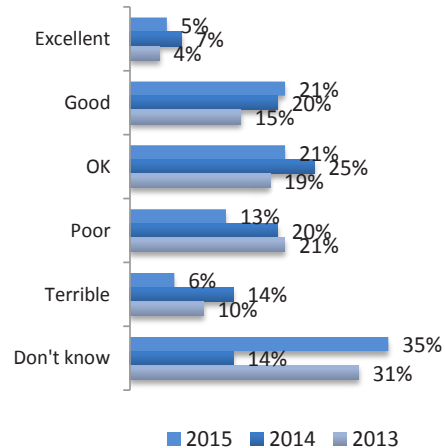
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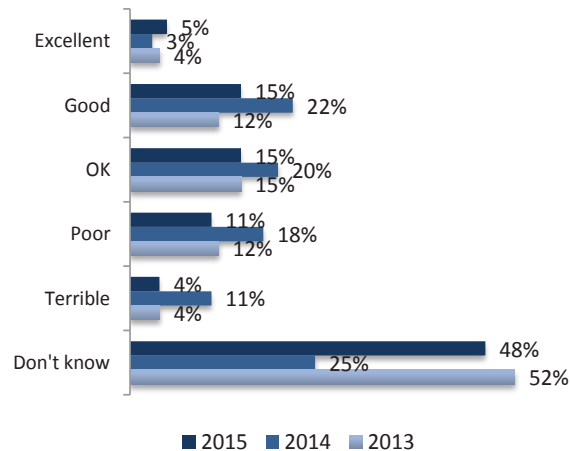
Citrus



Hernando

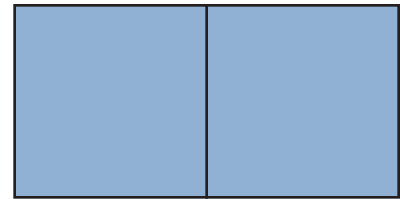
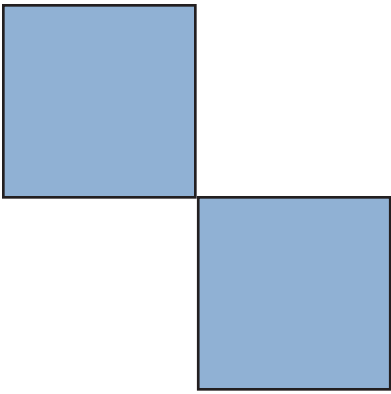


Marion

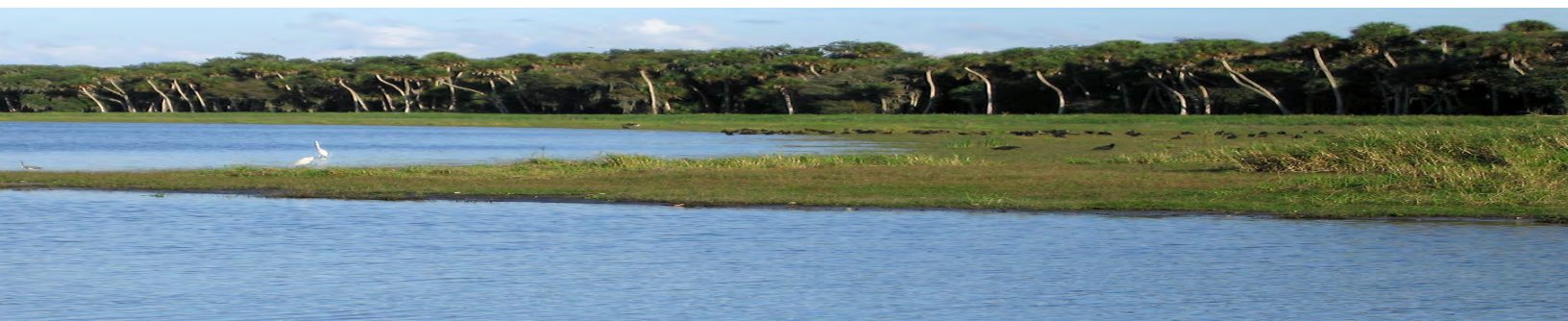
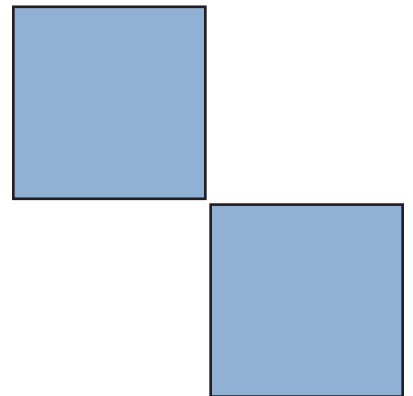
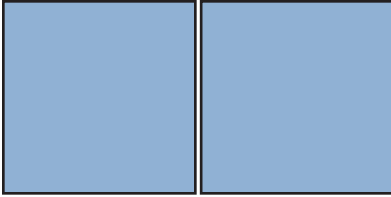








SEPTIC SYSTEMS



## Septic Systems

This section of the report presents the percentage of area residents who have septic systems for their homes, how often residents' have their septic systems inspected, whether residents' septic systems have needed repairs, and knowledge about septic system inspections (requirements and costs). Questions asked to residents regarding septic systems are below:

- Are local governments doing too much, enough or too little to protect springs from water quality issues resulting from improperly maintained septic systems?
- How concerned are you about spring and water body contamination caused by improperly maintained septic systems?
- Does your home have its own septic system (tank)?
- In which year did you last have your septic system pumped?
- In which year did you last have your septic system inspected by a certified professional?
- Since you moved into your present house, have you repaired or replaced your septic system?
- How many years ago was that?
- To the best of your knowledge, about how often should your septic system be both pumped AND inspected?
- As far as you are aware, does your septic system need any repairs at this point?
- How many years has it been since you had any problems with your septic system such as odors, surface discharge, or clogging?
- Agreement with the following statements:
  - o As long as there are no problems, I'm not going to have my septic system inspected
  - o Companies have to be licensed to inspect septic systems
  - o I know who to call if I need my septic system inspected
  - o I get my septic tank pumped before there are problems like odor or leaking
- What would motivate you to have your septic system both pumped and inspected every five years?
- To have your septic system both pumped and inspected every five years costs \$300-\$500. If you knew it would help protect the water quality of the springs in your area, would you be willing to pay for this service?
- Would you be willing to connect to a central sewer system if you knew it would help protect the water quality of the springs?
- How much would you be willing to pay?

Over half of residents (52%) believe local governments are doing too little to protect springs from water quality issues resulting from improperly maintained septic systems. This belief is consistent across all counties.

Nearly eight in ten residents (79%) are at least somewhat concerned about spring and water body contamination caused by improperly maintained septic systems. Hernando County residents (55%) were more likely to be very concerned, while only 46% of Citrus County residents were very concerned.

Nearly six in ten residents who own their homes (57%) have a septic system. The percentage of homes with a septic tank is consistent across all counties.

Six in ten residents with septic systems (58%) have had their septic systems pumped within the last five years. One in five septic system owners (18%) have never had their septic system pumped. Only 14% of septic system owners in Citrus County have never had their septic systems pumped.

About half of residents with septic systems (46%) have had their septic system inspected by a certified professional within the last five years. Over one in five residents with septic systems (22%) have never had their septic system inspected by a certified professional. Three in ten Hernando County residents (30%) have never had their septic system inspected by a certified professional.

One in four residents with septic systems (23%) have had to repair or replace their septic system. 82% of septic system owners who did repair or replace their septic systems did so in the past ten years.

About three in ten residents with septic systems (29%) are not sure how often septic systems should be pumped and inspected. One in five residents (19%) think septic systems should be inspected every five years, while one in twelve (8%) think septic systems should be pumped and inspected every year.

Only 3% of residents with septic systems think that their septic system needs repairs. Citrus County residents with septic systems (7%) are most likely to believe their septic system needs repairs.

Two in three residents (68%) have never had any problems with their septic system. One in four residents with septic systems (26%) have had an issue with their septic tank in the last ten years.

About half of residents with septic systems (53%) will not have their septic tank inspected as long as there are no problems with it. Hernando County residents (61% of septic system owners) are more likely to agree with this statement, while Marion County residents (46% of septic system owners) are least likely to agree.

Nine out of ten residents with septic systems (90%) agree that companies have to be licensed to inspect septic systems. Marion County residents are least likely to believe companies have to be licensed to inspect septic systems.

Three in four residents with septic systems (77%) know who to call if they need their septic system to be inspected. Five in six residents with septic systems in Citrus County (84%) know who to call, while only 71% of septic system owners in Marion County know who to call.

Three in four residents with septic systems (76%) agree that they get their septic tank pumped before there are problems like odor or leaking.

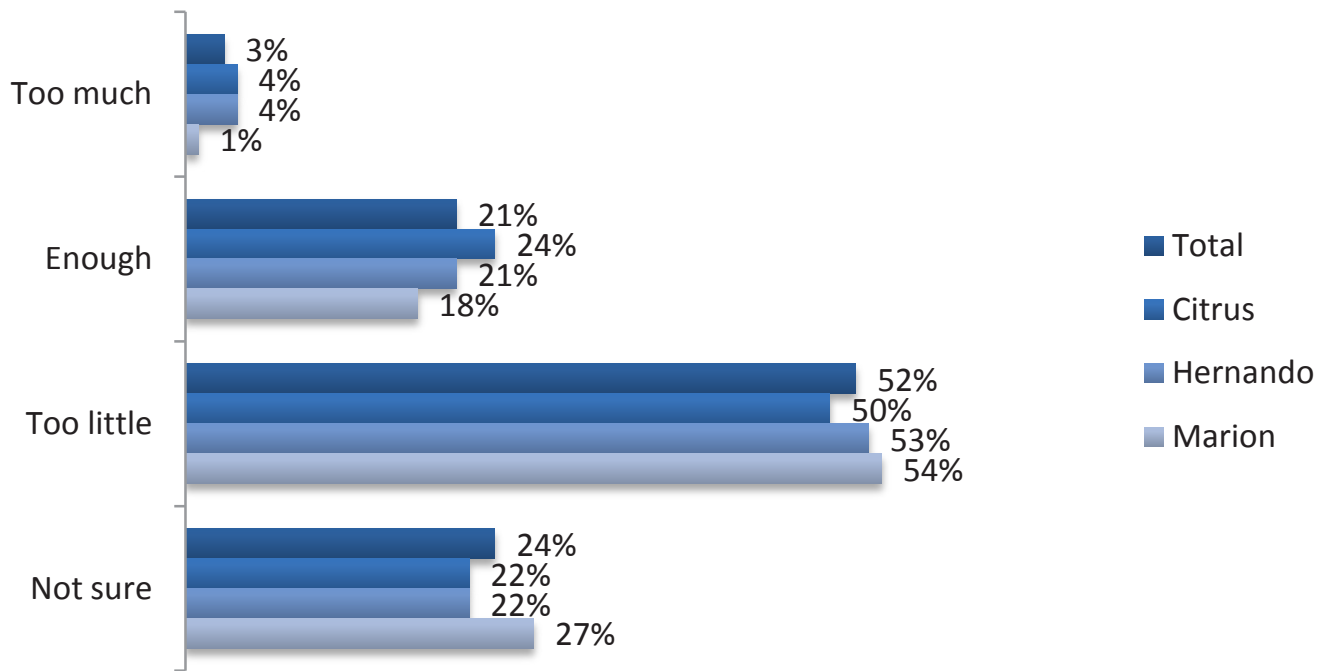
Two in five residents with septic systems (40%) would be motivated to have their septic system both pumped and inspected every five years if there were system problems such as odors, surface discharge, or clogging. Fifteen percent (15%) of residents with septic tanks would be motivated to have their septic system pumped if there was a concern about drinking water quality or to protect/preserve their property value. Hernando County residents (10% of septic system owners) are most likely to already get their septic systems inspected every five years.

Three in five residents with septic systems (62%) would be willing to have their septic system pumped and inspected every five years if the cost was \$300 - \$500 and they knew it would help protect the water quality of springs in their area. A quarter of residents with septic systems (26%) would not be willing to pay for this service, even if they knew that it would help protect the water quality of springs in their area.

