



“Restoring Our Springs!” Campaign Final Post Test Survey Results

District Project Manager: Robin Grantham

This report represents data collected
between July 1 and 31, 2016

Submitted to the District on August 31, 2016 by

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Executive Summary

Introduction & Background

This study is the 2016 “Restoring Our Springs” campaign post test conducted by The Taproot Agency with individuals residing in the northern part of the Southwest Florida Water Management District, specifically the residents from Citrus County, Hernando County and the District’s portion of Marion County.

The survey is intended to measure behavioral intention related to the springs in Citrus, Hernando and Marion counties, perceptions of the Southwest Florida Water Management District and unaided recall of springs advertising messages. In addition, the post test included psychographic measures that will allow Taproot to help the District develop the next iteration of the springs campaign.

Project Goals

The Southwest Florida Water Management District conducted this research to identify the behaviors, knowledge, attitude and opinions of residents of the District, specifically in Citrus, Hernando and Marion counties, regarding springs.

The District intends to use the completed research to:

- 1) Design messages and educational programs that are more likely to result in an educated public, specifically focusing on springs;
- 2) Design messages and educational programs that are likely to lead to the conservation and protection of regional water resources, specifically focusing on springs;
- 3) Assist in evaluating program success;
- 4) Aid in achieving specific Districtwide and/or regional outreach goals; and
- 5) Track the public’s perception of the District.

Methods of Data Collection and Analysis

From July 1 to 31, 2016, Taproot conducted telephone interviews with 1,193 adult residents of the study area in Citrus County (n=385), Hernando County (n=424) and the District’s portion of Marion County (n=384). Each county’s sample resulted in a margin of error of +/-5% or less at the 95% confidence level. The overall margin of error for the entire sample is +/-2.84% at the 95% confidence level.

Throughout the report, Taproot focused on the previous year’s total numbers for comparison purposes and statistically analyzed the differences between the counties and the pretest results, allowing us to provide actionable recommendations that could potentially affect the next iteration of the springs campaign.

The reader will notice that the phrase “Statistically Different” will accompany some of the tables in this report. Taproot used the Pearson’s Chi Square test to determine differences between counties and the pre and post tests. The Chi Square allows the researcher to determine if a distribution of categorical variables (Likert-type measures) is different from one another. We use the Chi Square test to understand if two or more groups (in this case, counties and pre/post tests) are statistically different from each other. When the phrase “Statistically Different” is noted under a graph, it means that the groups are statistically different from one another. If there is no statistic, one can assume the groups are statistically the same.

This report includes graphs of every question fielded in the pretest and total number comparisons from previous years. Taproot provides an introduction to each section of the report with pertinent information gleaned from the results and will include other commentary, as needed, near the corresponding graph.

Survey Sample Description

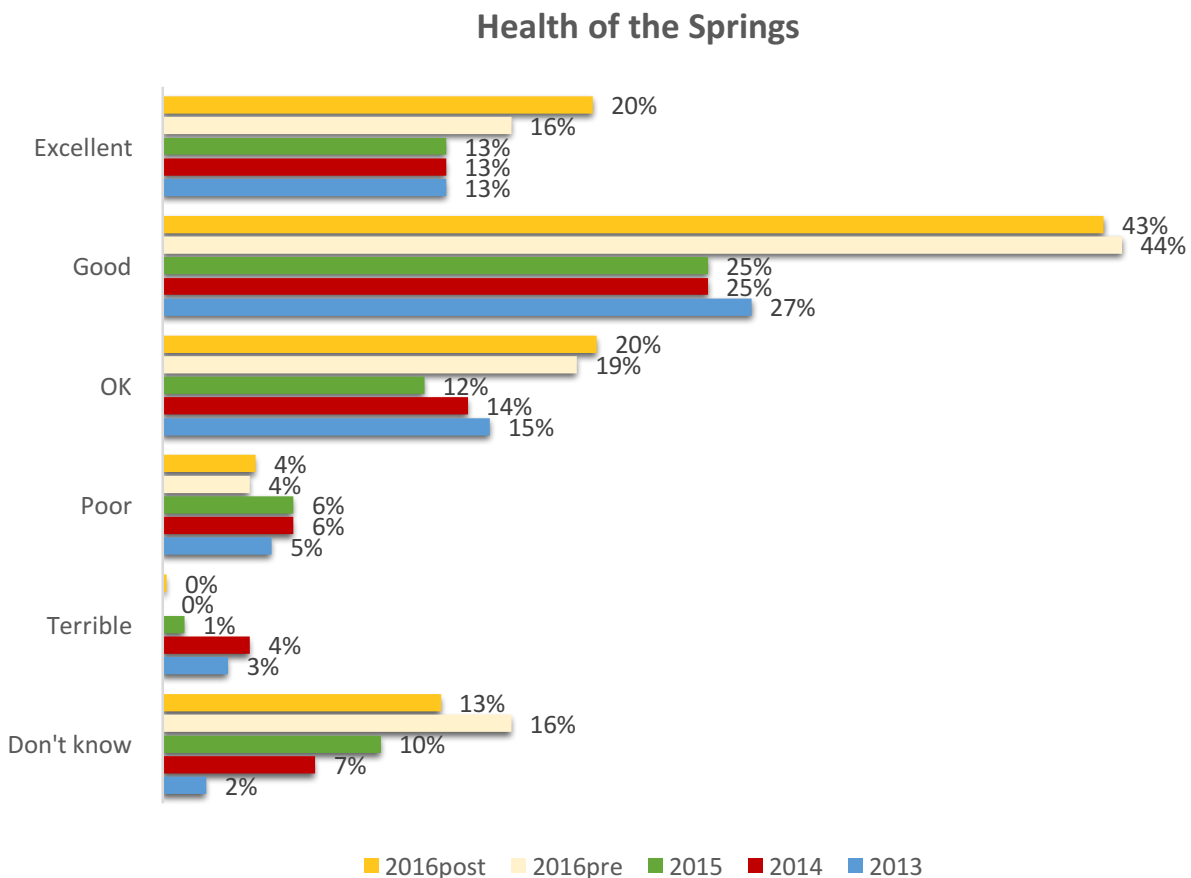
The typical person participating in this survey can be described as:

- Slightly more likely to be female
- Making between \$25,000 and \$74,999 annually
- Living in Florida full-time
- Being equally split in the age categories of “35 to 64 years old” and “65 years or older”
- Living more than five miles away from a water body
- Visiting websites often, especially Weather.com, YouTube.com and Facebook.com

These characteristics are similar to the most recent Florida census.

Key Findings: Health of the Springs

Citizens in these counties continued to report having a connection to the springs in their area. The 2016 campaign post test saw a slight increase in the number of respondents rating the health of the springs as “excellent” or “good” (63% in the post compared to 60% in the pre). The post showed a slight decrease in the number of residents who reported not knowing the health of the springs (13% in post compared to 16% in pre). The graph below shows four years of springs health measures from the current and similar samples, including the pre and post measures for 2016.



A stronger majority of residents in the post (70.8%) reported having visited a spring in their area in the last five years, surpassing the latest high-water mark from 2015 (69.1%). Nearly half of the post sample (42.8%) reported visiting the springs within the past six months. When asked if the health of springs in their area is important to them, there was a slight dip in the post measure of “strongly agreed” (45.8%) versus the pretest measure (48.7%).

The post respondents once again were well-versed in the issues facing spring health. Their responses were consistent with the pretest. Fewer respondents than the pretest (23.7% post vs. 28% pre) reported that they didn’t know what might be an issue with local springs in their area.

There was continued support for tax dollars to be used for springs health. A majority of respondents (71%) either “strongly agreed” or “agreed” with the statement that it is important for their tax dollars to be used to improve the health of springs in their area. There was roughly no change in respondents “strongly disagreeing” or “disagreeing” with the statement “too much money is spent on restoring springs in your area.”

When residents were asked if they were aware of any restoration projects happening in their area, more respondents (20.2% post vs. 15.9%pre) responded “yes” while roughly the same percentage of respondents reported that they didn’t know.

Once again, respondents reported likely reading a brochure or website about springs, but were reluctant to participate in volunteer efforts or attend a community event. Just as with the pretest, the behaviors that took the citizens away from their homes were significantly less well received.

Key Findings: Southwest Florida Water Management District

Nearly 60% of all respondents had heard of the District before taking the survey, while 72% of residents in Hernando County had some familiarity with the District.

While there was a slight dip in credibility, two thirds of respondents (69.7 post vs. 71% pre) believed the District was either credible or somewhat credible. Other pertinent results on longitudinal measures (see the tables below) increased in the post.

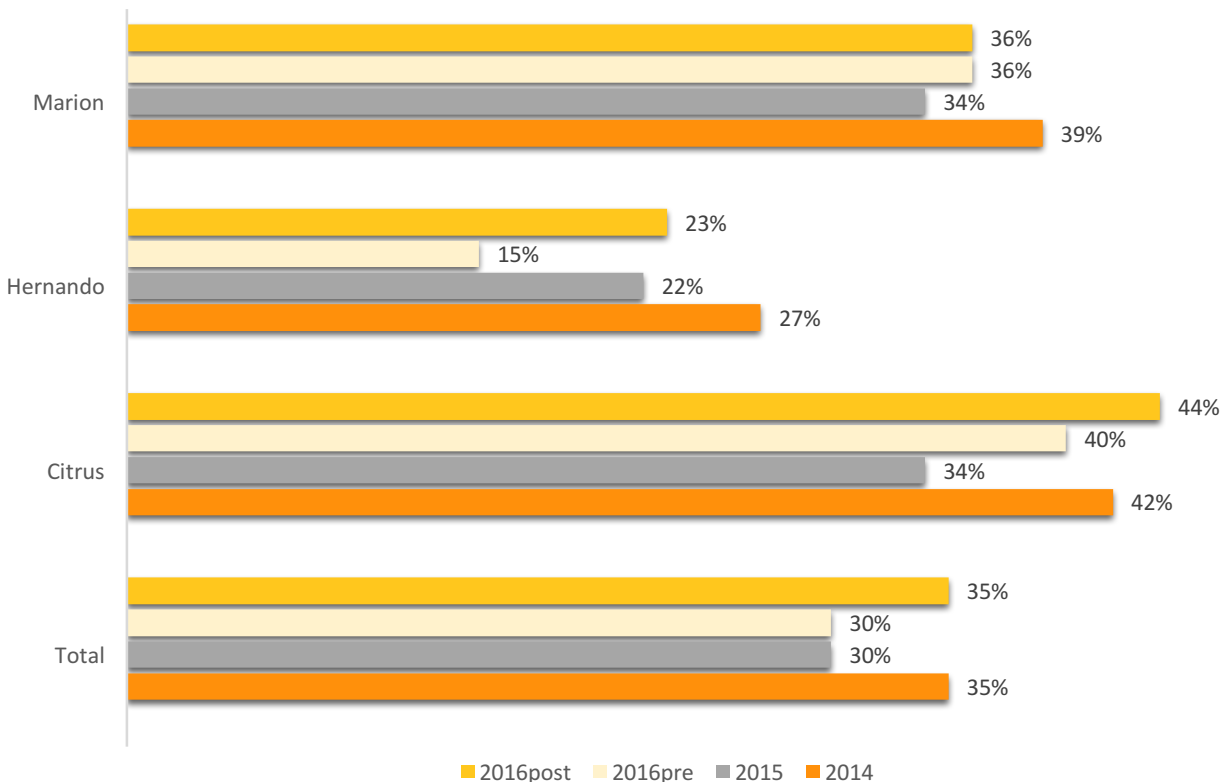
Southwest Florida Water Management District:	Strongly Agree + Agree 2013	Strongly Agree + Agree 2014	Strongly Agree + Agree 2015	Strongly Agree + Agree 2016 Pre	Strongly Agree + Agree 2016 Post
Has the scientific knowledge necessary to improve the health of the springs in your area.	44%	48%	45%	37%	42%
Is the leader in taking the right actions to improve the health of the springs in your area.	28%	40%	41%	25%	32%
Is committed to improving the health of the springs in your area.	32%	48%	45%	33%	39%

Southwest Florida Water Management District:	Excellent + Good 2013	Excellent + Good 2014	Excellent + Good 2015	Excellent + Good 2016 Pre	Excellent + Good 2016 Post
Protecting springs in your area	25%	32%	29%	29%	38%
Educating people about the conditions of the springs	18%	29%	24%	23%	31%
Educating people about what they can do to help protect the springs	20%	31%	24%	21%	31%
Ensuring that not too much water is drawn out of the ground for various uses	16%	24%	23%	16%	20%
Listening to community input that may benefit springs in your area	17%	27%	23%	13%	22%

Key Findings: Springs Advertising

Over a third (35%) of the respondents reported having seen or heard an advertisement about springs restoration in the previous few months. The graph below shows the longitudinal trend since 2014.