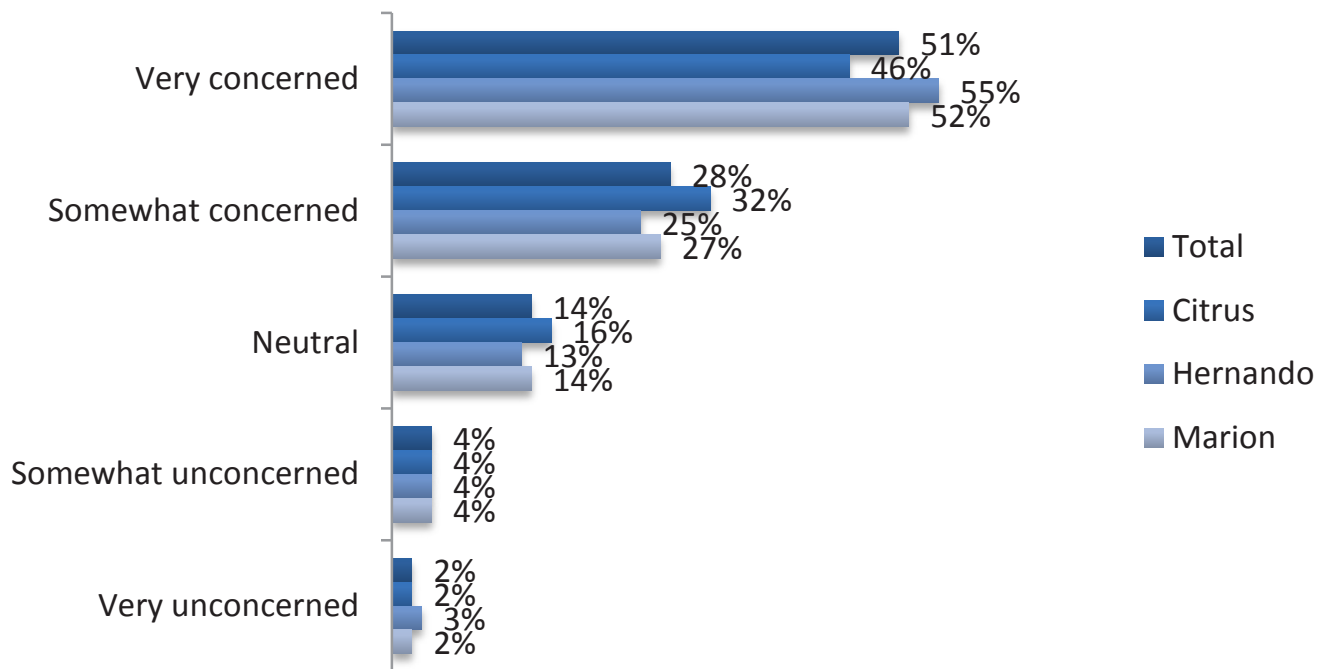
Half of residents with septic systems (50%) would be willing to connect to a central sewer system to help protect water quality of the springs. Hernando County residents (43% of septic system owners) are less likely to be willing to do so.

About two in five residents who would be willing to connect to a central sewer system to help protect the water quality of the springs, 41%, would be willing to pay for it.

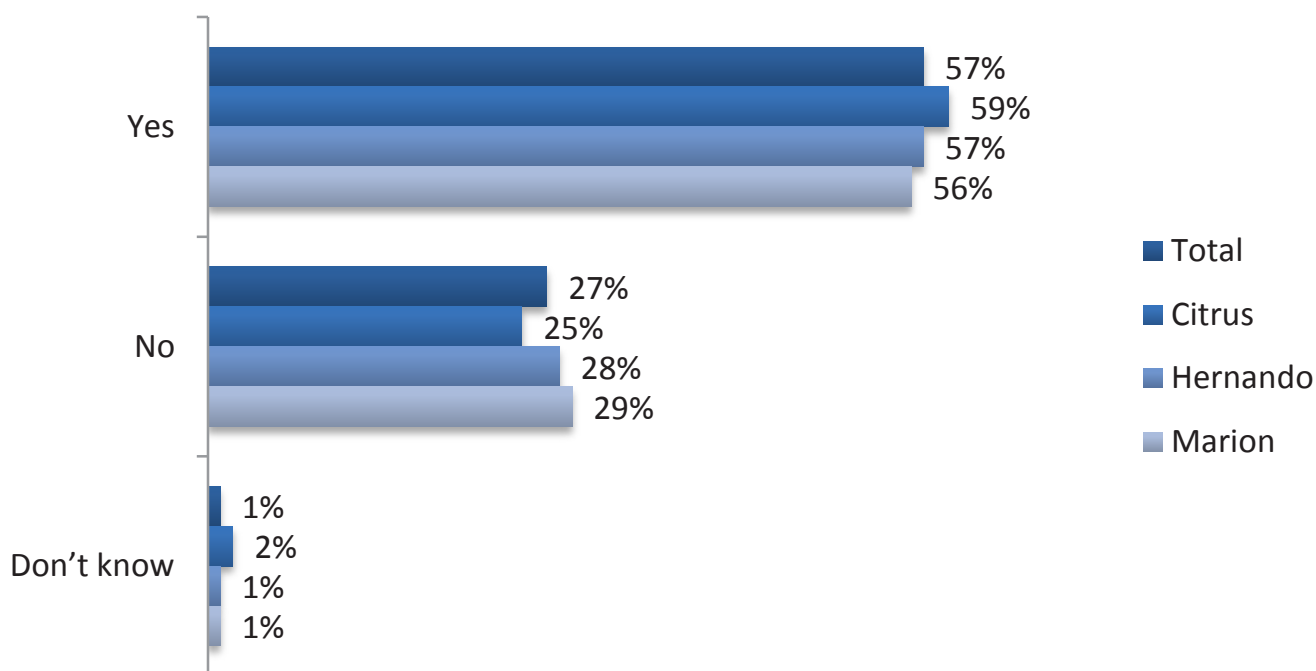
Are local governments doing too much, enough or too little to protect springs from water quality issues resulting from improperly maintained septic systems?



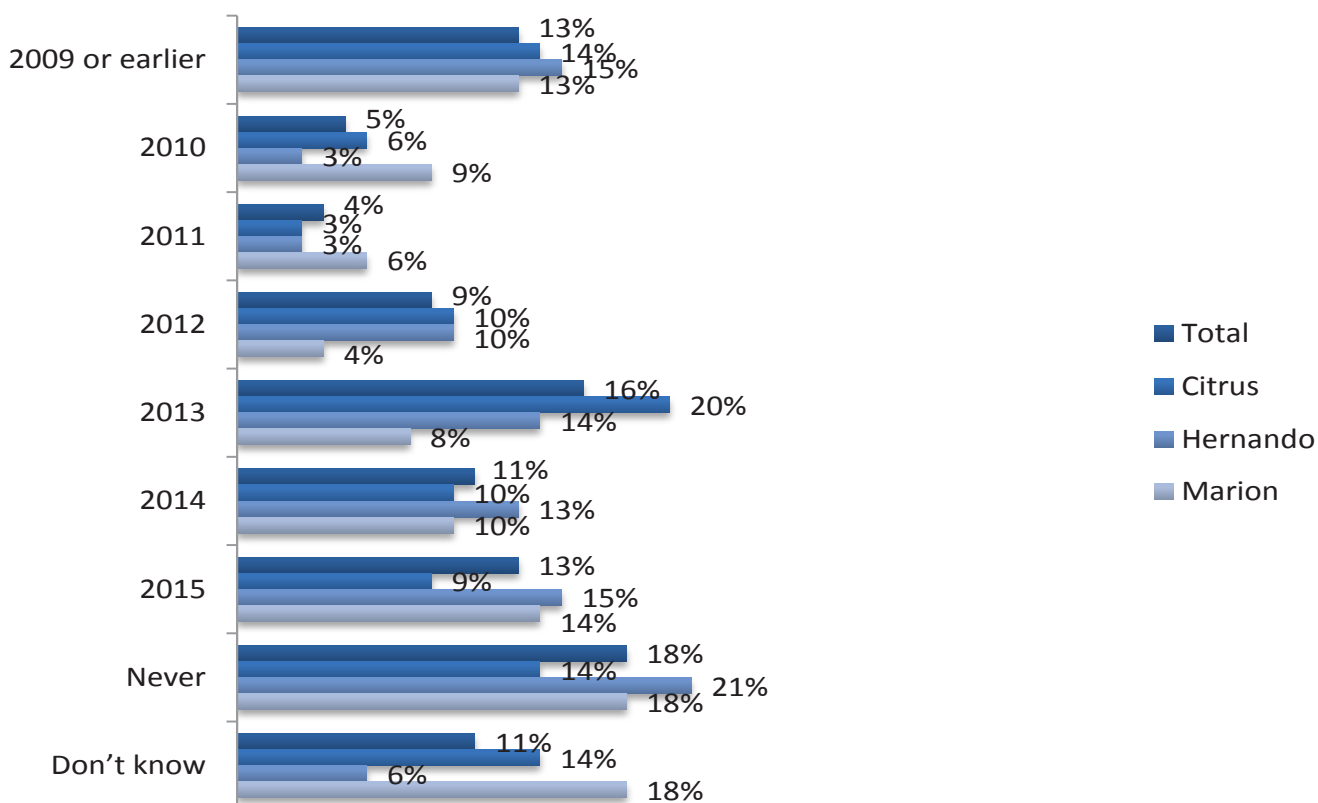
How concerned are you about spring and water body contamination caused by improperly maintained septic systems?



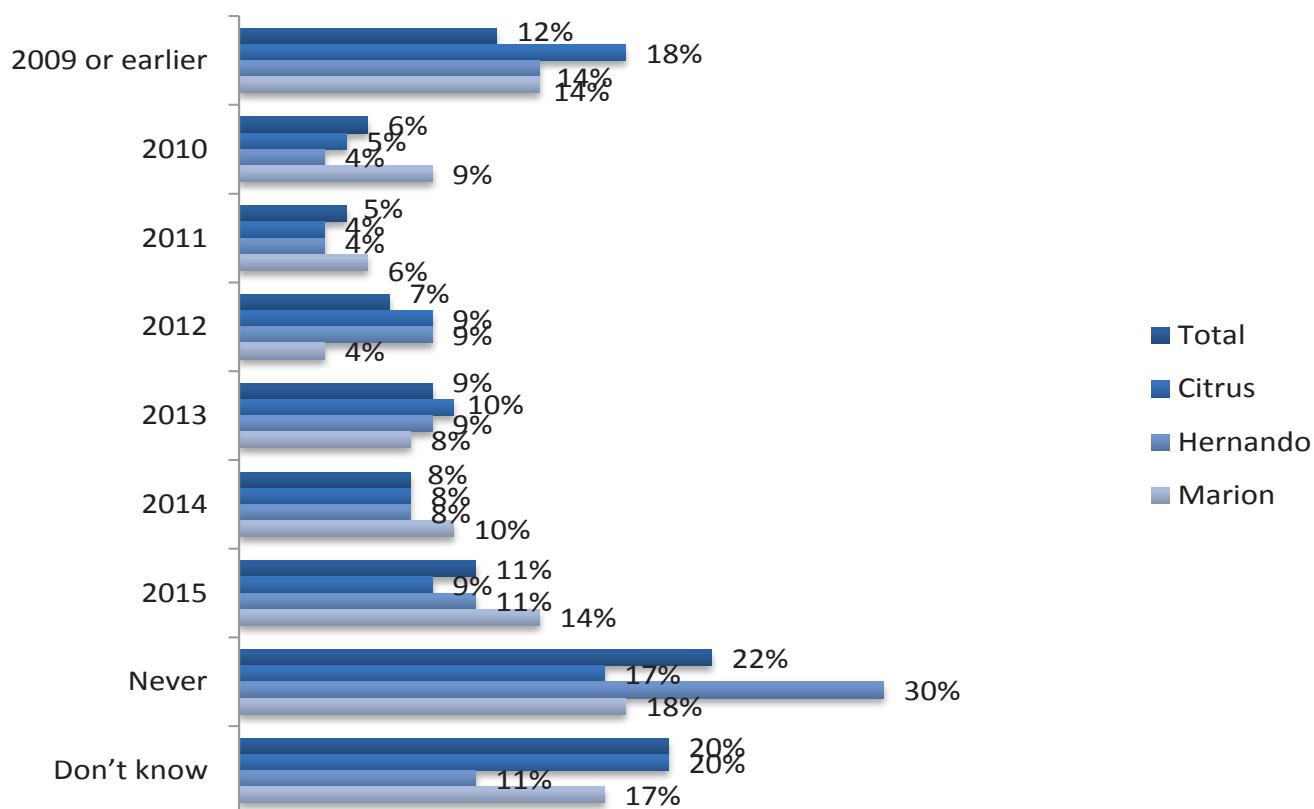
### Does your home have its own septic system (tank)?



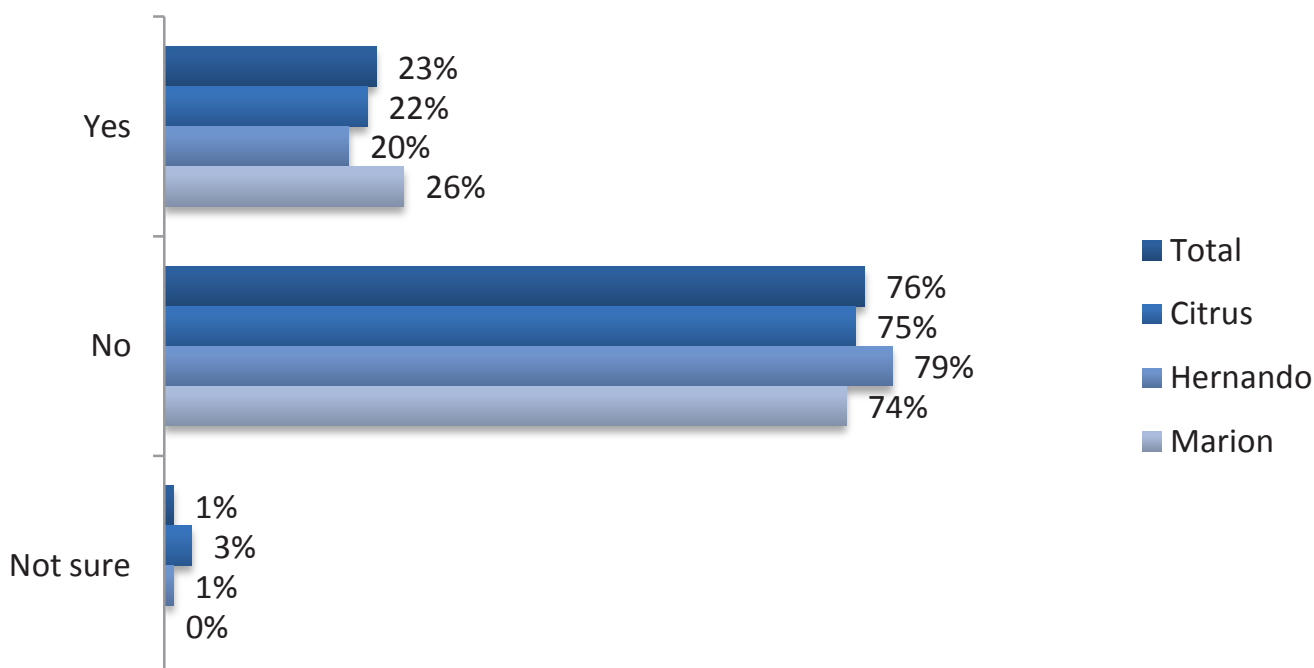
### In which year did you last have your septic system pumped?



In which year did you last have your septic system inspected by a certified professional?

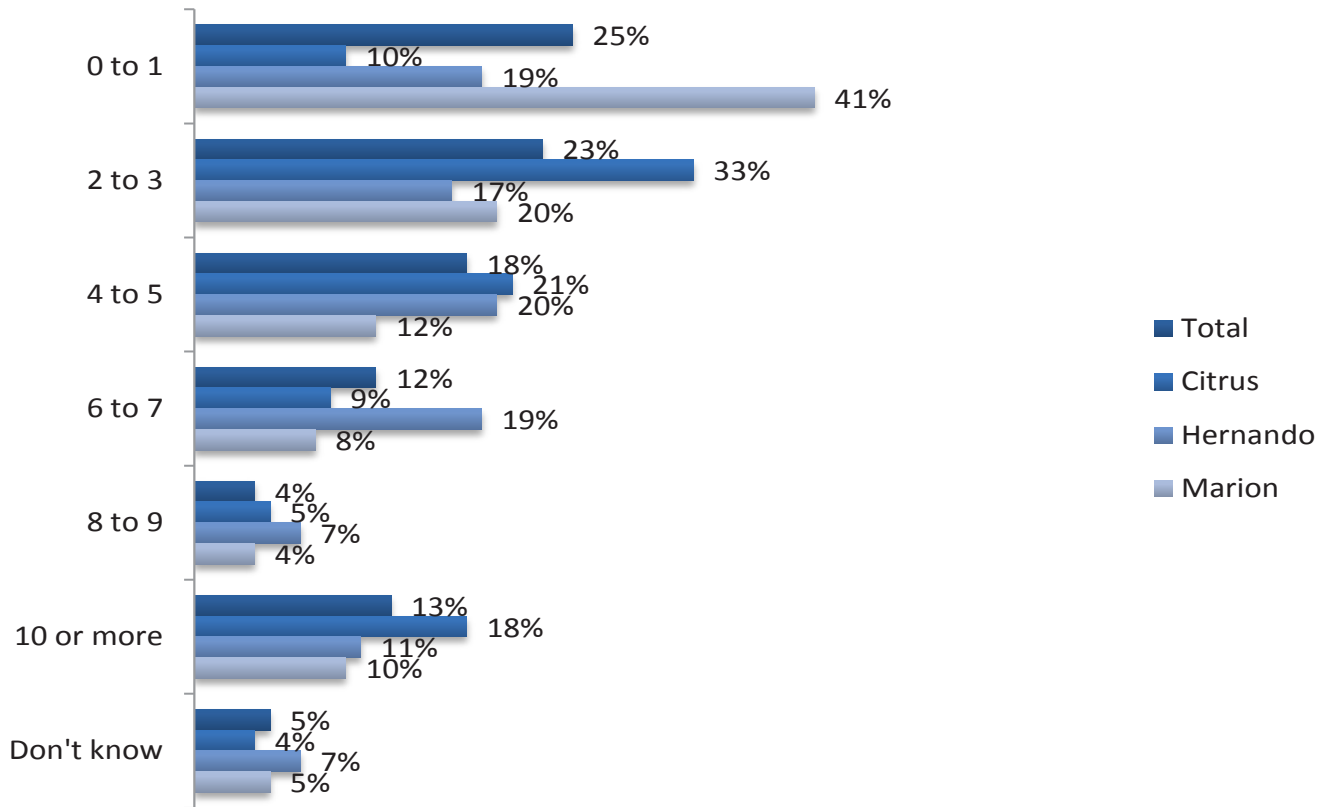


Since you moved into your present house, have you repaired or replaced your septic system?

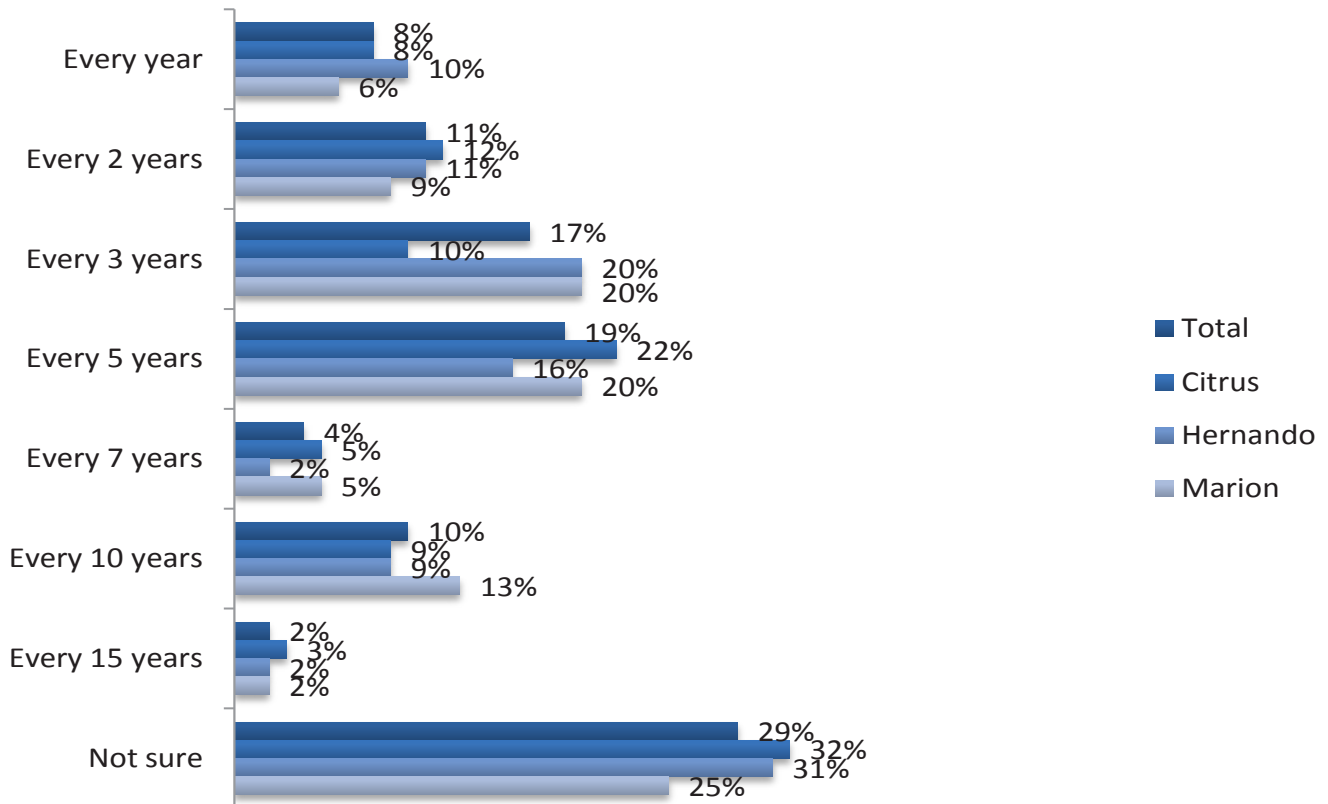




### How many years ago was that?



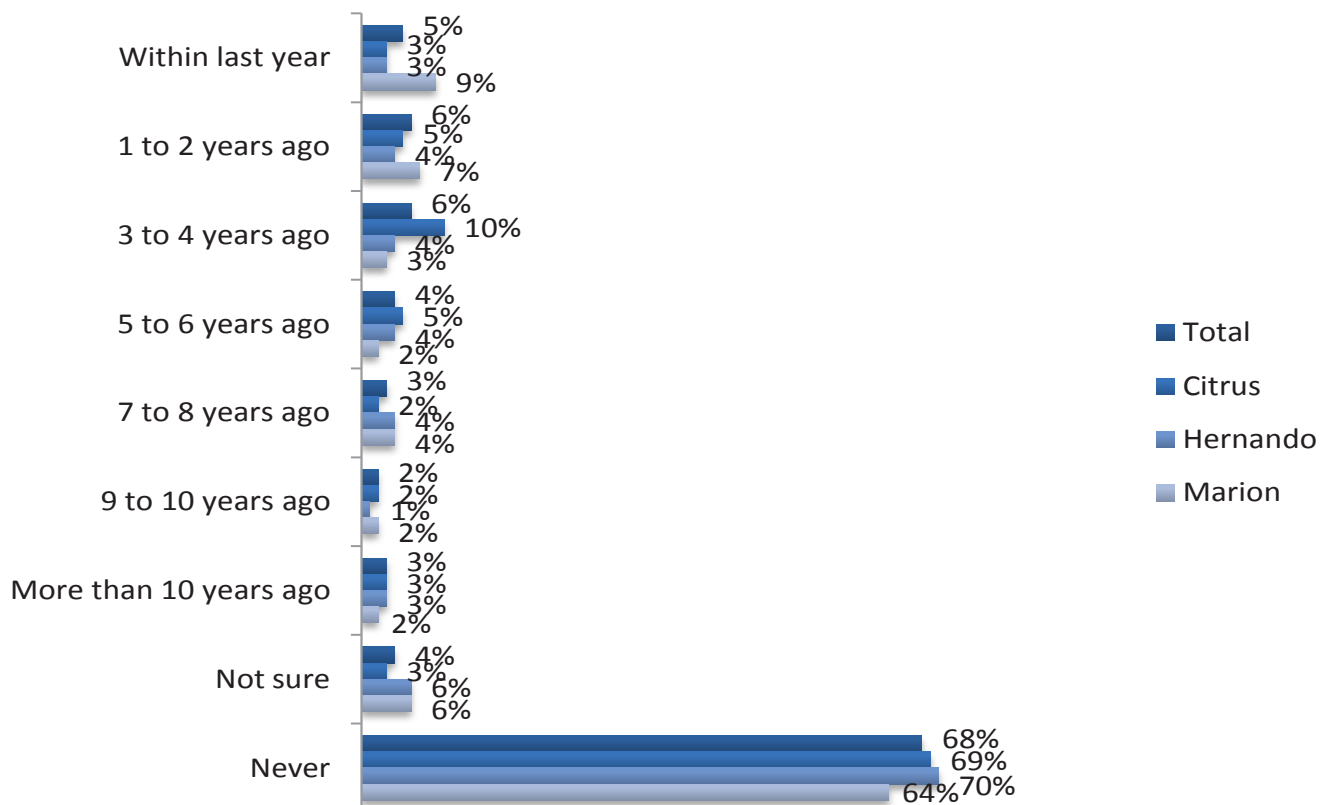
### To the best of your knowledge, about how often should your septic system be both pumped AND inspected?