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



Unaided recall of campaign specific language continued to be evident in the population. This was not surprising since the population reported having a high recall during the pretest and Taproot began collecting data less than a week when the official campaign push stopped. While specific message recall was much higher for some slogans or graphics, we continue to believe that the strong recall is a product of either competing messages (e.g. community groups using similar words) or other media posts being confused with the District's springs ads.

Recommendations

In conclusion, Taproot maintains the following major recommendations for the "Restoring Our Springs!" Campaign.

- Develop campaign specific language that is not typical in the vernacular of the springs counties.
- Develop campaign specific visuals that differentiate from environmental groups or other government agencies.
- Nearly nine out of 10 people state that having springs in their area is important to them. We also saw evidence that the springs elicited childhood memories and was a source of community pride.
- As the Taproot and District teams brainstormed during our last face to face meeting, we still suggest using social media to be the main lever of the program to become more prominent. We again suggest highlighting the restoration projects on social media. These highlights should go beyond simply stating that the project is happening and focus more on human interest media hooks. In addition, the visuals that accompany the story can also attract viewers through online networks.
- Continue to look at Facebook.com, YouTube.com and Weather.com as strong platforms for promotion. Invest in digital ads and develop "shareable" content about the springs.
- Citizens will likely learn about the springs if you bring the information to them. Taproot will work with the District to develop research-based messages that can be used on social media to meet the overall campaign goals.

The remainder of the report will present comparative data from the pre and post test. As mentioned earlier, each section will open with the brief overview and pertinent information will be discussed next to the table that informs the commentary.

Health of the Springs

Respondents' opinions of the springs in Citrus, Marion and Hernando counties were measured with the following questions:

- Have you visited any 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 might have heard, is there anything wrong with the springs in your area?
- The health of springs in your area is important to you.
- Too much water from the aquifer is being pumped out of the ground for various uses.
- It is important for your tax dollars to be used to improve the health of the springs in your area.
- Too much money is spent on restoring springs in your county.
- Are you aware of any springs restoration projects happening in your area?
- Where is the springs restoration project taking place?
- How likely are you to do the following to find out more about the springs in your area?
 - Visit a website to get information about local springs
 - Read a pamphlet/brochure about springs mailed to your house
 - Attend a community meeting
 - Call the government office in charge of protecting the springs
 - Volunteer at a springs cleanup, planting or *Lyngbya* removal
 - Attend a community or springs event
 - Sign up for a digital newsletter
 - Share a story about the springs on social media
 - Send a text to a friend about the springs

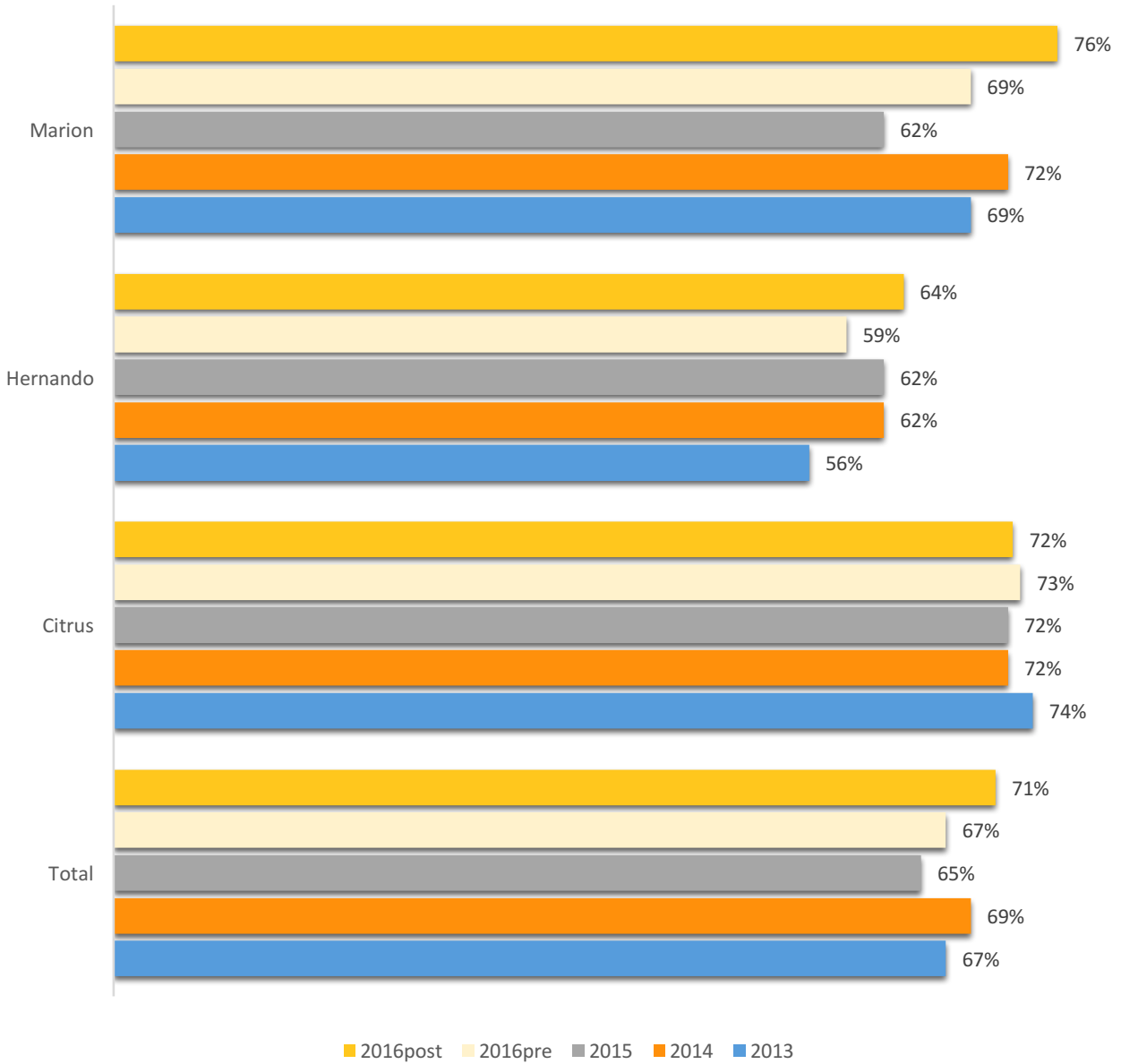
This post study saw an increase in the number of respondents rating the health of the springs as “excellent” or “good” from the pretest. At the same time, there was also an increase in the number of residents who reported not knowing the health of the springs.

Nearly three out of four residents reported having visited a spring in their area in the last five years, with nearly the same amount reporting a visit to the springs within the last year. Just as with the pretest, a similar number of respondents once again “strongly agreed” that the health of springs in their area is important to them.

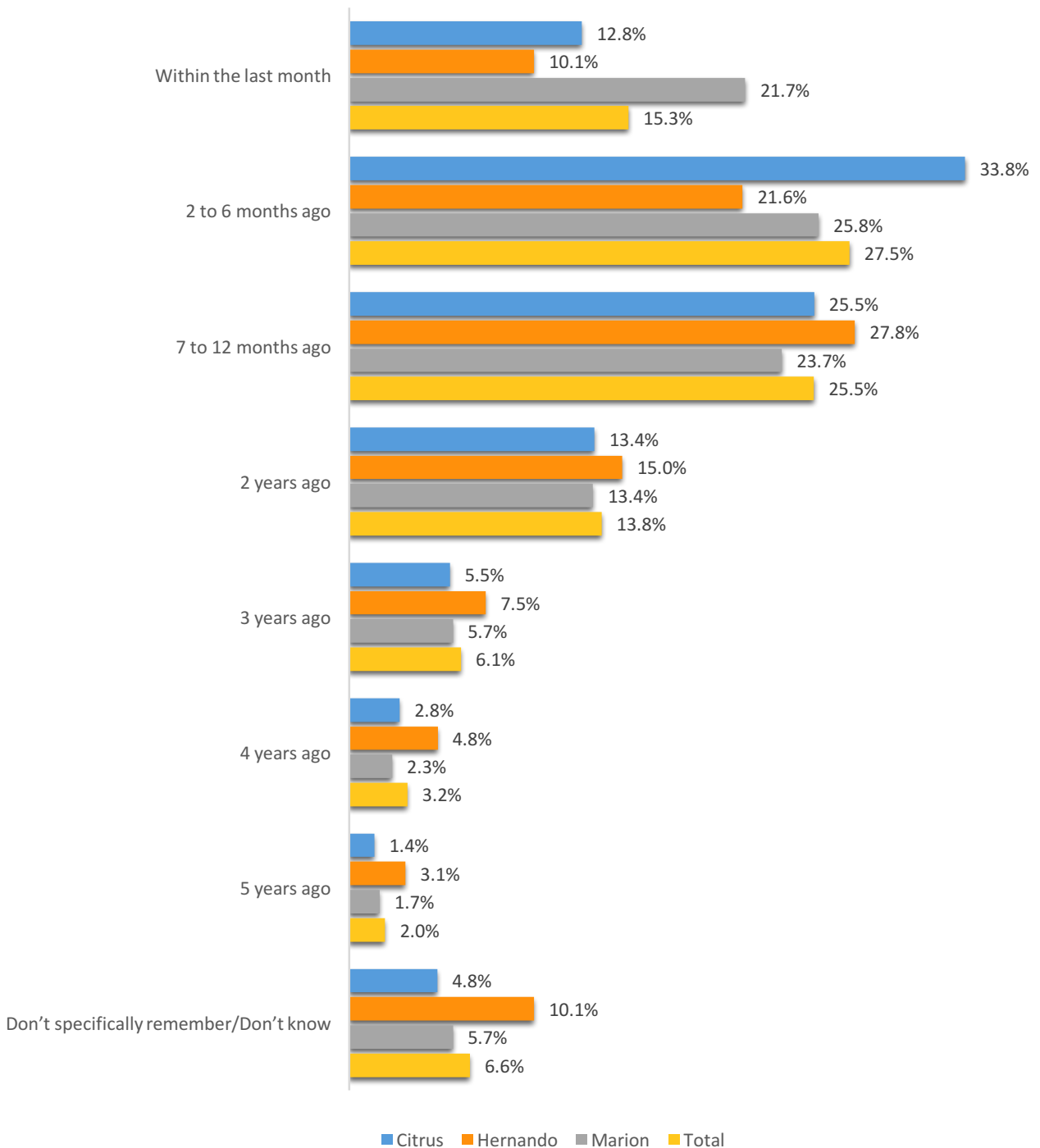
Over a quarter of residents listed “more algae (*Lyngbya*)” as something they know or have heard is wrong with the springs in their area. On the other hand, fewer respondents reported that they didn’t know what might be an issue with local springs in their area on the post test.

When it came to behaviors related to learning more about local springs, responses were consistent with the pretest - respondents reported being very likely to read a brochure mailed to their house or visit a website about local springs, but were lackluster about doing things out of their home like volunteering for a cleanup or attending a community event.