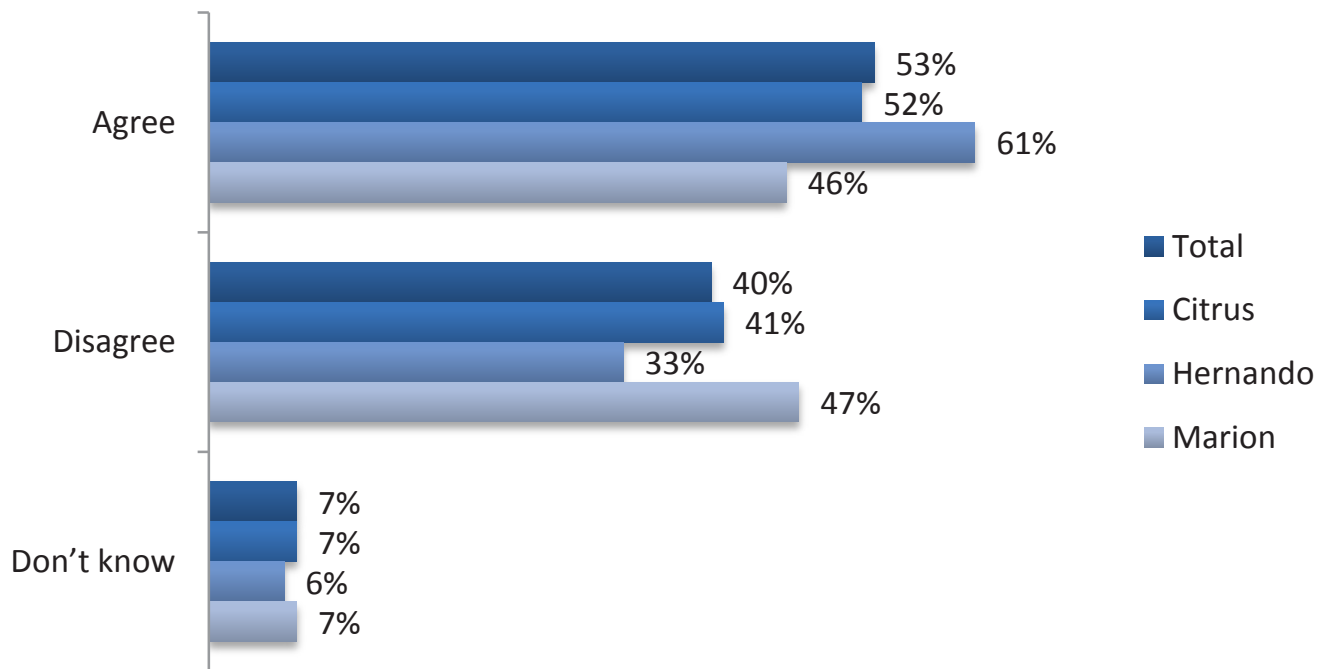
As far as you are aware, does your septic system need any repairs at this point?



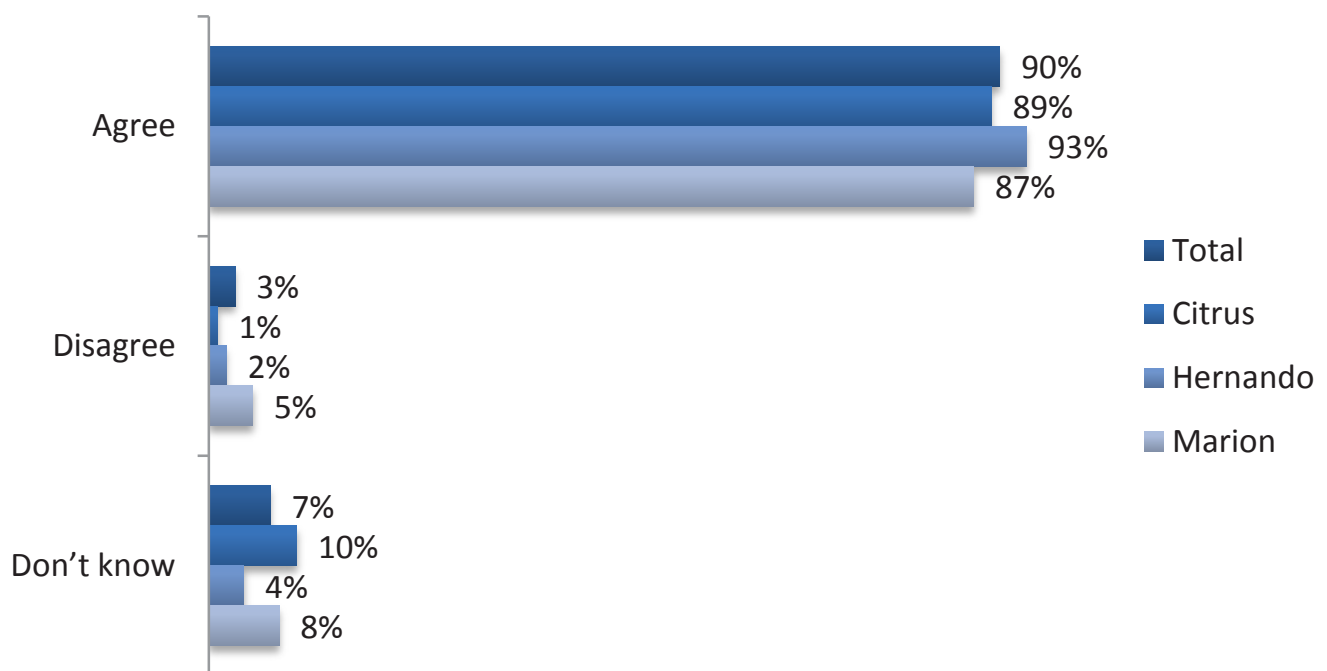
How many years has it been since you had any problems with your septic system such as odors, surface discharge, or clogging?



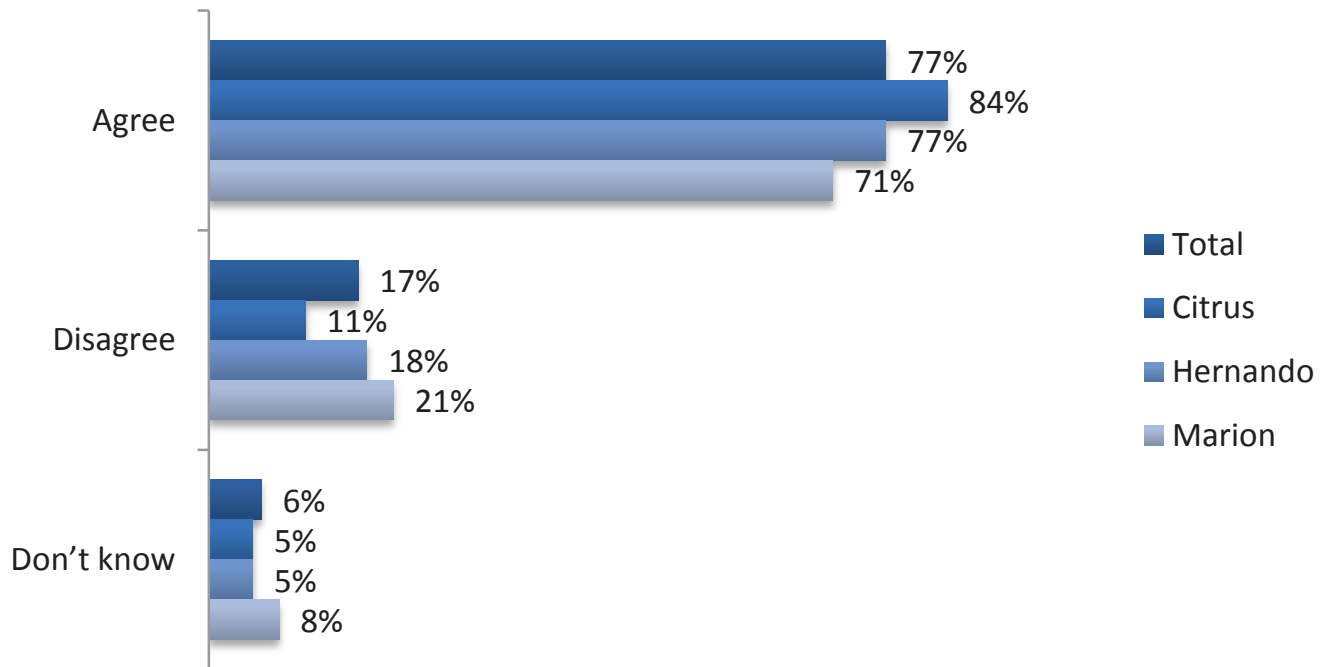
As long as there are no problems, I'm not going to have my septic system inspected.



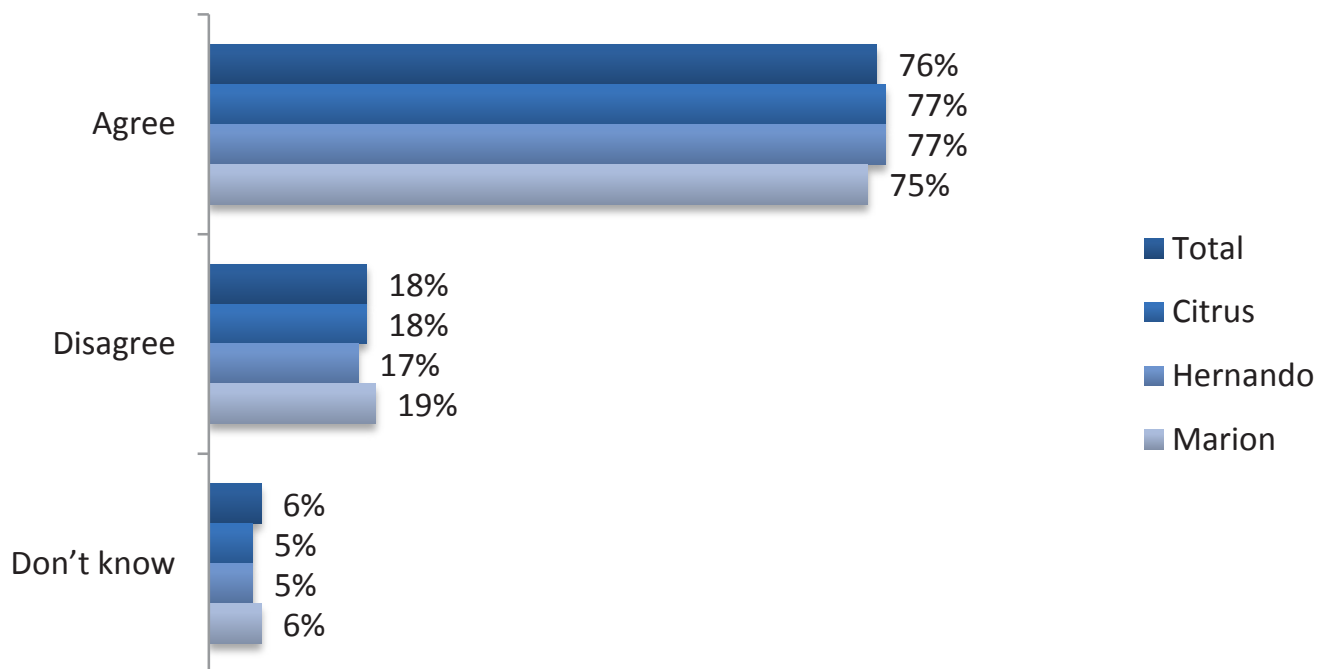
Companies have to be licensed to inspect septic systems.



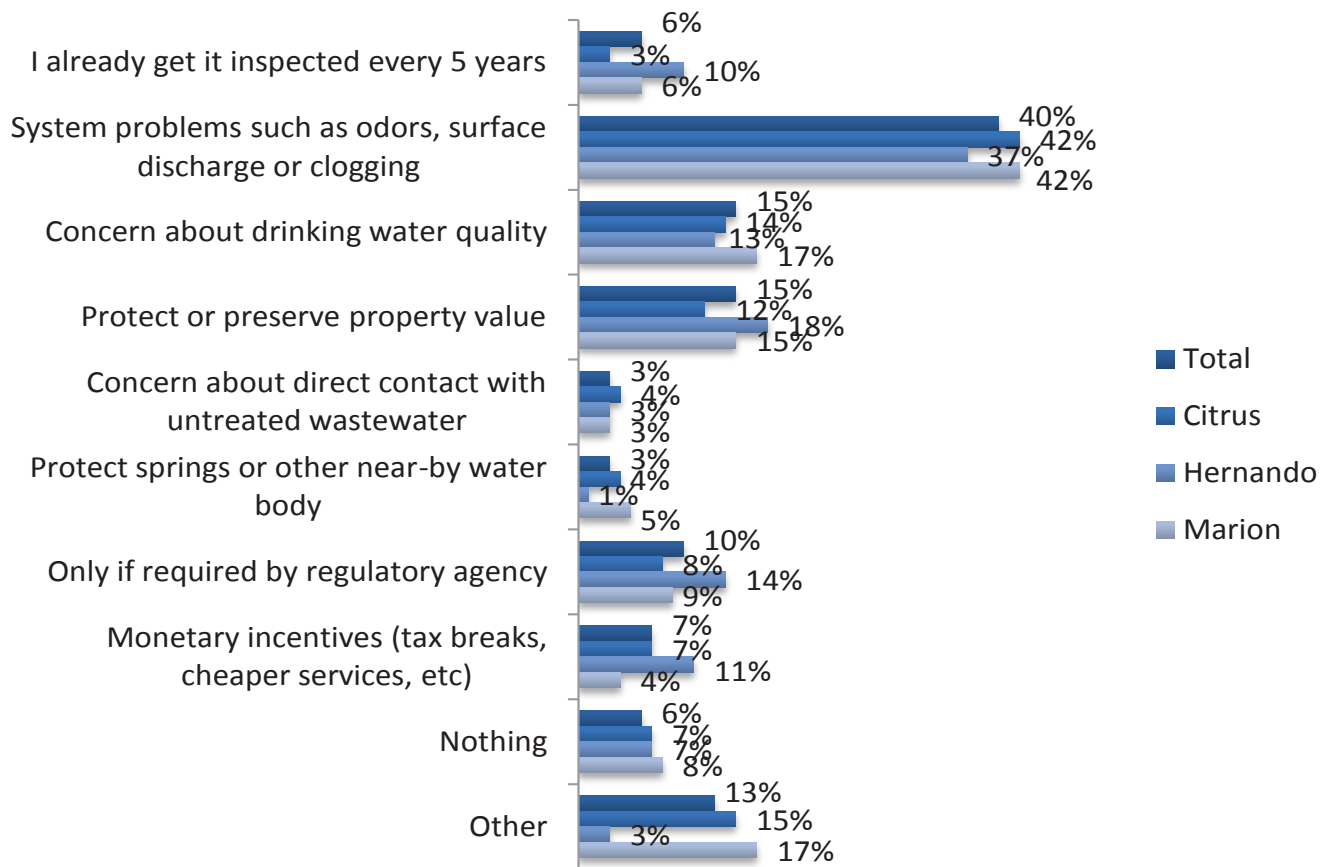
I know who to call if I need my septic system inspected.