Have you visited any of the springs in your area in the last 5 years? ("Yes" responses)

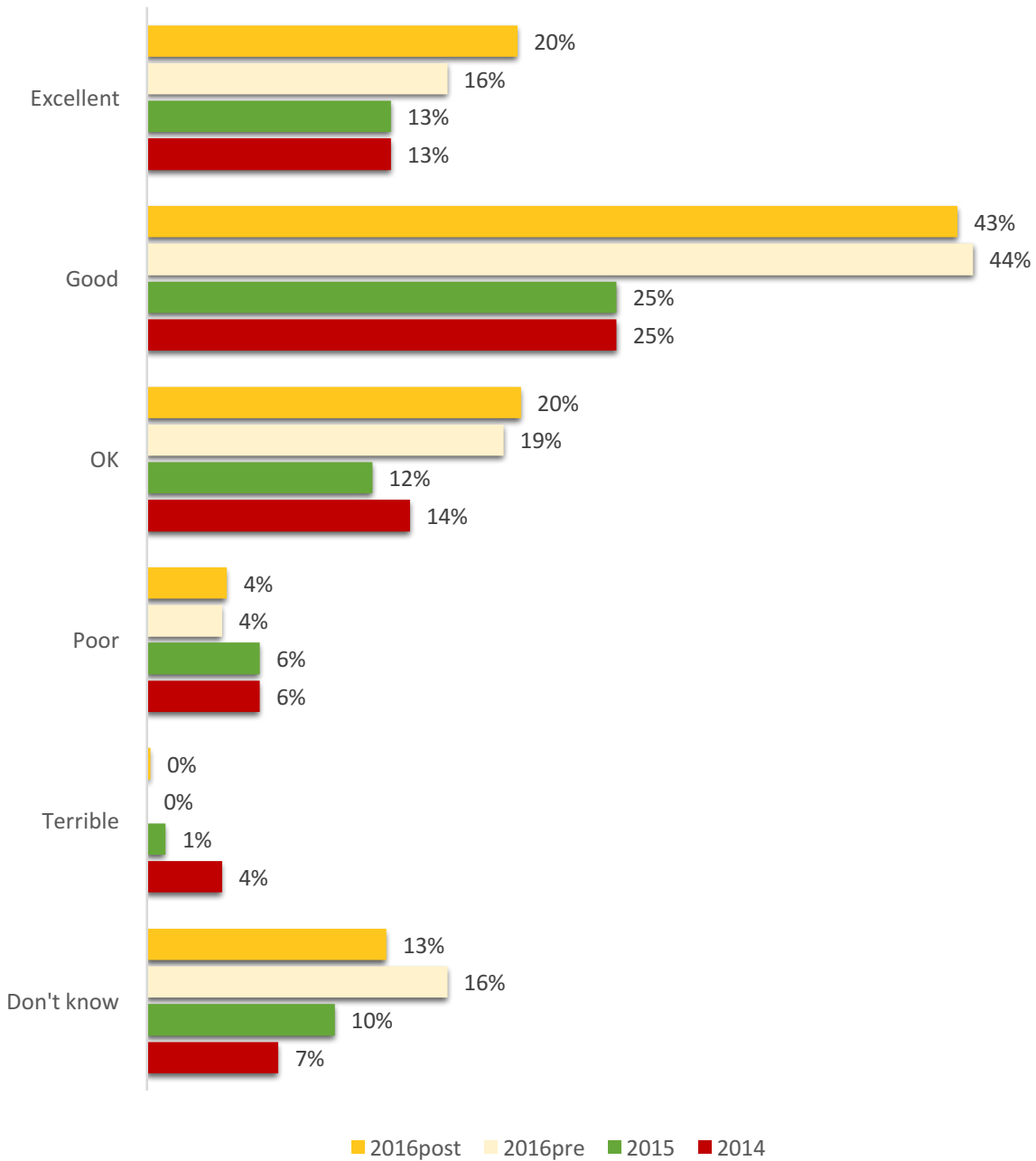


When was your last visit to a spring in your area?

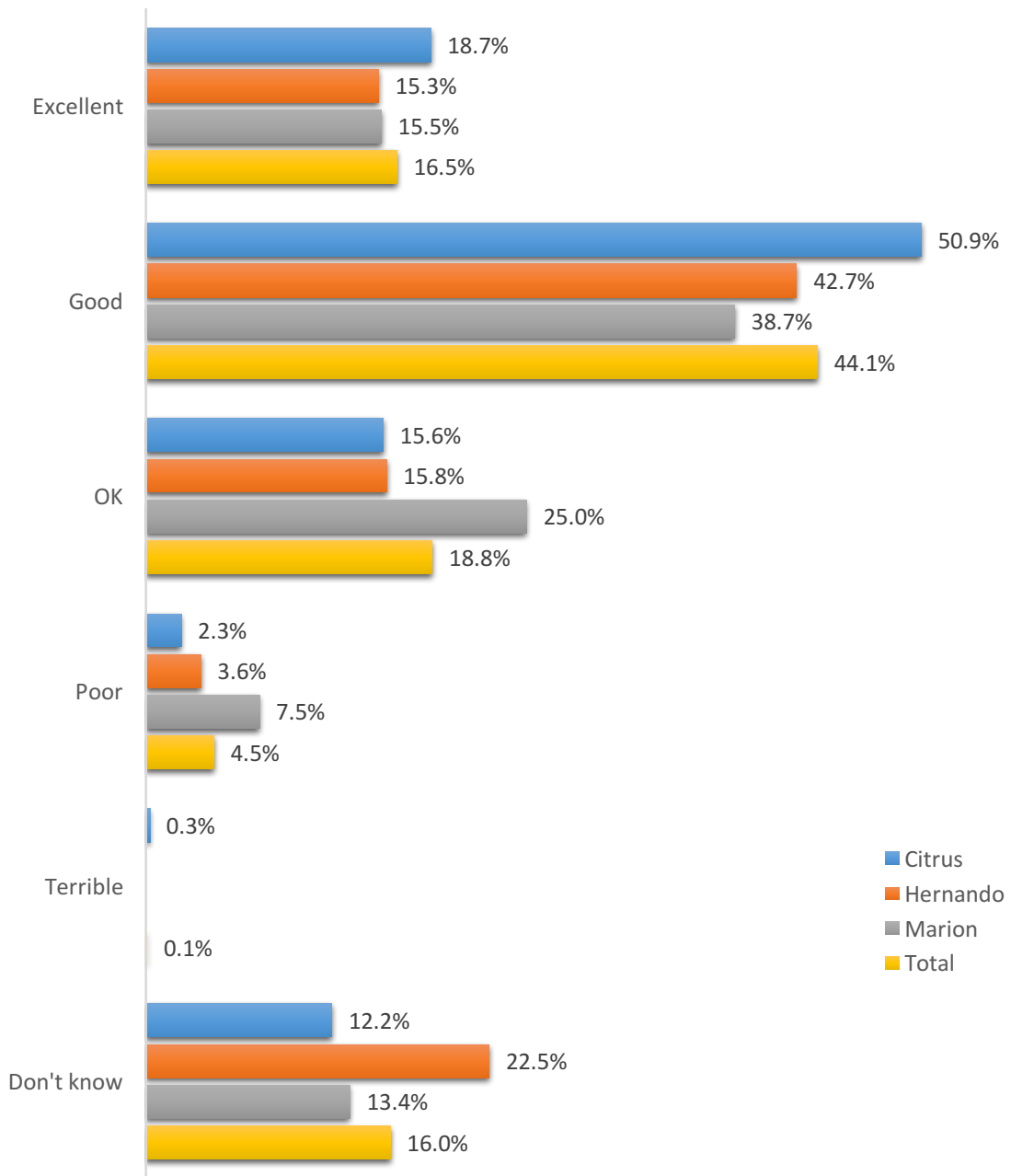


This was a new question added to the post test to gauge specifically when they visited the springs. In future surveys, the District may want to consider asking if they have visited springs in the past year since that timeframe mirrored the five-year question.

**How would you rate the health of the springs in your area -
would you say they are:**

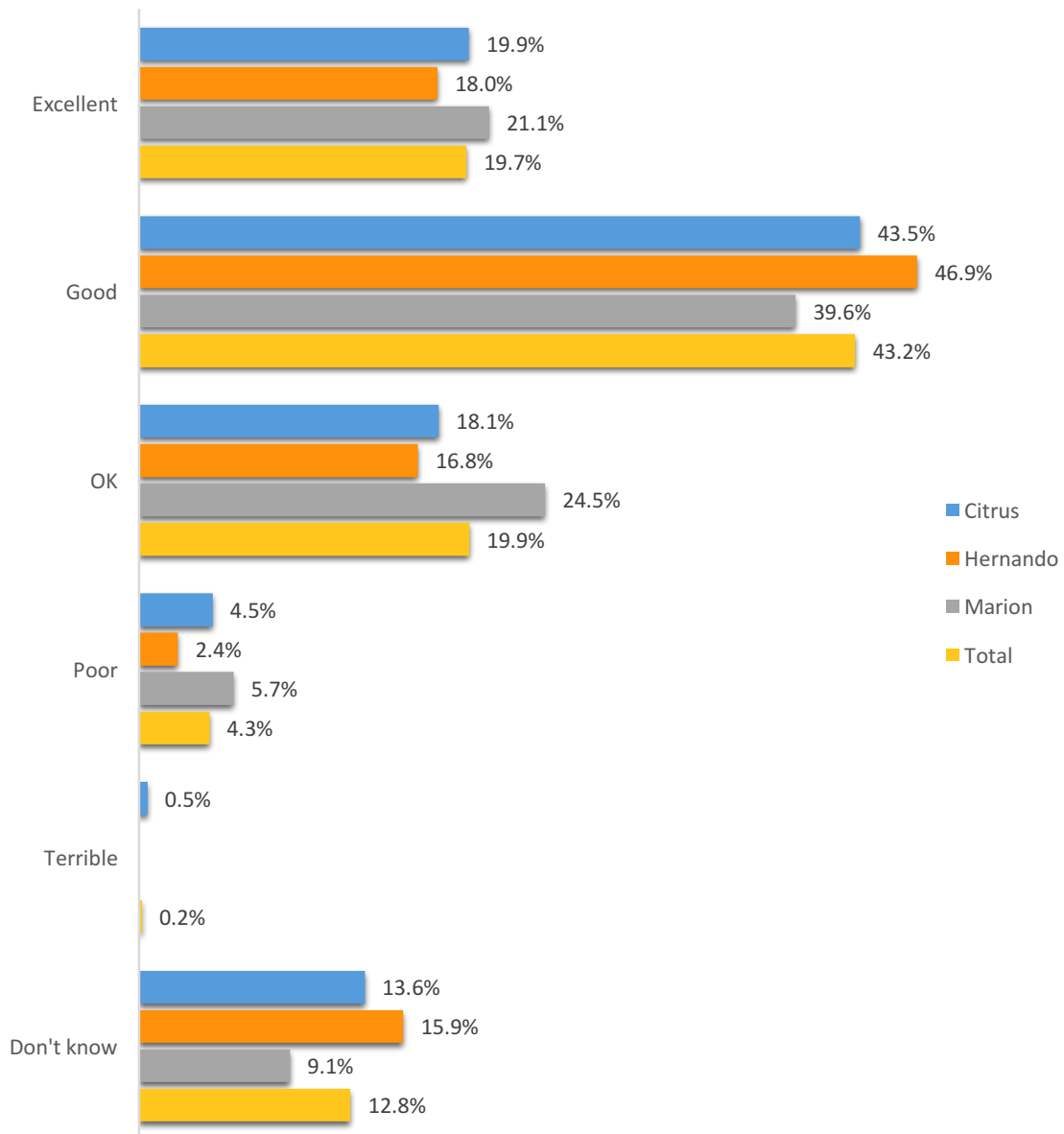


Pretest: How would you rate the health of the springs in your area - would you say they are:



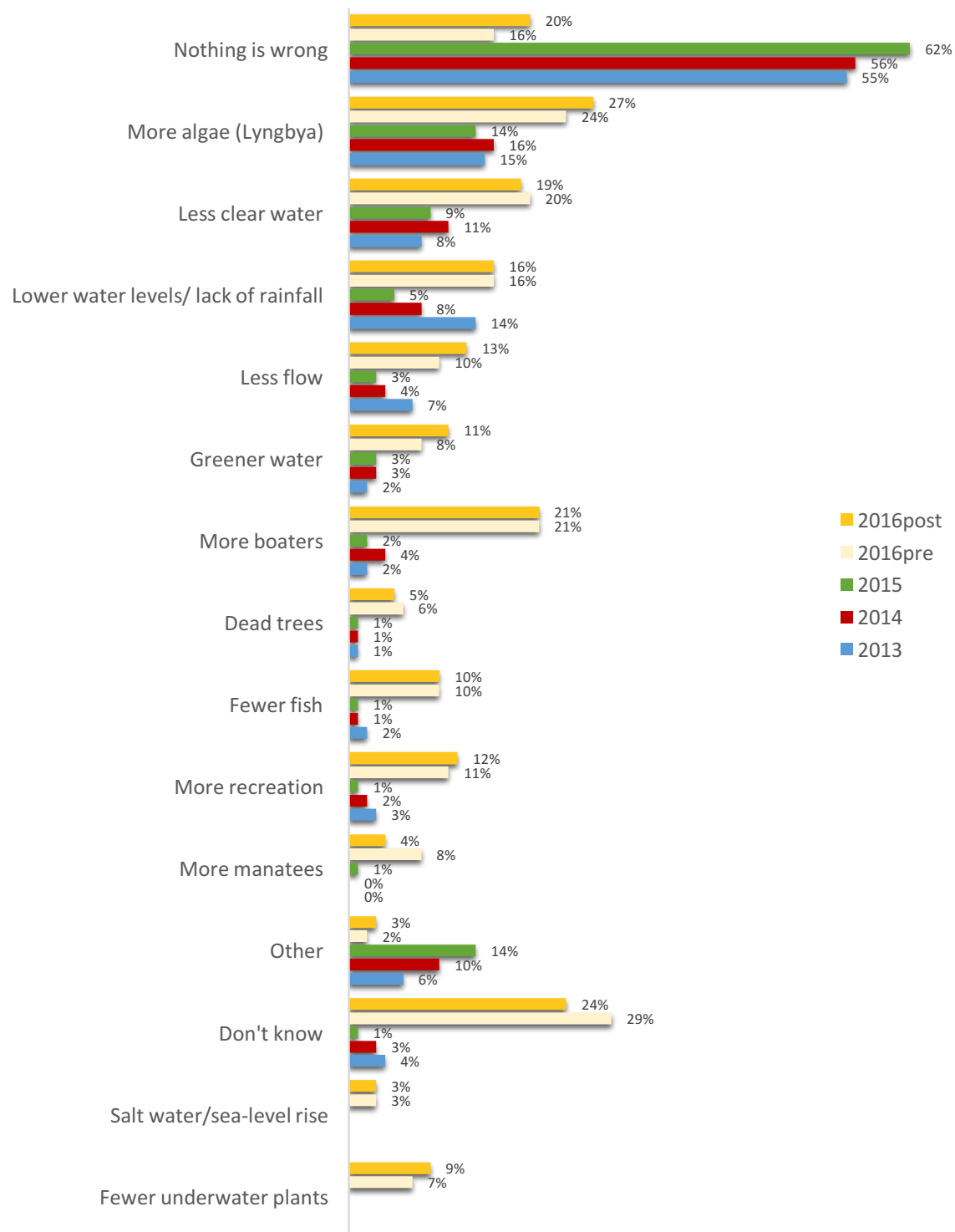
Statistical Differences Between the Counties

**Post Test: How would you rate the health of the springs in
your area - would you say they are:**



Statistical Differences Between the Counties

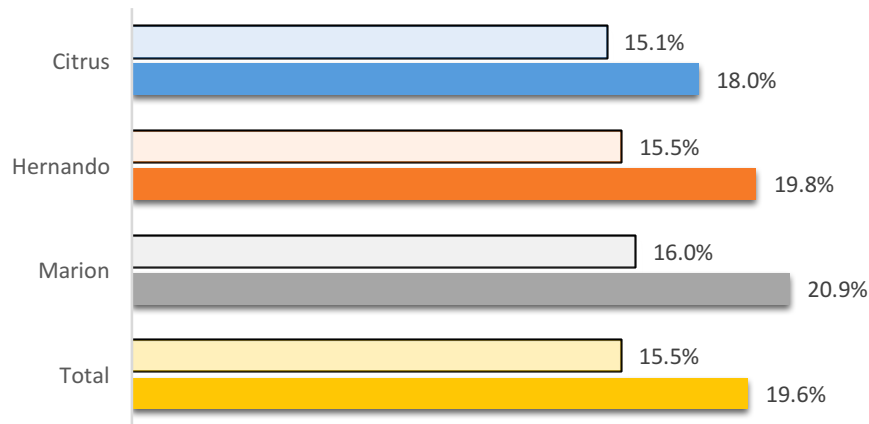
Based on what you know or have heard, what is wrong with the springs in your area?*



Multiple responses permitted, "Saltwater/sea-level rise" and "Fewer underwater plants" were new to 2016. Pre and post results were fairly consistent overall.

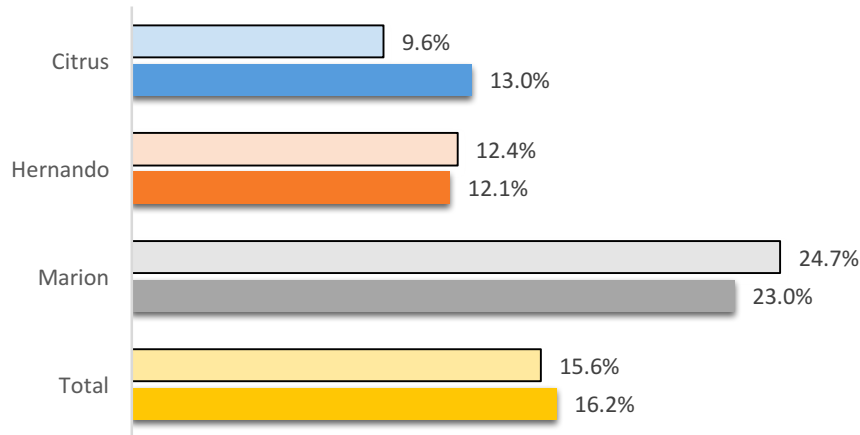
We looked at each individual issue by county. We suggest looking at the percentages and not the bar graph alone to get a better picture of what people believe is wrong with the springs in their area. The outlined lighter color represents the pretest while the solid bar represents the post test.

Nothing is wrong



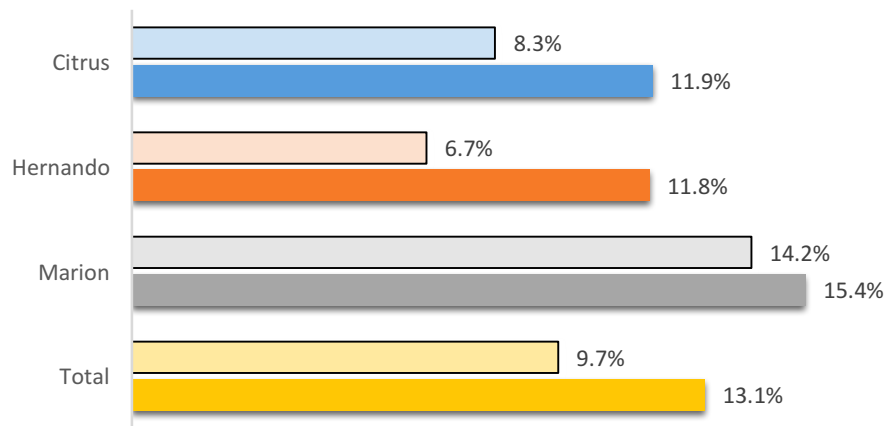
Statistical Differences Between Pre and Post Results

Lower water levels/lack of rainfall



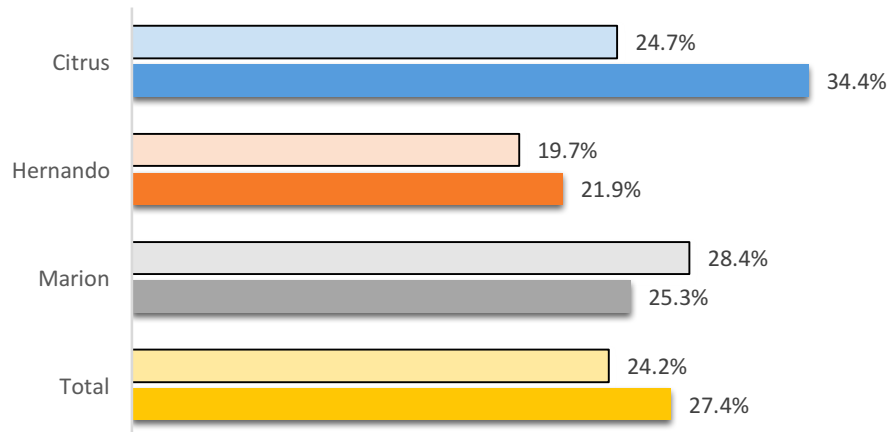
Statistical Differences Between the Counties

Less flow



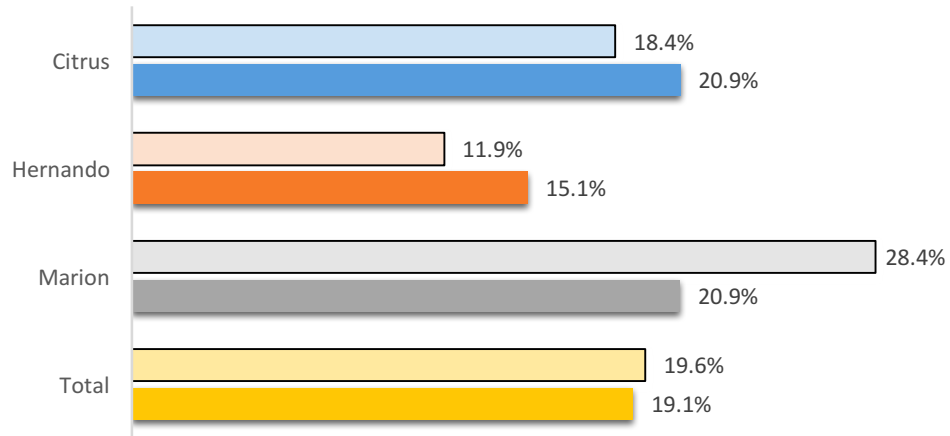
Statistical Differences Between the Counties and Pre/Post Test

More algae (Lyngbya)



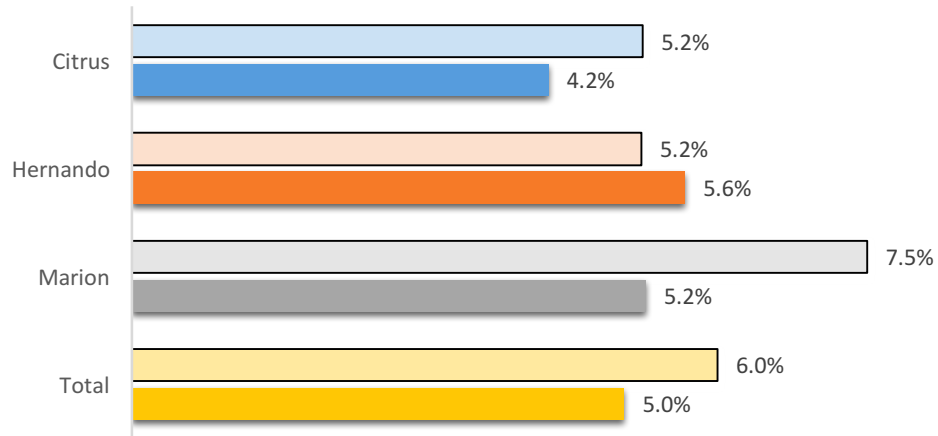
Statistical Differences Between the Counties and Pre/Post Test