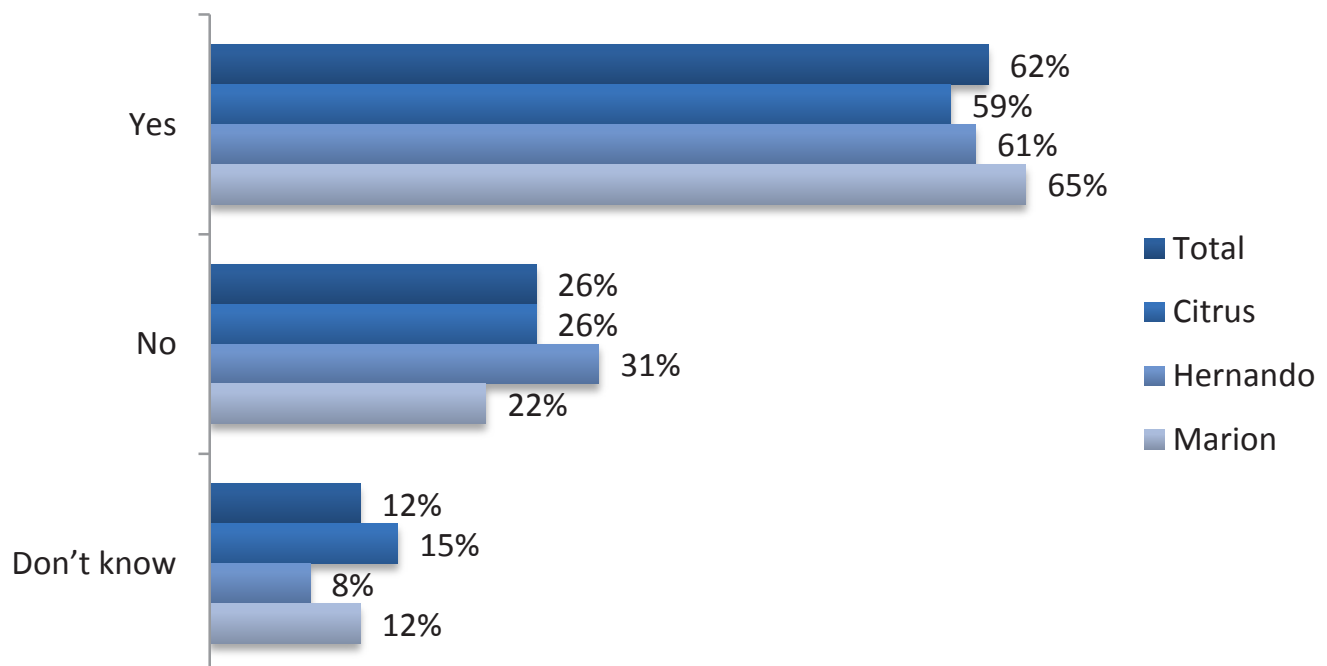
I get my septic tank pumped before there are problems like odor or leaking.



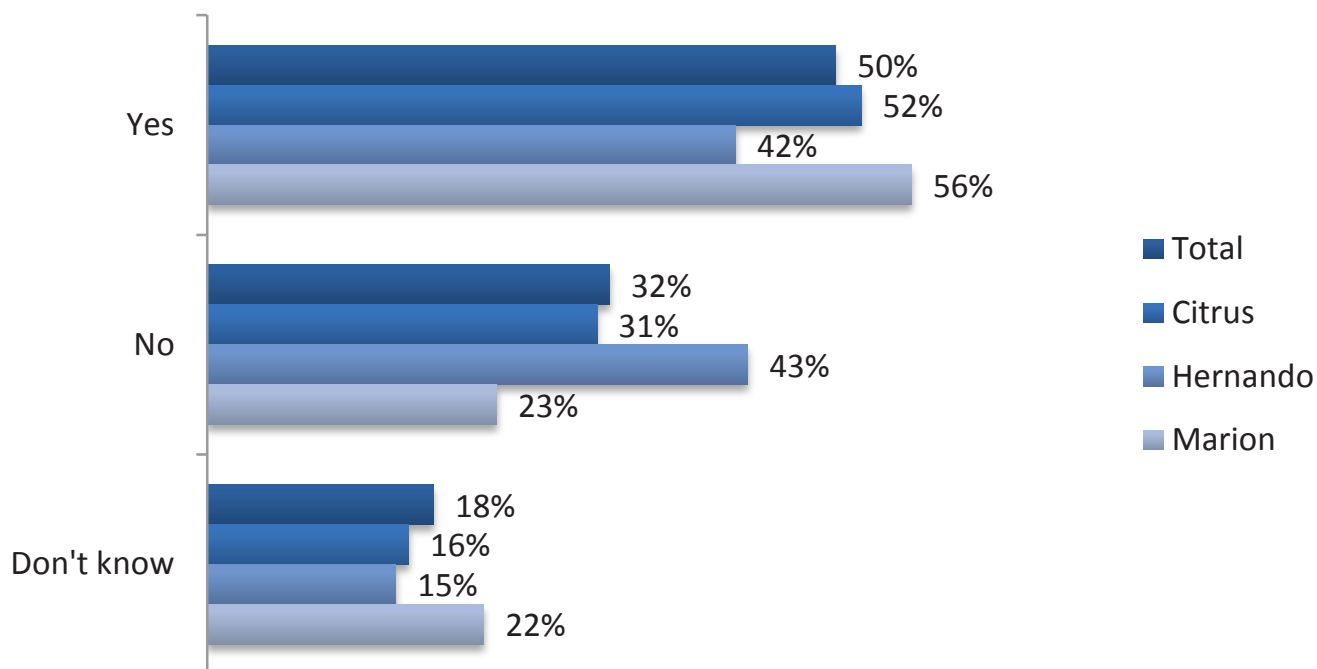
What would motivate you to have your septic system both pumped and inspected every five years?



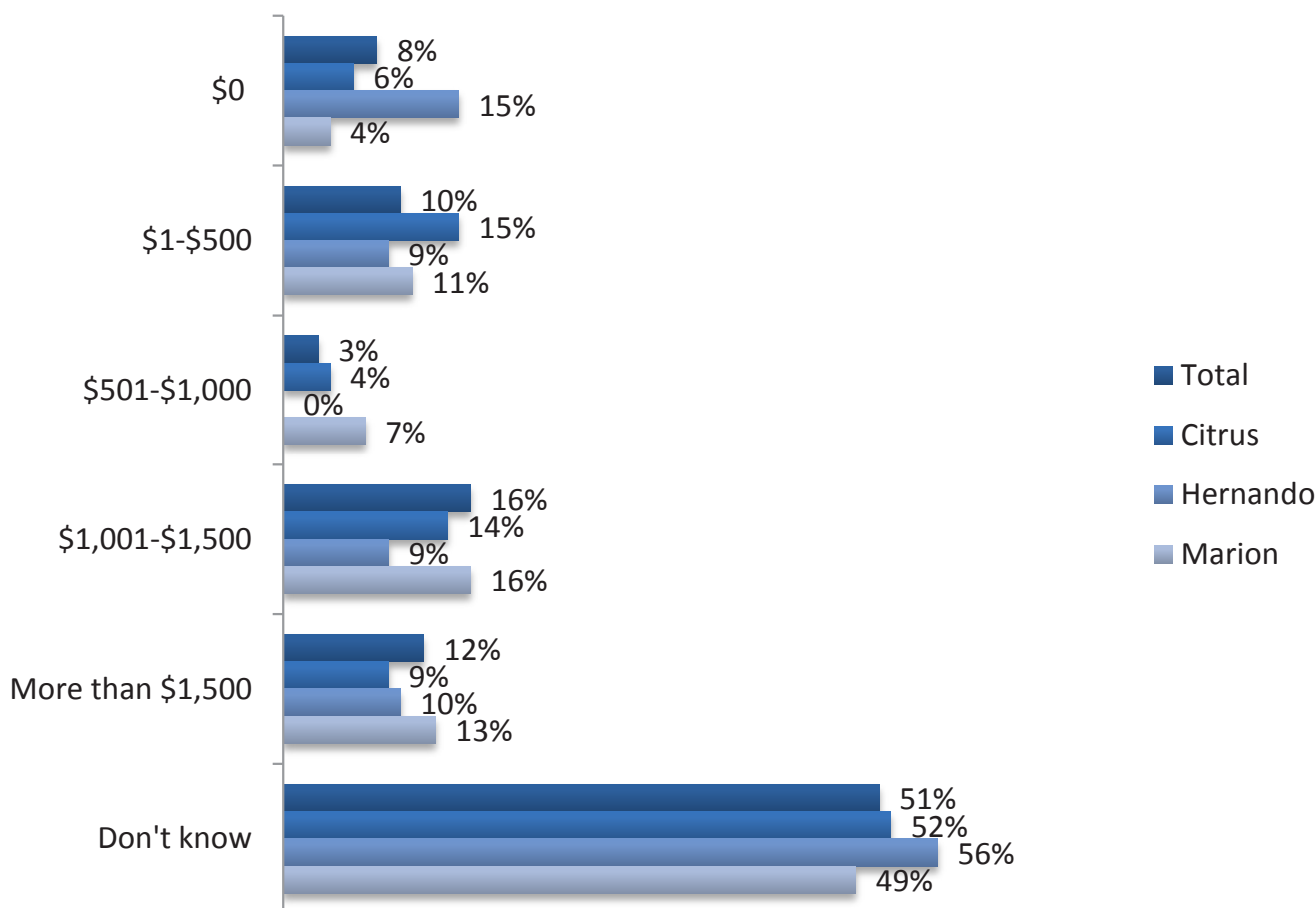
To have your septic system both pumped and inspected every five years costs \$300-\$500. If you knew it would help protect the water quality of the springs in your area, would you be willing to pay for this service?



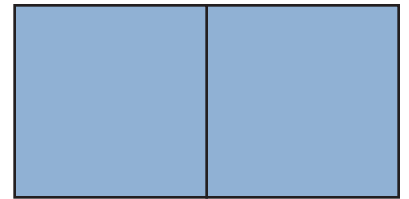
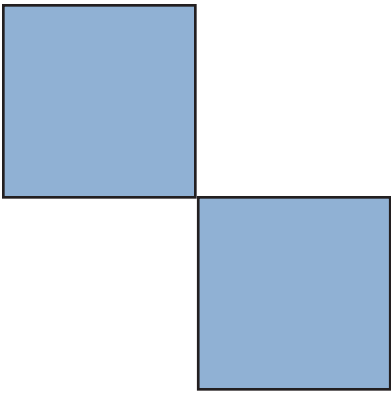
Would you be willing to connect to a central sewer system if you knew it would help protect the water quality of the springs?



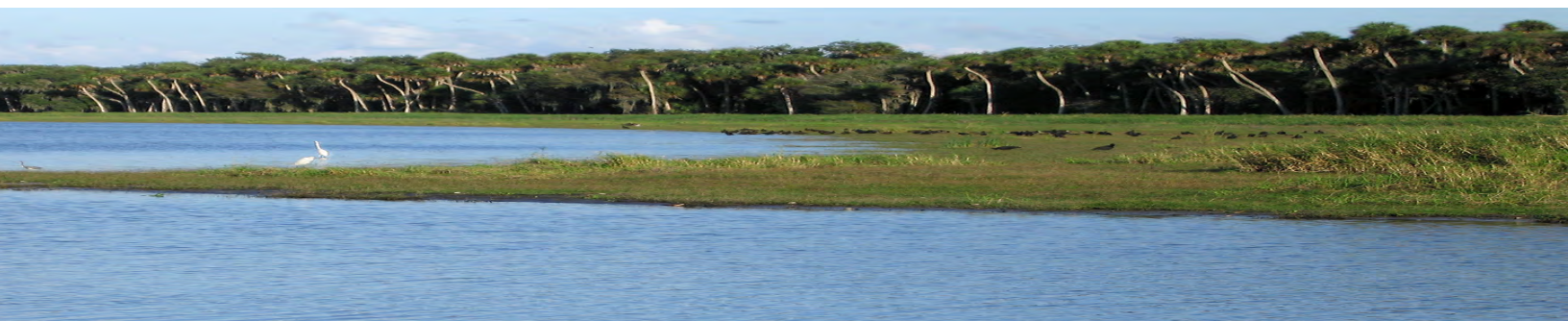
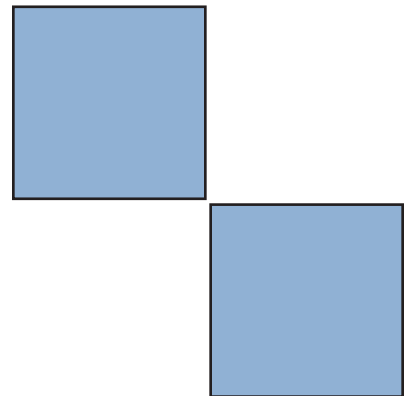
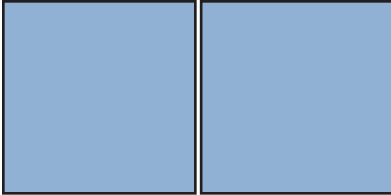
How much would you be willing to pay?\*



\*Only asked of residents who are willing to connect to a central sewer system.