Less clear water

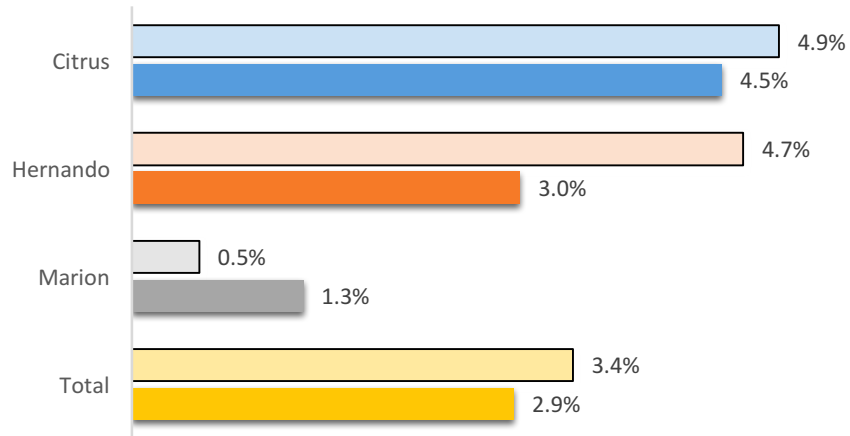


Statistical Differences Between the Counties

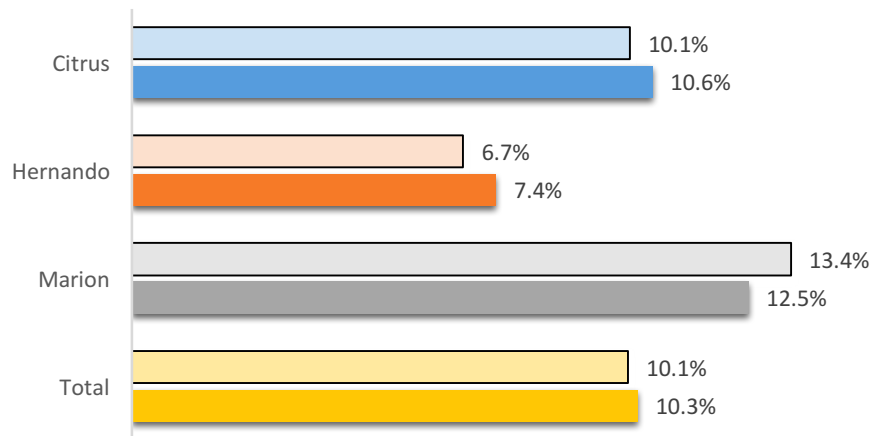
Dead trees



Saltier water/sea-level rise

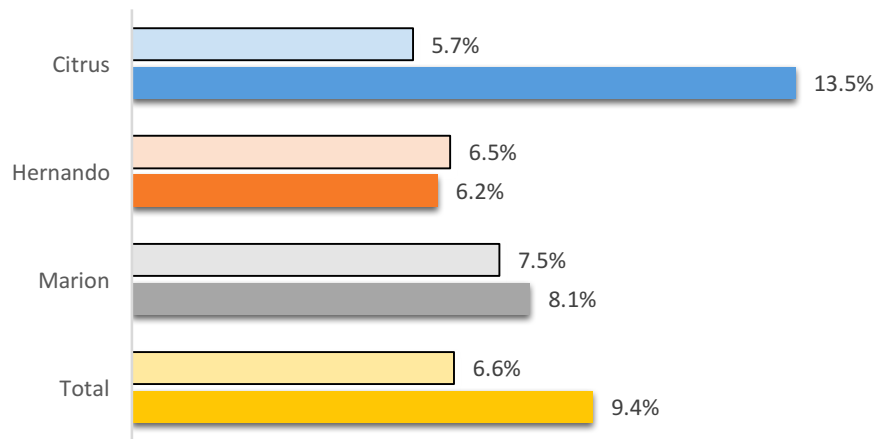


Fewer fish



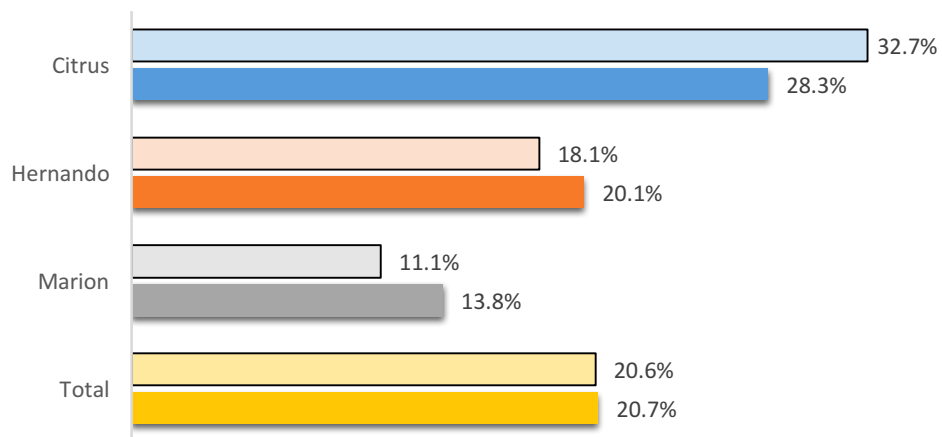
Statistical Differences Between the Counties

Fewer underwater plants



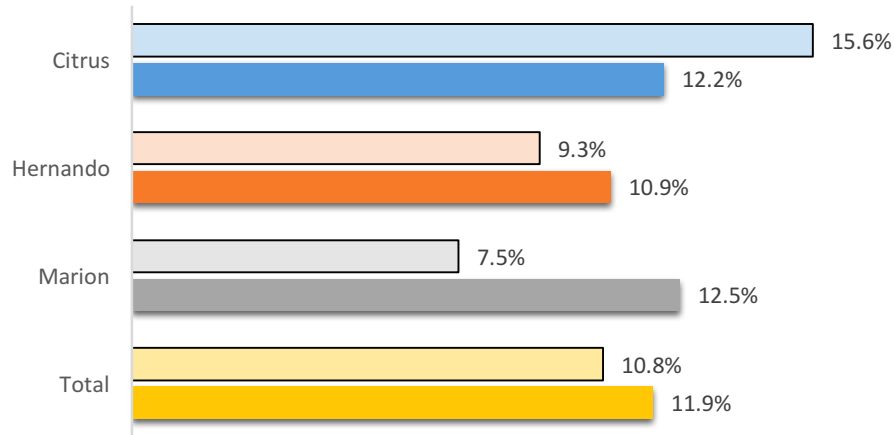
Statistical Differences Between the Counties and Pre/Post Test

More boaters



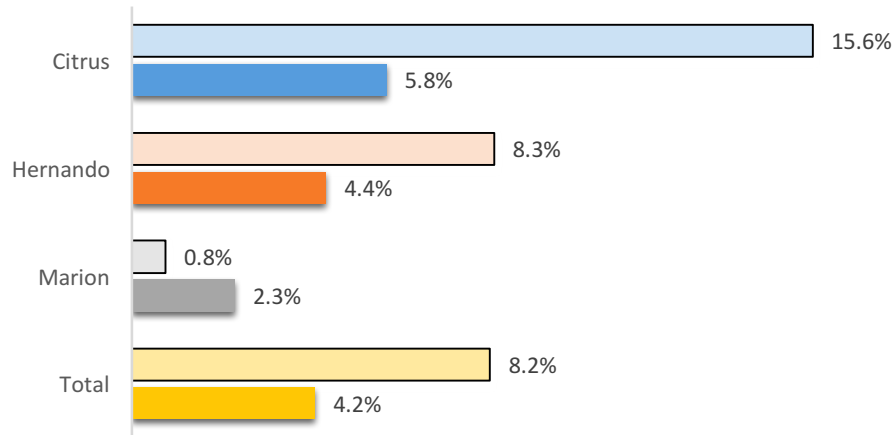
Statistical Differences Between the Counties

More recreation



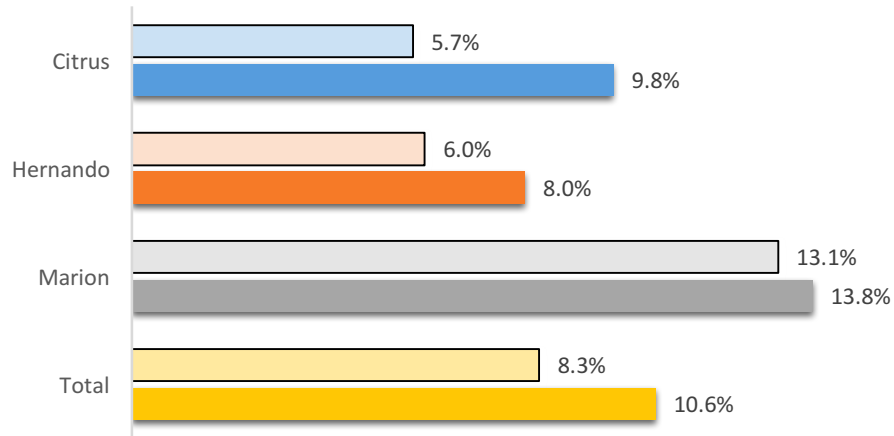
Statistical Differences Between the Counties and Pre/Post Test

More manatees



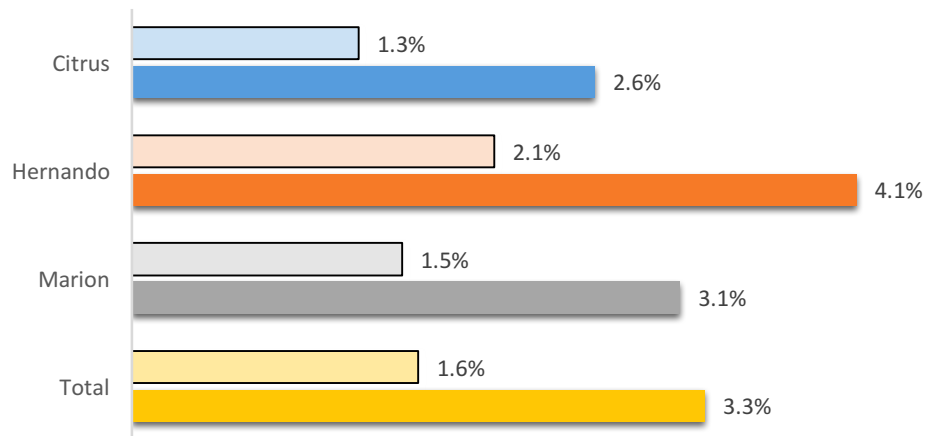
Statistical Differences Between the Pre/Post Test

Greener water



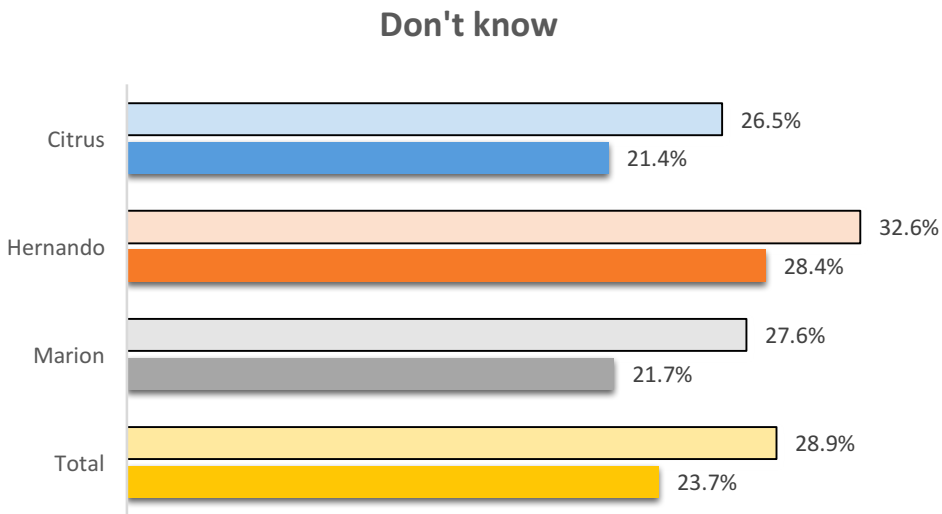
Statistical Differences Between the Counties and Pre/Post Test

Other



Actual verbatim responses:

- Agricultural fertilizers/pesticides run off
- Fracking
- Fertilizer run off
- Increase in nutrients
- Mines leaking into the watershed
- Run off from farms