DEMOGRAPHICS



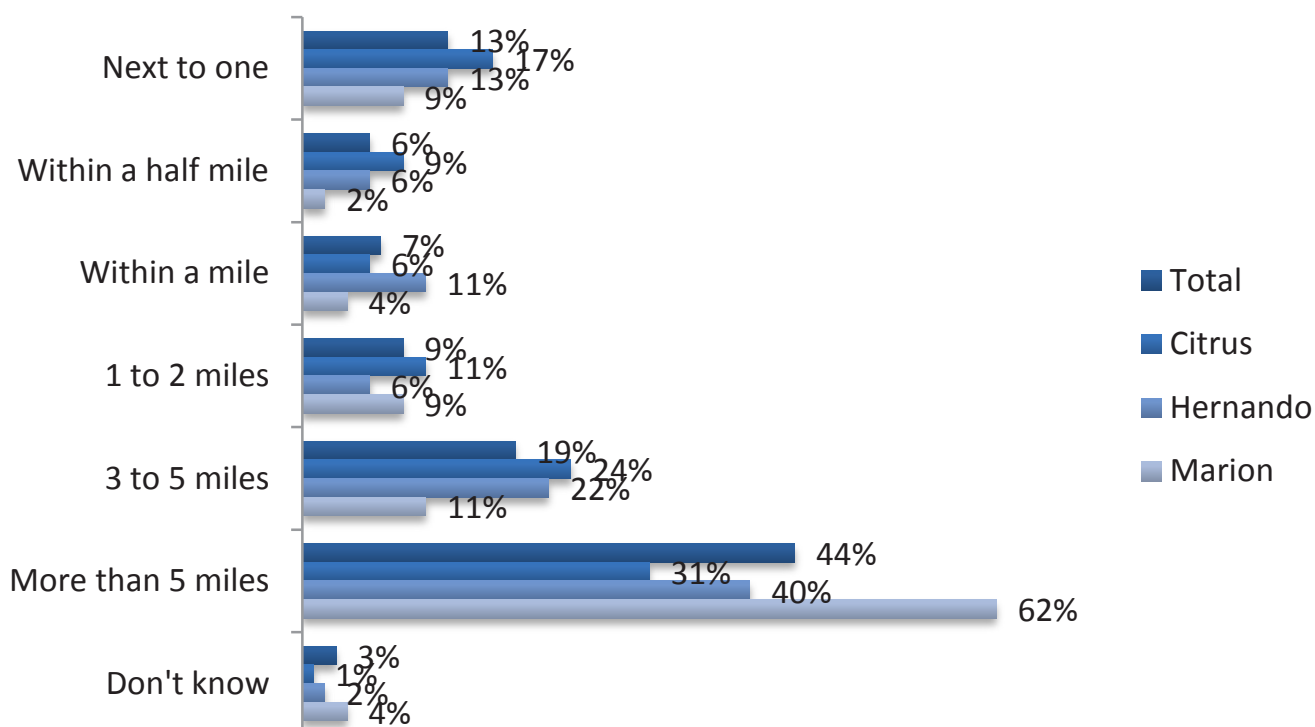


### Demographics

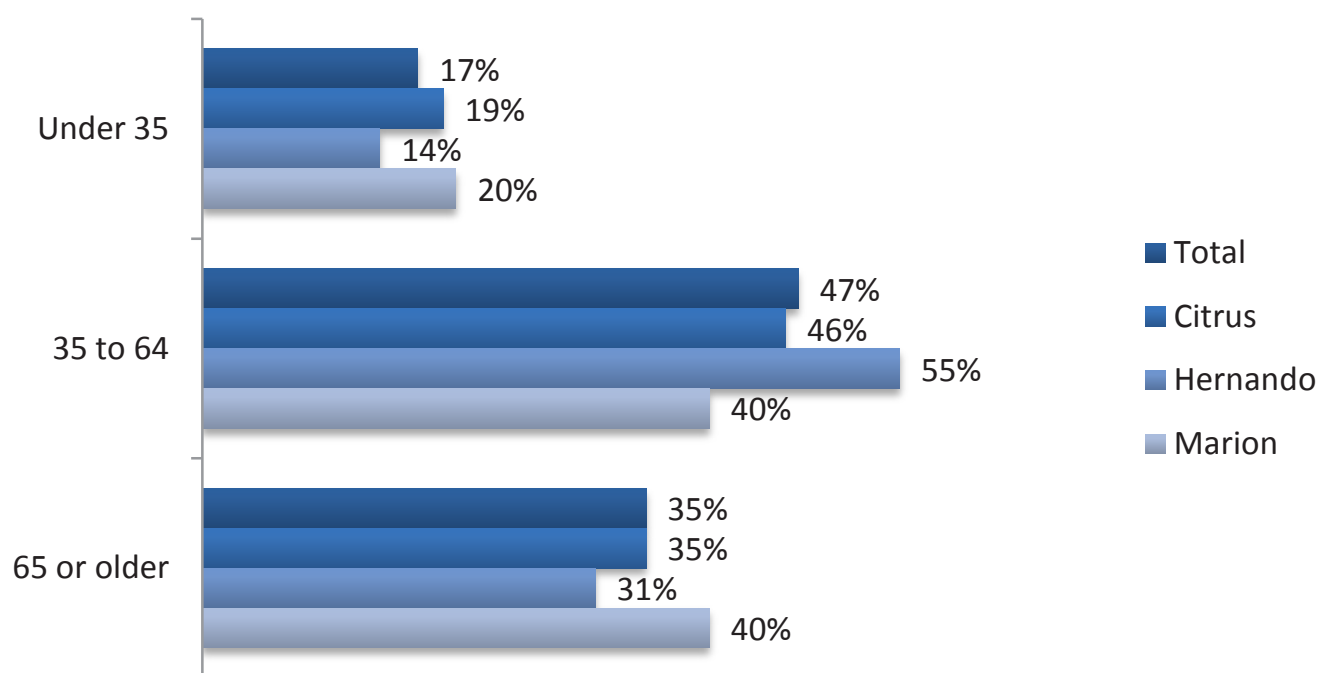
The typical resident in this study lives four to five miles from a water body and is 56 years of age. Nearly all residents (99%) live in Florida full-time, and 85% are homeowners. The typical homeowner has lived in their house for 22 years.

The typical resident in this study has an income of \$47,000. Nearly equal percentages of males and females are represented in this study (48% male, 52% female).

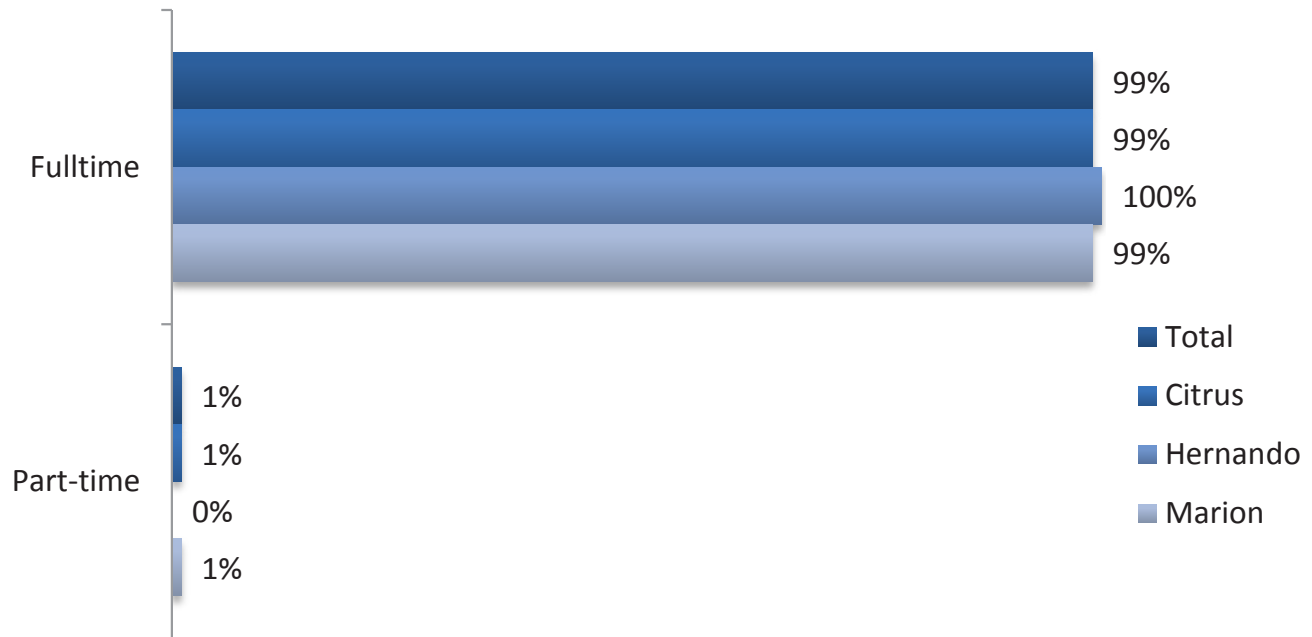
About how far from a water body (river, lake, stream, springs) do you live?



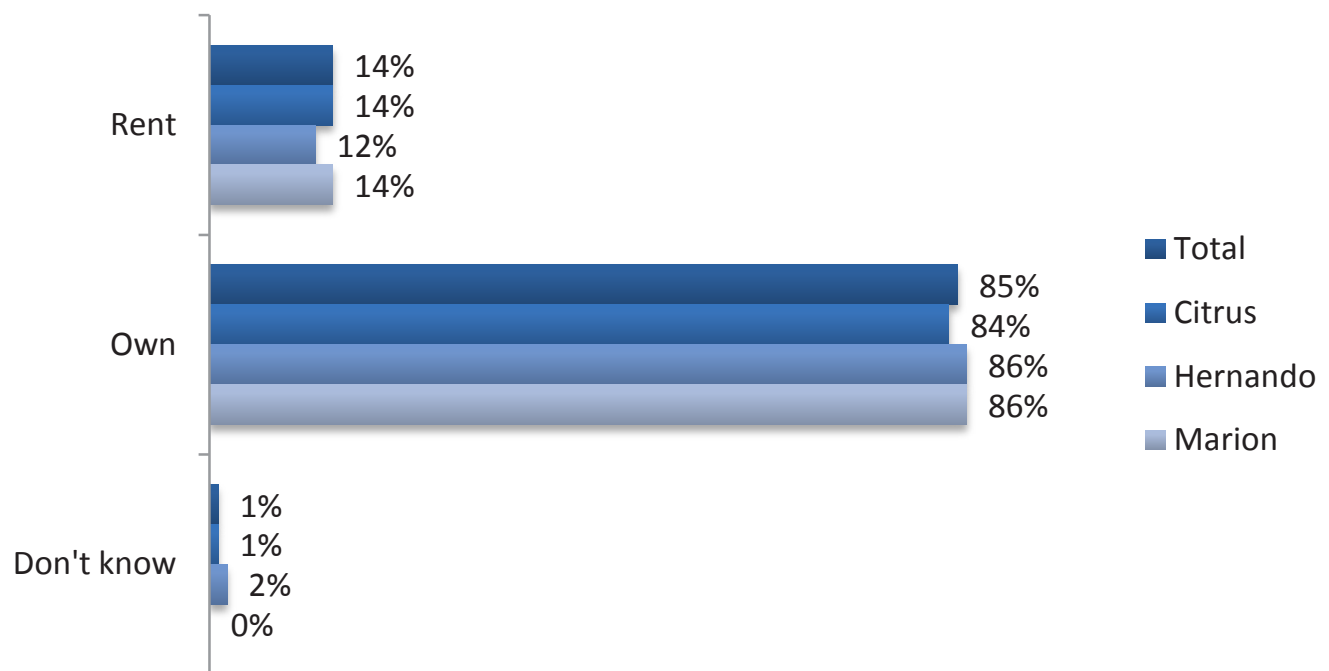
What category best fits your age?



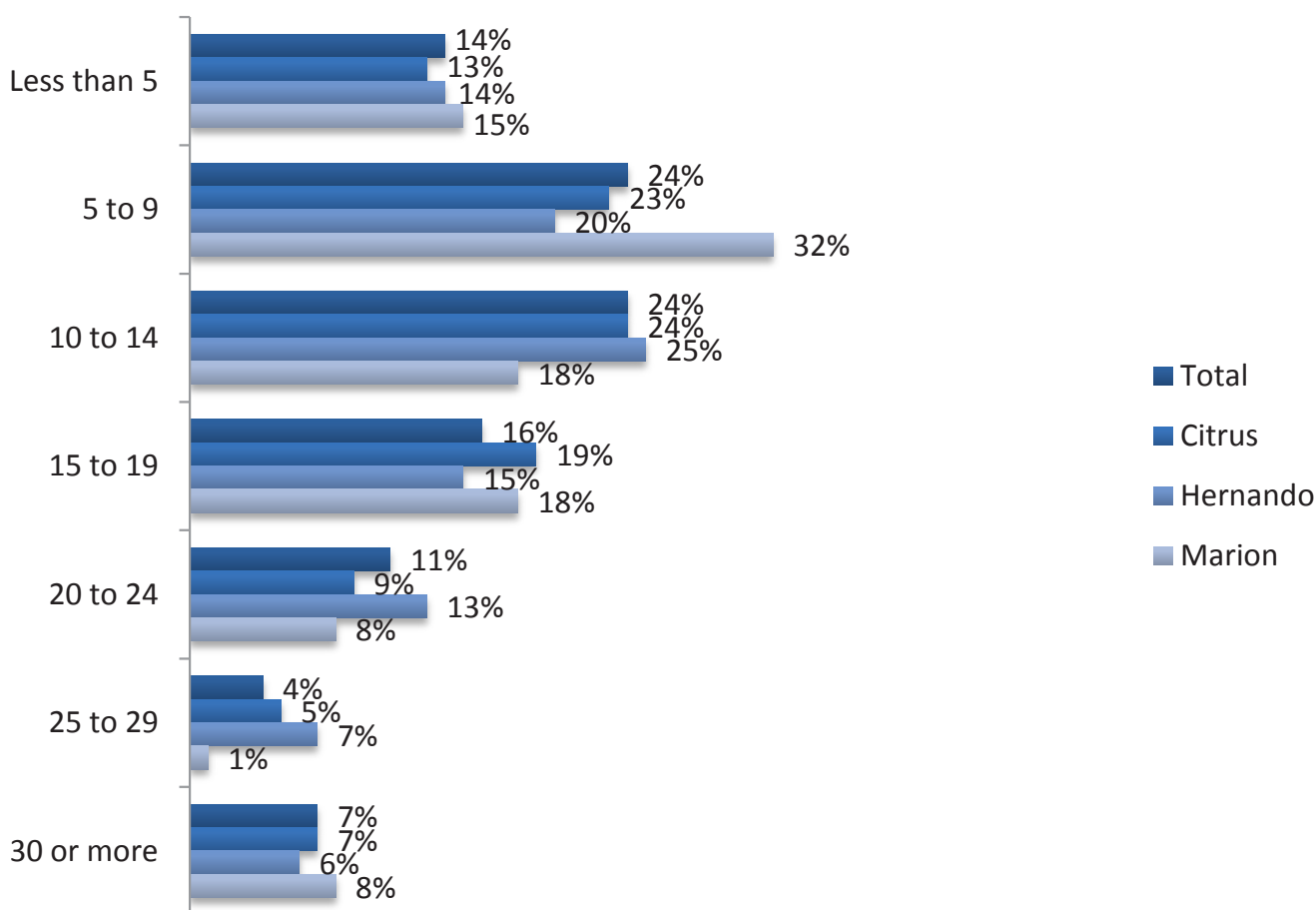
### Do you live full-time or part-time in Florida?



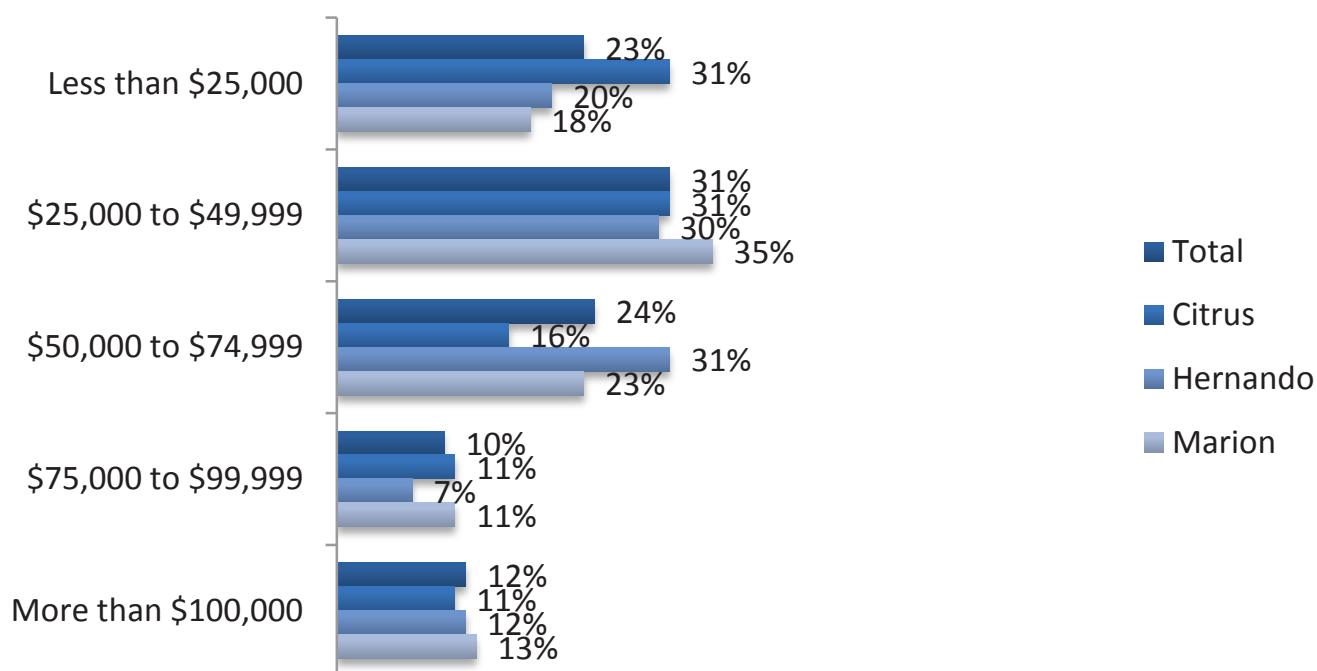
### Do you rent or own where you live?



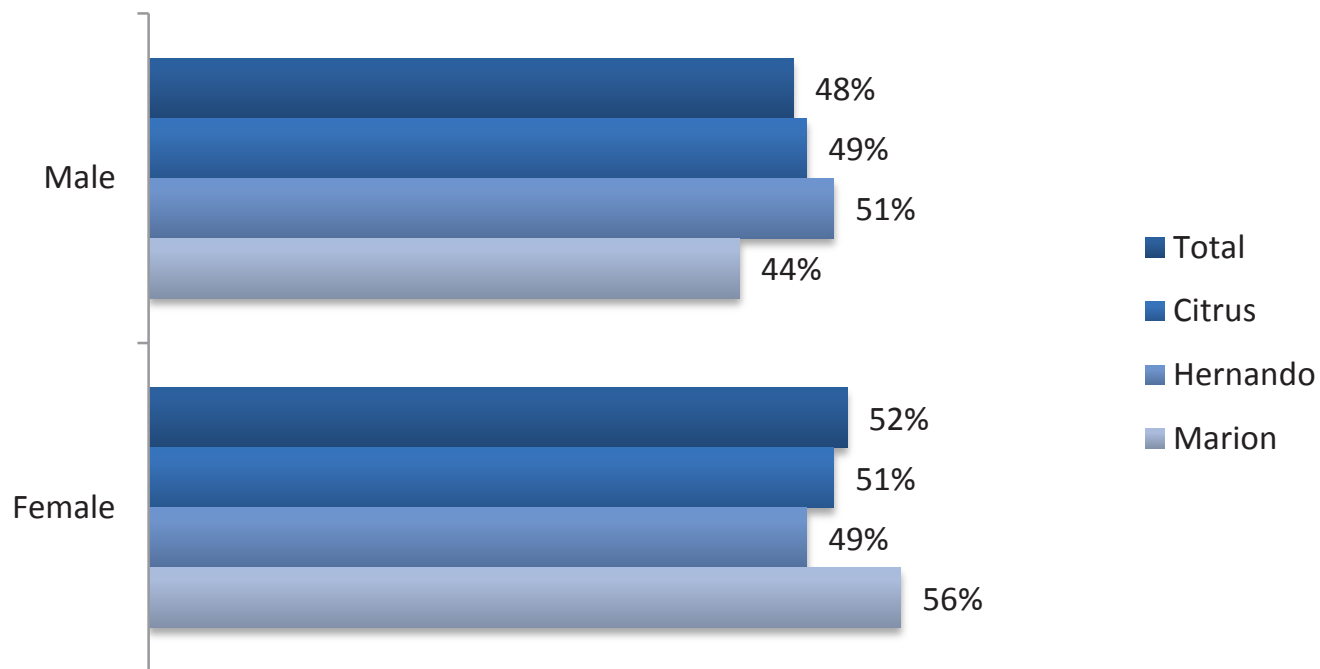
## How many years have you lived in your present house?

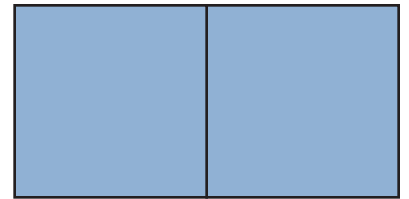
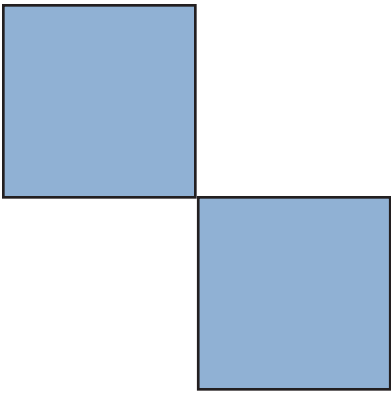


## Which of the following best represents your total household income in 2014 from all sources?

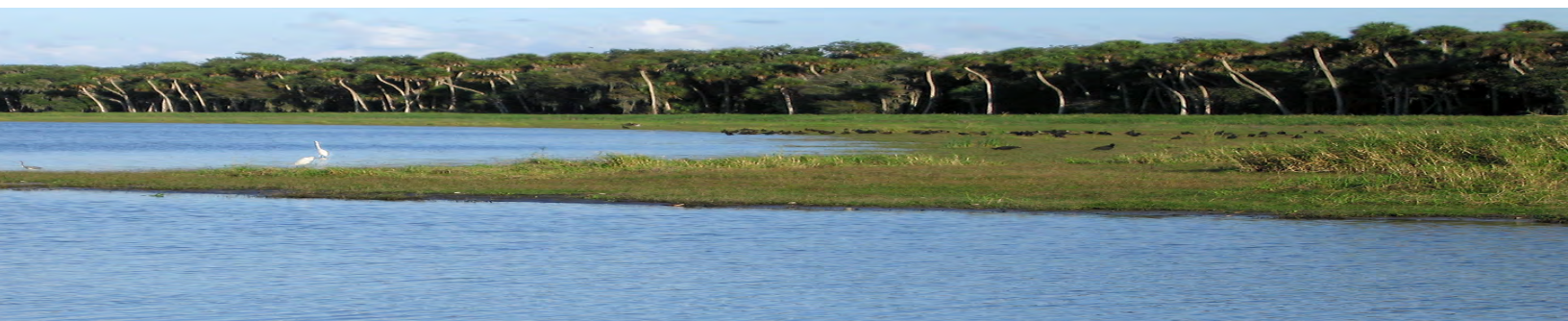
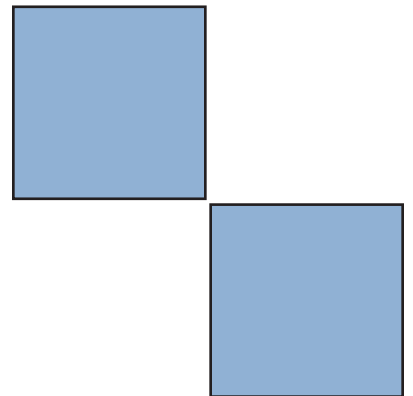
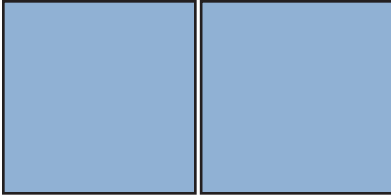


Gender





QUESTIONNAIRE



## SWFWMD - Northern Issues

Q.1 In which county do you live?