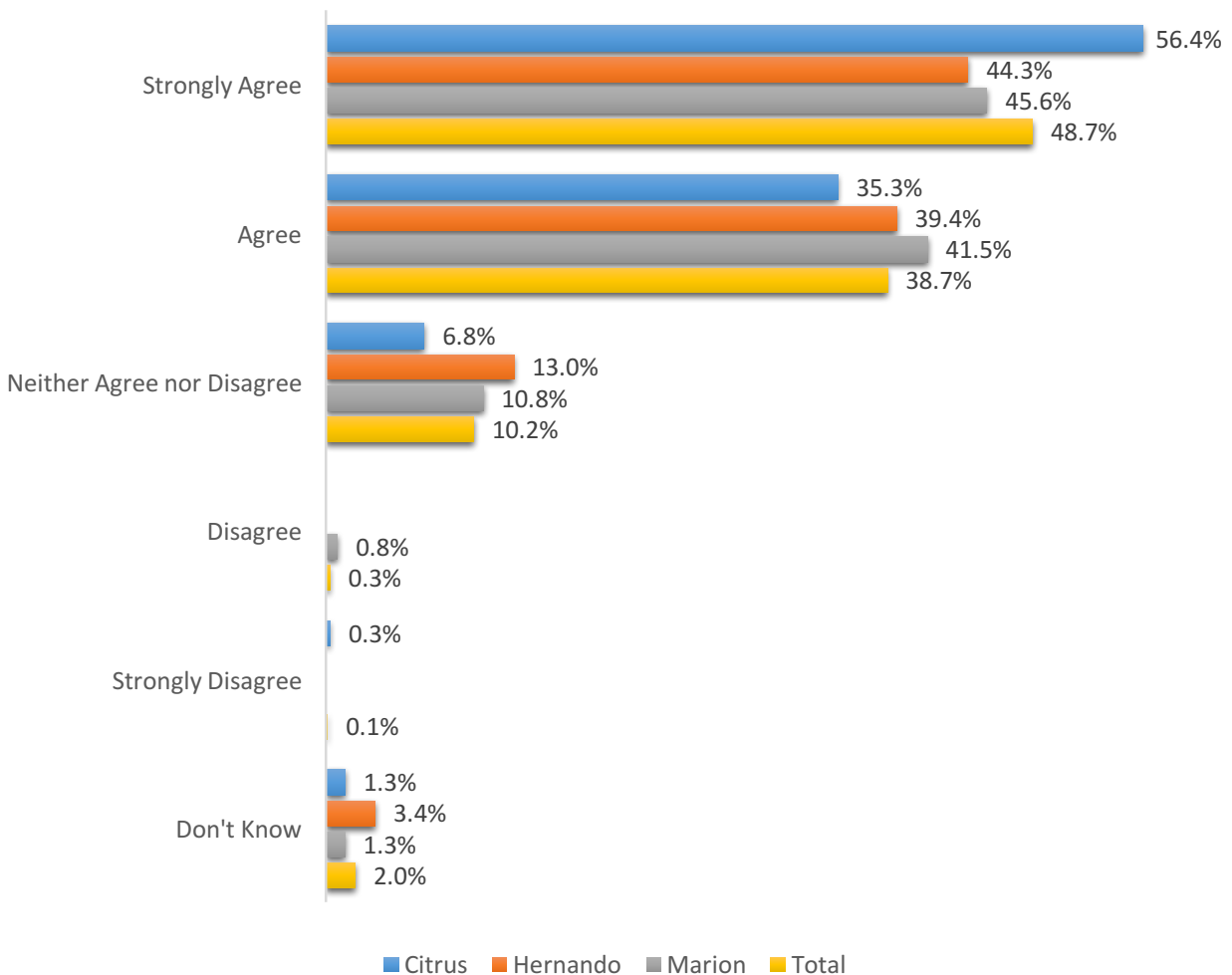
Statistical Differences Between the Counties and Pre/Post Test

As mentioned in the pretest report, the District should use this data to better target messages and strategies based on what is believed in the three counties. Remember, perception is reality to these citizens. If some of these responses are factually wrong, use this as a tool to understand why this mindset is prevalent.

Later in this document, we will present some ideas on how to talk about springs' issues in social media. These results can be used to introduce concepts to the wider public.

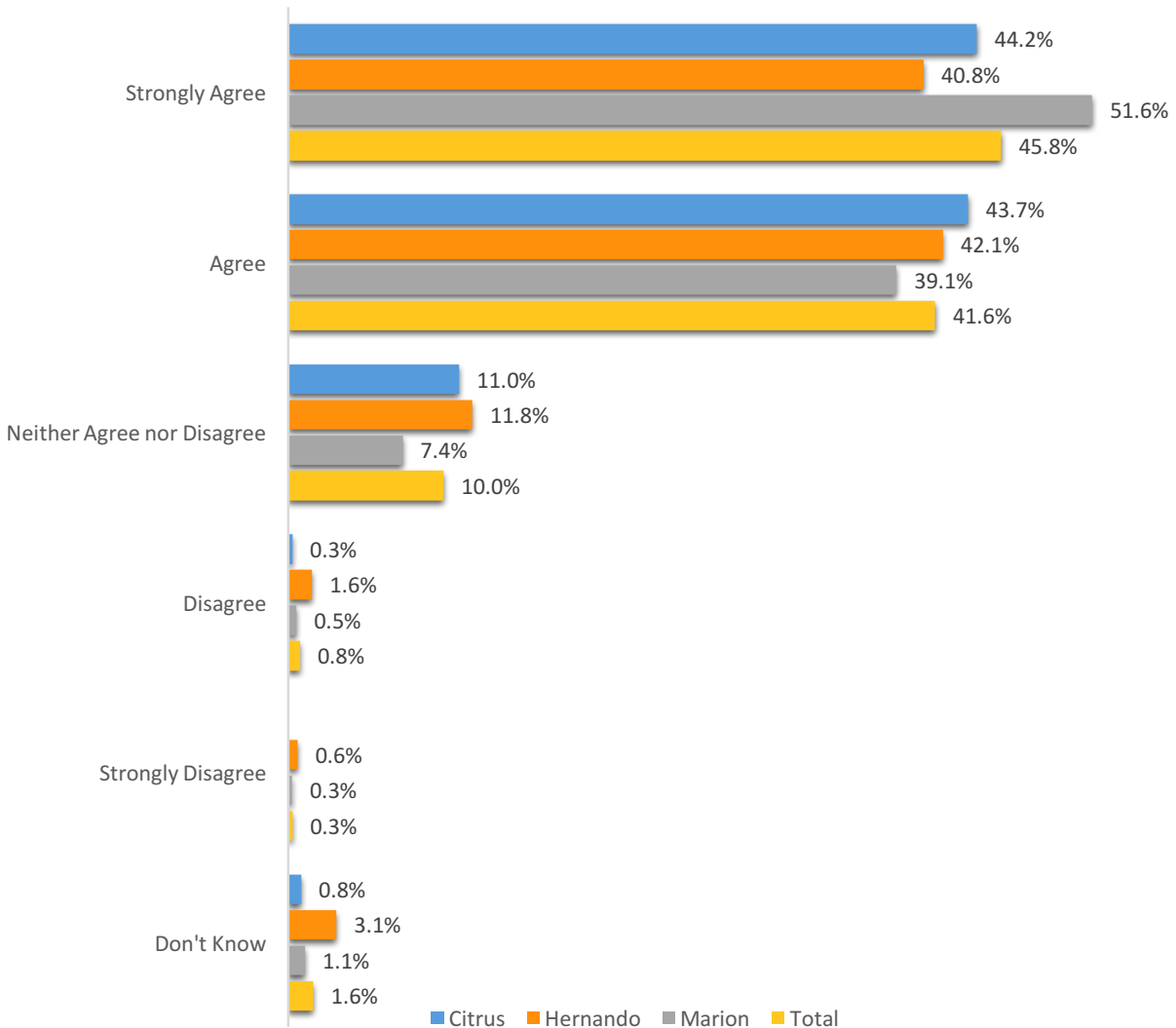
Next, I'm going to read a list of statements. I want you to tell me how much you agree or disagree with each statement. Use the scale Strongly Agree, Agree, Neither Agree nor Disagree, Disagree, or Strongly Disagree after I finish each statement. If you don't know, simply say so.

Pre- The health of springs in your area is important to you.



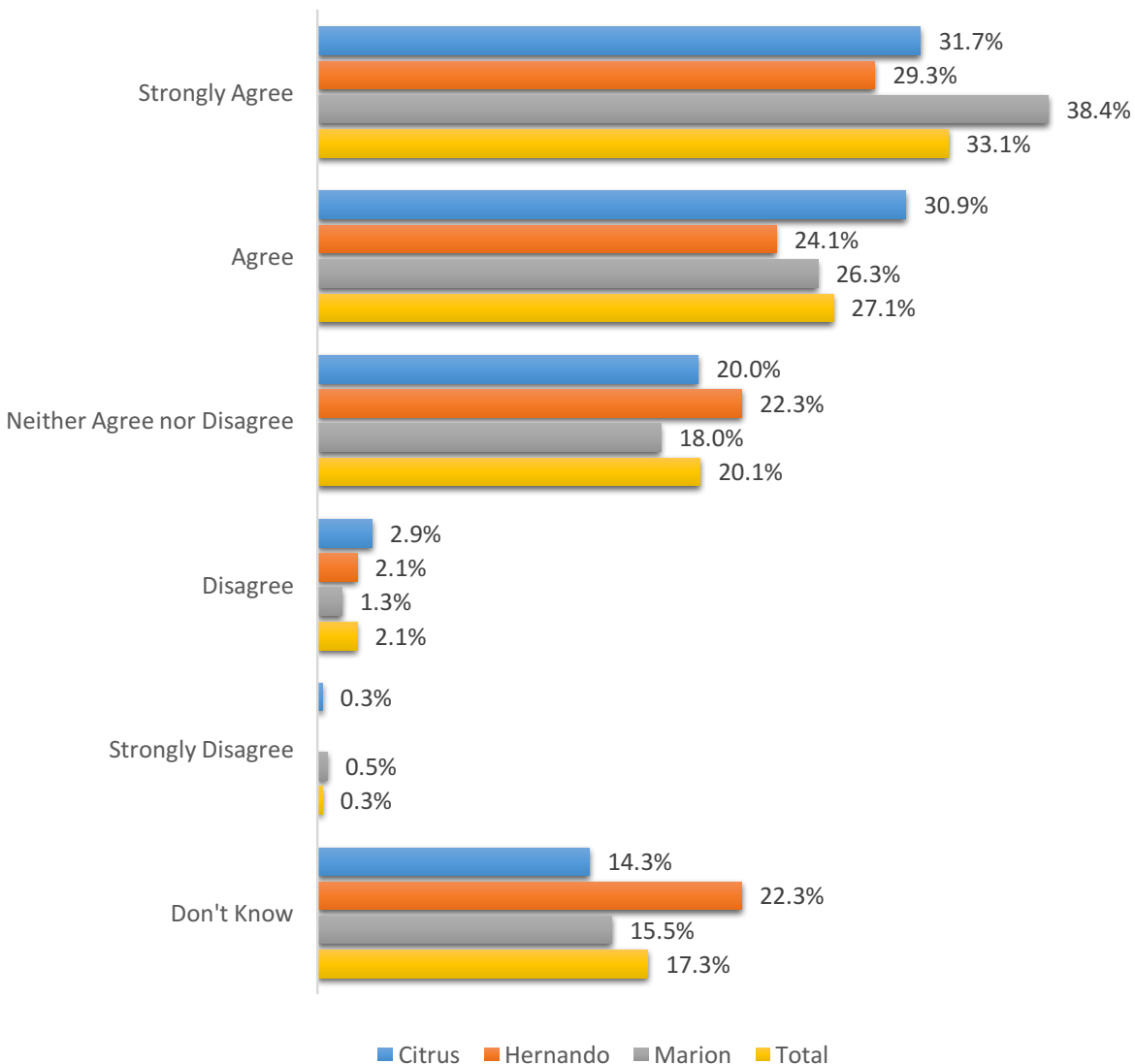
**New question for 2016*

Post- The health of springs in your area is important to you.



Once again nearly nine out of 10 people state that having springs in their area is important to them. We explored this concept further by asking questions like the connections springs had with important personal memories and if they talk about the springs when they describe where they live. Point blank, springs are important to this population. We will present the expanded springs “lifestyle” data in the campaign evolution section of this report.