- ☐ 1 Citrus
- ☐ 2 Hernando
- ☐ 3 Marion
- ☐ 4 Other

[IF THE ANSWER IS 4, THEN END THE SURVEY]

Q.2 Have you visited any of the springs in your area in the last 5 years?

- ☐ 1 Yes
- ☐ 2 No
- ☐ 3 Don't know

[IF THE ANSWER IS 2-3, THEN SKIP TO QUESTION 4]

Q.3 How would you rate the health of the springs in your area - would you say it's

- ☐ 1 Excellent
- ☐ 2 Good
- ☐ 3 OK
- ☐ 4 Poor
- ☐ 5 Terrible
- ☐ 6 Don't know - DO NOT READ

Q.4 Based on what you know or have heard, is there anything wrong with the springs in your area? IF YES - "such as..."  
OR "what specifically is wrong" **DO NOT READ CATEGORIZE PROBE FOR UP TO 3**

- ☐ 01 Lower water levels/ lack of rainfall
- ☐ 02 Less flow
- ☐ 03 More algae (Lyngbya)
- ☐ 04 Less clear water
- ☐ 05 Greener water
- ☐ 06 Dead trees
- ☐ 07 Saltier water/ sea level rise
- ☐ 08 Fewer fish
- ☐ 09 Fewer underwater plants
- ☐ 10 More boaters
- ☐ 11 More recreation



- ☐ 12 More manatees
- ☐ 13 Nothing is wrong
- ☐ 14 Other

Q.5

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Q.6 In the past few months, have you seen or heard advertisements about springs or springs restoration?

- ☐ 1 Yes
- ☐ 2 No
- ☐ 3 Don't Know - DO NOT READ

[IF THE ANSWER IS 2-3, THEN SKIP TO QUESTION 15]

Q.7 What do you remember about the advertisement?

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Q.8 \*INTERVIEWER\* Please categorize the responses

- ☐ 01 The springs have been changing for nearly a century
- ☐ 02 It will take time to restore our springs
- ☐ 03 Restoring our Springs!
- ☐ 04 Mother and baby manatee
- ☐ 05 Southwest Florida Water Management District
- ☐ 06 Springs are natural wonders that flow through Florida
- ☐ 07 Springs are unique and complex
- ☐ 08 Circles with pictures of the springs
- ☐ 09 District experts are committed to improving the health of major springs in  
our region
- ☐ 10 Visit [WaterMatters.org/Springs](http://WaterMatters.org/Springs)
- ☐ 11 Join us in the community effort
- ☐ 12 Other

Q.9 These advertisements are a part of the "Restoring Our Springs" campaign. Which agency is responsible for the "Restoring Our Springs!" advertisements? **DO NOT READ**

- ☐ 1 Southwest Florida Water Management District
- ☐ 2 Florida Department of Environmental Protection
- ☐ 3 UF/IFAS

- ☐ 4 Florida Department of Agriculture and Consumer Services
- ☐ 5 Your local city or county government
- ☐ 6 Don't know-DO NOT READ

[IF THE ANSWER IS 1, THEN SKIP TO QUESTION 11]

Q.10 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?

- ☐ 1 Yes
- ☐ 2 No
- ☐ 3 Don't Know-DO NOT READ

Q.11 Where did you see or hear this advertising? **(Select all that apply)**

[READ ANSWERS IN RANDOM ORDER, EXCEPT THE LAST 1]

- ☐ 1 Radio
- ☐ 2 Internet
- ☐ 3 Billboard
- ☐ 4 Television
- ☐ 5 Newspaper
- ☐ 6 Movie theatre
- ☐ 7 Community events
- ☐ 8 Don't know - DO NOT READ

Q.12 After seeing or hearing the advertisements, do you plan on doing anything differently to help the springs?

- ☐ 1 Yes
- ☐ 2 No
- ☐ 3 Don't Know DO NOT READ

[IF THE ANSWER IS 2-3, THEN SKIP TO QUESTION 15]

Q.13 What do you plan to do? **DO NOT READ - CATEGORIZE SELECT ALL THAT APPLY**

- ☐ 01 Use fertilizer sparingly
- ☐ 02 Have septic tanks inspected and pumped
- ☐ 03 Never dump anything down a storm drain
- ☐ 04 Dispose of grass clippings, litter, motor oil and pet waste properly
- ☐ 05 Plant a buffer zone between the lawn and shoreline
- ☐ 06 Avoid cutting your lawn too short
- ☐ 07 Dispose of hazardous household chemicals at an approved landfill
- ☐ 08 While at a spring, dispose of trash properly

- ☐ 09 While at a spring, avoid standing in vegetation or kicking up silt
- ☐ 10 While at a spring, raise the motor in shallow water to avoid destroying native vegetation and wildlife
- ☐ 11 While at a spring, turn off the propeller while waiting for swimmers and tubers to pass
- ☐ 12 While at a spring, use a “mushroom” anchor, instead of ‘hooks’ that destroy native vegetation
- ☐ 13 Other

Q.14

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Q.15 How important to you is the health of the springs in your area - would you say its

- ☐ 1 Very important
- ☐ 2 Important
- ☐ 3 Somewhat important
- ☐ 4 Not at all important
- ☐ 5 Don't know - DO NOT READ

Q.16 Before today's survey, had you ever heard of the Southwest Florida Water Management District, sometimes called Swiftmud?

- ☐ 1 Yes
- ☐ 2 No
- ☐ 3 Not sure - DO NOT READ

Q.17 How important to you is it that your tax dollars be used to improve the health of the springs in your area? Would you say its:

- ☐ 1 Very important
- ☐ 2 Important
- ☐ 3 Somewhat important
- ☐ 4 Not at all important
- ☐ 5 Don't know - DO NOT READ

Q.18 Now I am going to read a series of statements and ask if you agree with them or not, based on your knowledge and what you hear:

Q.19 “The Southwest Florida Water Management District is the leader in taking the right actions to improve the health of the springs in your area.” Do you

- ☐ 1 Strongly agree
- ☐ 2 Agree

☐ 3 Neither agree nor disagree

☐ 4 Disagree

☐ 5 Strongly disagree

☐ 6 Don't know - DO NOT READ

Q.20 "The Southwest Florida Water Management District has the scientific knowledge necessary to improve the health of the springs in your area." Do you

☐ 1 Strongly agree

☐ 2 Agree

☐ 3 Neither agree nor disagree

☐ 4 Disagree

☐ 5 Strongly disagree

☐ 6 Don't know - DO NOT READ

Q.21 "The Southwest Florida Water Management District is committed to improving the health of the springs in your area." Do you

☐ 1 Strongly agree

☐ 2 Agree

☐ 3 Neither agree nor disagree

☐ 4 Disagree

☐ 5 Strongly disagree

☐ 6 Don't know - DO NOT READ

Q.22 Using a scale of Excellent, Good, OK, Poor & Terrible, how would you rate the Southwest Florida Water Management District's performance in:

1 = Excellent

2 = Good

3 = OK

4 = Poor

5 = Terrible

9 = Don't know

[READ ANSWERS IN RANDOM ORDER]

Protecting springs in your area ..... —

Educating people about the condition of the springs ..... —

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

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

uses ..... —

Listening to community input that may benefit the springs in your area ..... \_\_

Q.23 Are local governments doing too much, enough or too little to protect springs from water quality issues resulting from improperly maintained septic systems?

☐ 1 Too much

☐ 2 Enough

☐ 3 Too little

☐ 4 Not sure

Q.24 How concerned are you about spring and water body contamination caused by improperly maintained septic systems?

☐ 1 Very concerned

☐ 2 Somewhat concerned

☐ 3 Neutral

☐ 4 Somewhat unconcerned

☐ 5 Very unconcerned

Q.25 Do you rent or own where you live?

☐ 1 Rent

☐ 2 Own

☐ 3 Don't know - DO NOT READ

[IF THE ANSWER IS 1 OR 3, THEN SKIP TO QUESTION 46]

Q.26 Does your home have its own septic system (tank)?

☐ 1 Yes

☐ 2 No

☐ 3 Don't know

[IF THE ANSWER IS 2-3, THEN SKIP TO QUESTION 46]

Q.27 How many years have you lived in your present house?

Years ..... \_\_\_\_

Q.28 In which year did you last have your septic system pumped?

**9999 = Don't know**

**7777 = Never**

Year (Type all 4 digits) ..... \_\_\_\_

Q.29 When your septic system is pumped, this does not mean it was inspected for leaks or needed repairs by a certified professional.

Q.30 In which year did you last have your septic system inspected by a certified professional?

**9999 = Don't know**

**7777 = Never**

Year (Type all 4 digits) ..... \_\_\_\_\_

Q.31 Since you moved into your present house, have you repaired or replaced your septic system?

☐ 1 Yes

☐ 2 No

☐ 3 Not sure

[IF THE ANSWER IS 2-3, THEN SKIP TO QUESTION 33]

Q.32 How many years ago was that?

**99 = Don't know**

Years ago ..... \_\_\_\_\_

Q.33 To the best of your knowledge, about how often should your septic system be both pumped AND inspected? READ IF NECESSARY

☐ 1 Every year

☐ 2 Every 2 years

☐ 3 Every 3 years

☐ 4 Every 5 years

☐ 5 Every 7 years

☐ 6 Every 10 years

☐ 7 Every 15 years

☐ 8 Not sure

Q.34 As far as you are aware, does your septic system need any repairs at this point?

☐ 1 Yes

☐ 2 No

☐ 3 Not sure

Q.35 How many years has it been since you had any problems with your septic system such as odors, surface discharge, or clogging?

☐ 1 Within last year

☐ 2 1 to 2 years ago

☐ 3 3 to 4 years ago

☐ 4 5 to 6 years ago

☐ 5 7 to 8 years ago

☐ 6 9 to 10 years ago

☐ 7 More than 10 years ago

☐ 8 Not sure

Q.36 Please tell me if you agree, disagree, or don't know with the following:

Q.37 As long as there are no problems, I'm not going to have my septic system inspected.

☐ 1 Agree

☐ 2 Disagree

☐ 3 Don't know

Q.38 Companies have to be licensed to inspect septic systems.

☐ 1 Agree

☐ 2 Disagree

☐ 3 Don't know

Q.39 I know who to call if I need my septic system inspected.

☐ 1 Agree

☐ 2 Disagree

☐ 3 Don't know

Q.40 I get my septic tank pumped before there are problems like odor or leaking.

☐ 1 Agree

☐ 2 Disagree

☐ 3 Don't know

Q.41 What would motivate you to have your septic system both pumped and inspected every five years? **DO NOT READ CATEGORIZE PROBE FOR 3**

☐ 1 System problems such as odors, surface discharge or clogging

☐ 2 Concern about drinking water quality

☐ 3 Protect or preserve property value

☐ 4 Concern about direct contact with untreated wastewater

☐ 5 Protect springs or other near-by water body

☐ 6 Only if required by regulatory agency

☐ 7 Other

Q.42

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Q.43 To have your septic system both pumped and inspected every five years costs \$300-\$500. If you knew it would help protect the water quality of the springs in your area, would you be willing to pay for this service?

- ☐ 1 Yes
- ☐ 2 No
- ☐ 3 Don't know

Q.44 Would you be willing to connect to a central sewer system if you knew it would help protect the water quality of the springs?

- ☐ 1 Yes
- ☐ 2 No
- ☐ 3 Don't know

[IF THE ANSWER IS 2-3, THEN SKIP TO QUESTION 46]

Q.45 How much would you be willing to pay? **PAUSE Would you be willing to pay less than or more than \$1,500 INCREASE/DECREASE by \$250 UNTIL ANSWER**

**999 = Don't know**

\$ ..... \_\_\_\_\_

Q.46 These last few questions are to ensure that we are talking to a wide range of people, Your answers will remain anonymous.

Q.47 About how far from a water body (river, lake, stream, springs) do you live? **READ IF NECESSARY**

- ☐ 1 Next to one
- ☐ 2 Within a half mile
- ☐ 3 Within a mile
- ☐ 4 1 to 2 miles
- ☐ 5 3 to 5 miles
- ☐ 6 More than 5 miles
- ☐ 7 Don't know - DO NOT READ

Q.48 Which category best fits your age?

- ☐ 1 Under 35
- ☐ 2 35 to 64
- ☐ 3 65 or older
- ☐ 4 Refused DO NOT READ



Q.49 Do you live fulltime or part-time in Florida?

- ☐ 1 Fulltime
- ☐ 2 Part-time
- ☐ 3 Don't know - DO NOT READ

Q.50 Which of the following best represents your total household income in 2014 from all sources?

- ☐ 1 Less than \$25,000
- ☐ 2 \$25,000 to \$49,999
- ☐ 3 \$50,000 to \$74,999
- ☐ 4 \$75,000 to \$99,999
- ☐ 5 More than \$100,000
- ☐ 6 Refused - DO NOT READ

Q.51 Thank you very much. In case my supervisor needs to review my work on this survey, may I have your first name?

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Q.52 That concludes our survey. Thank you very much for your time and opinions!

(INTERVIEWER: After you hang up, there is still more info to be recorded for this interview to be considered complete!!)

Was the respondent male or female?

- ☐ 1 Male
- ☐ 2 Female