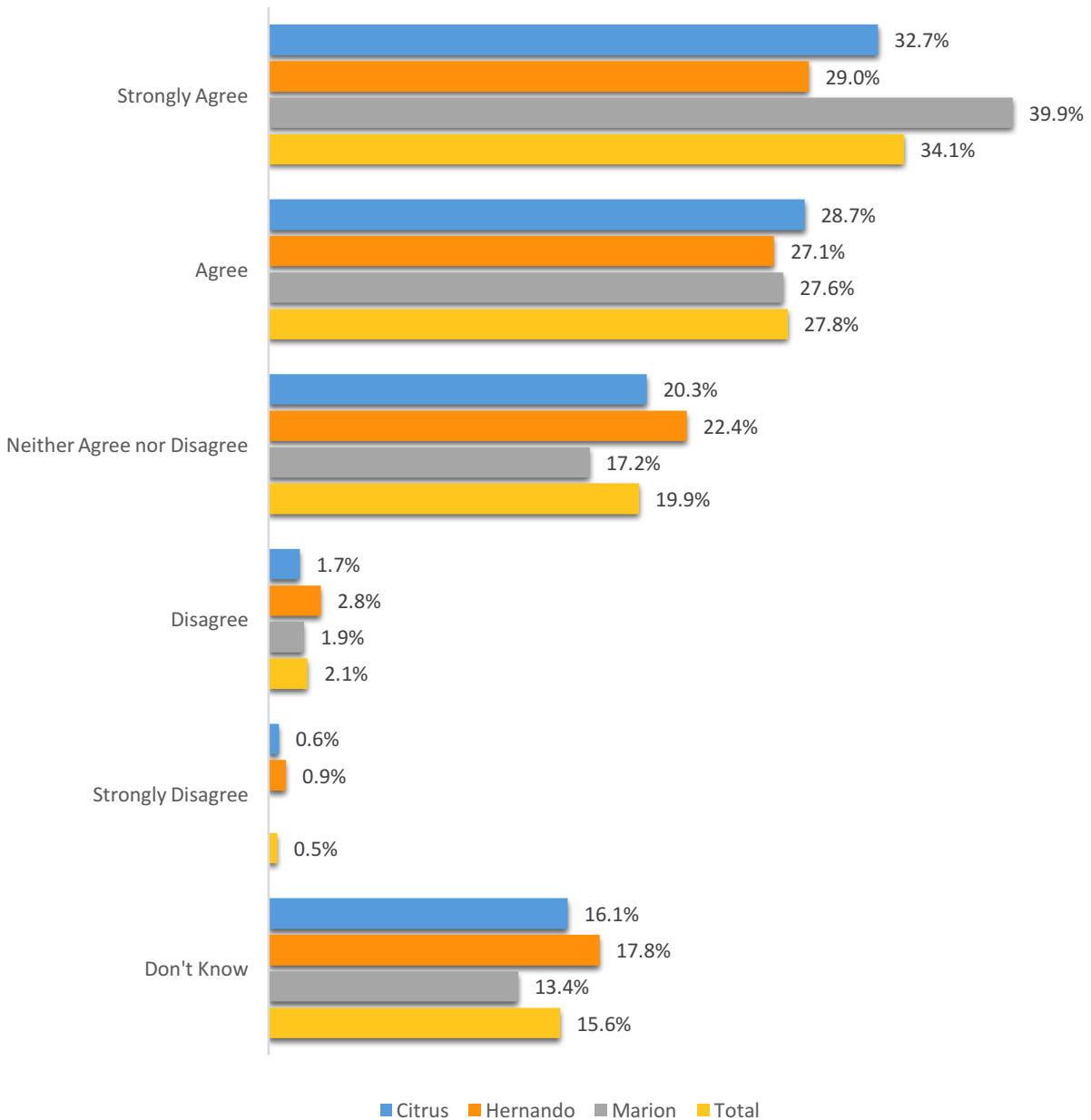
Pre- Too much water from the aquifer is being pumped out of the ground for various uses.



**New question for 2016
Statistical Differences Between the Counties*

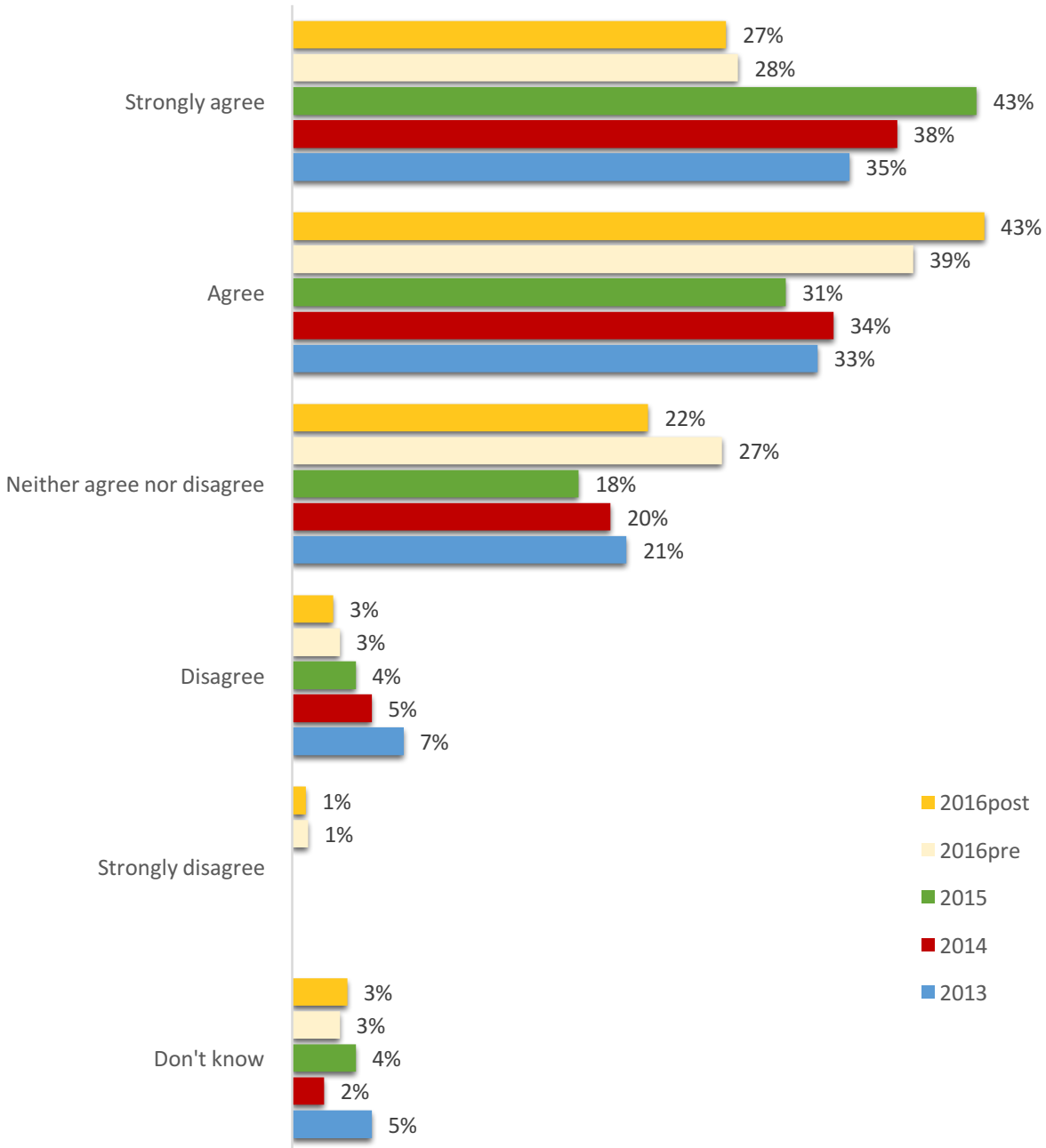
The statistical difference is happening here because respondents from Marion strongly agree with the statement and respondents from Hernando simply don't know. This looks like an opportunity to conduct education on this issue if it is important to the District.

Post- Too much water from the aquifer is being pumped out of the ground for various uses.



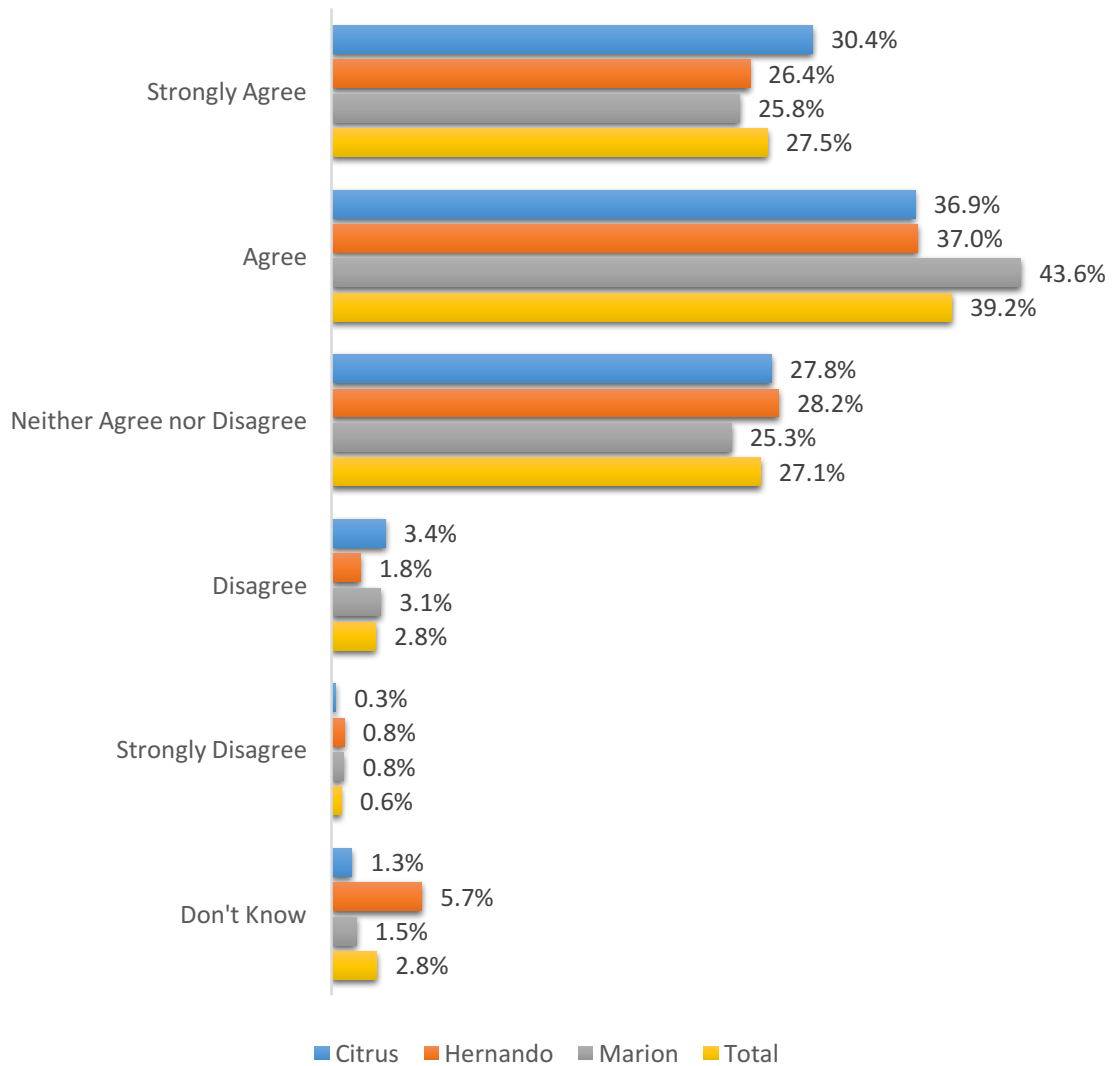
Overall, there is consistency with the pretest.

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



This question was worded differently in the previous surveys. From 2013 to 2015, the response scale was Very important, Important, Somewhat Important, Not at all important and Don't know. During the initial pretest meeting between Taproot and the District, we decided that scale was too ambiguous and chose to revert to a straightforward Strongly agree to Strongly disagree scale.

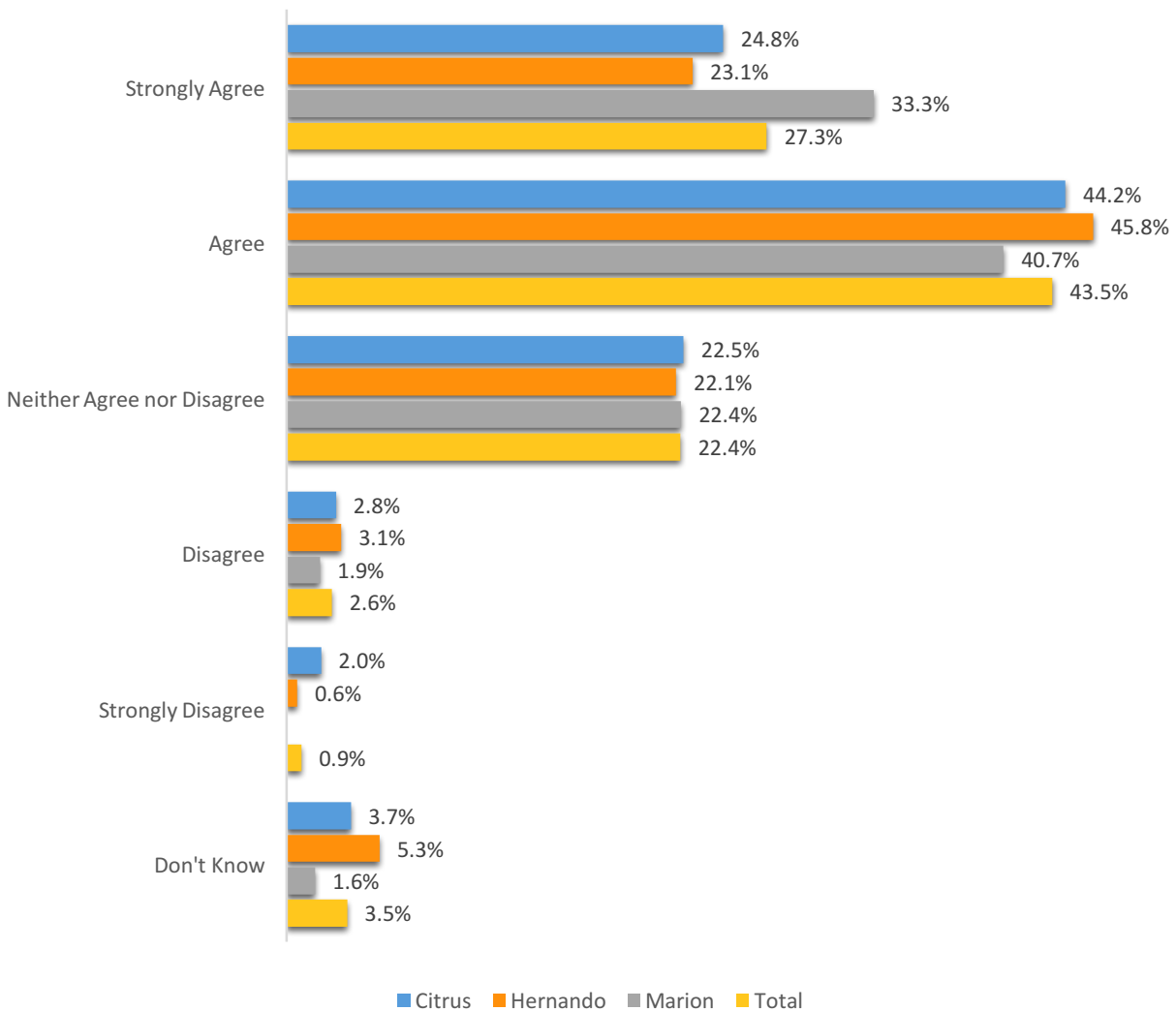
Pre- It is important for your tax dollars to be used to improve the health of the springs in your area.



Statistical Differences Between the Counties

While overall these groups are consistent, the statistical differences come from the affirmative responses from Citrus and Marion counties.

Post- It is important for your tax dollars to be used to improve the health of the springs in your area.

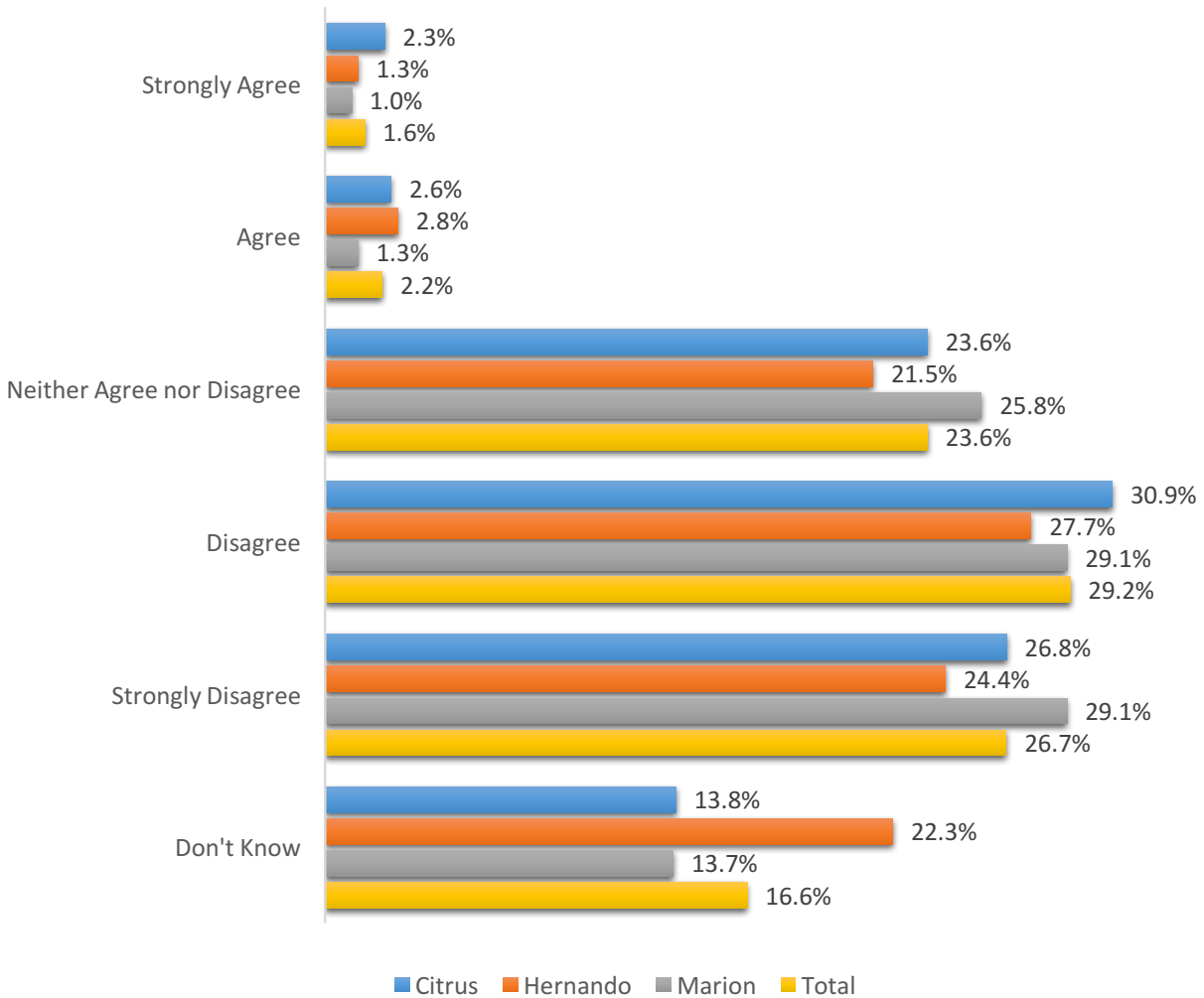


Statistical Differences Between the Counties

Overall, there was more agreement in the post test. This finding is not a surprise since so many reported the importance of the springs in their lives.

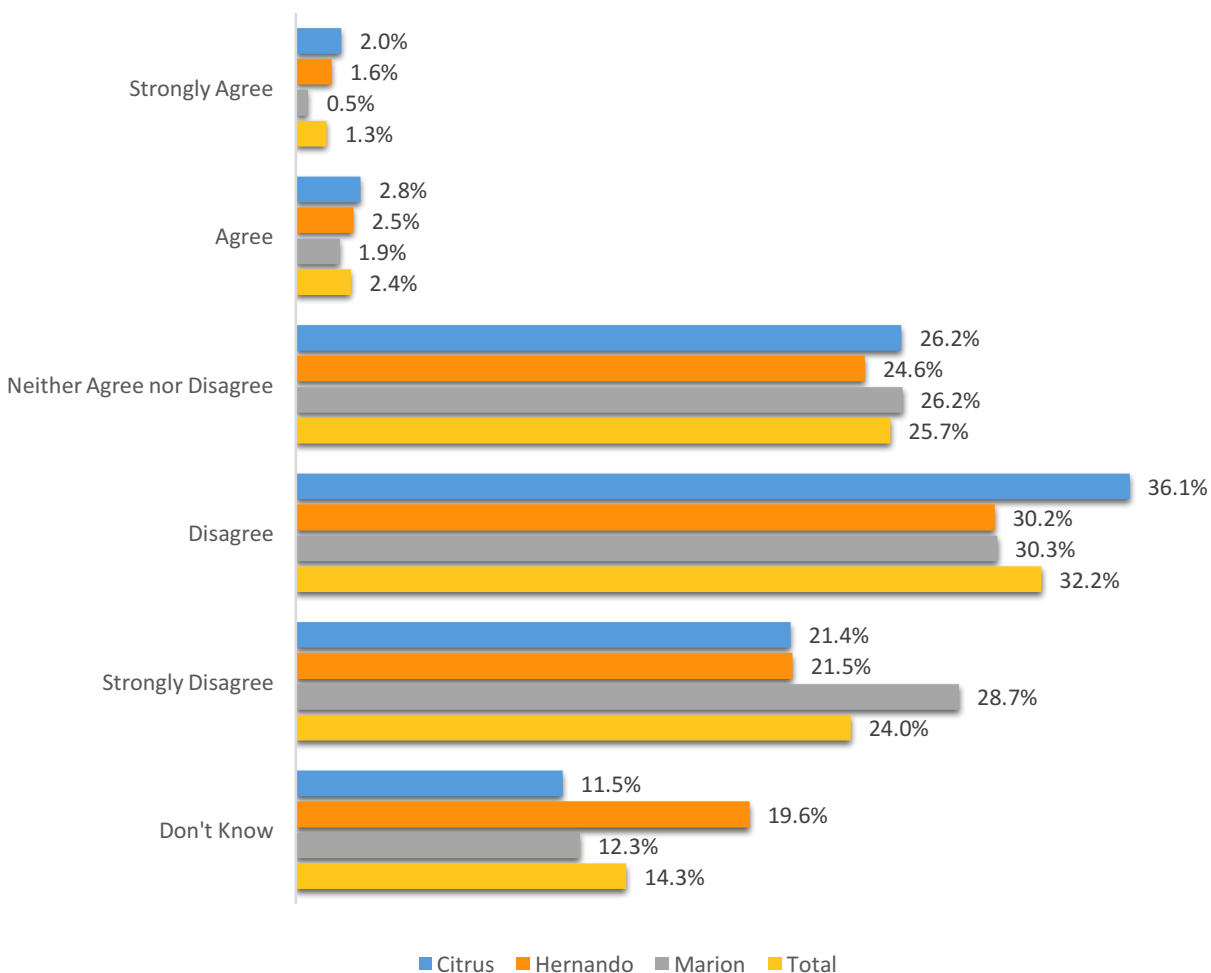
Springs Restorations

Pre- Too much money is spent on restoring springs in your county.



Statistical Differences Between the Counties

Post- Too much money is spent on restoring springs in your county.

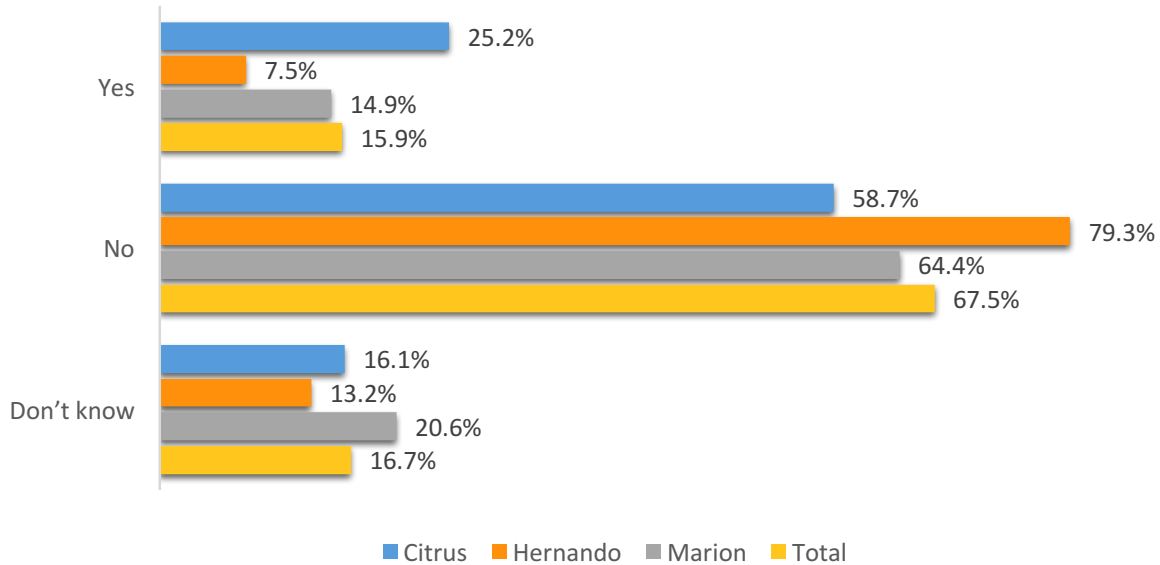


Statistical Differences Between the Counties

Just as with the pretest, this graph is a mirror image to the tax question.

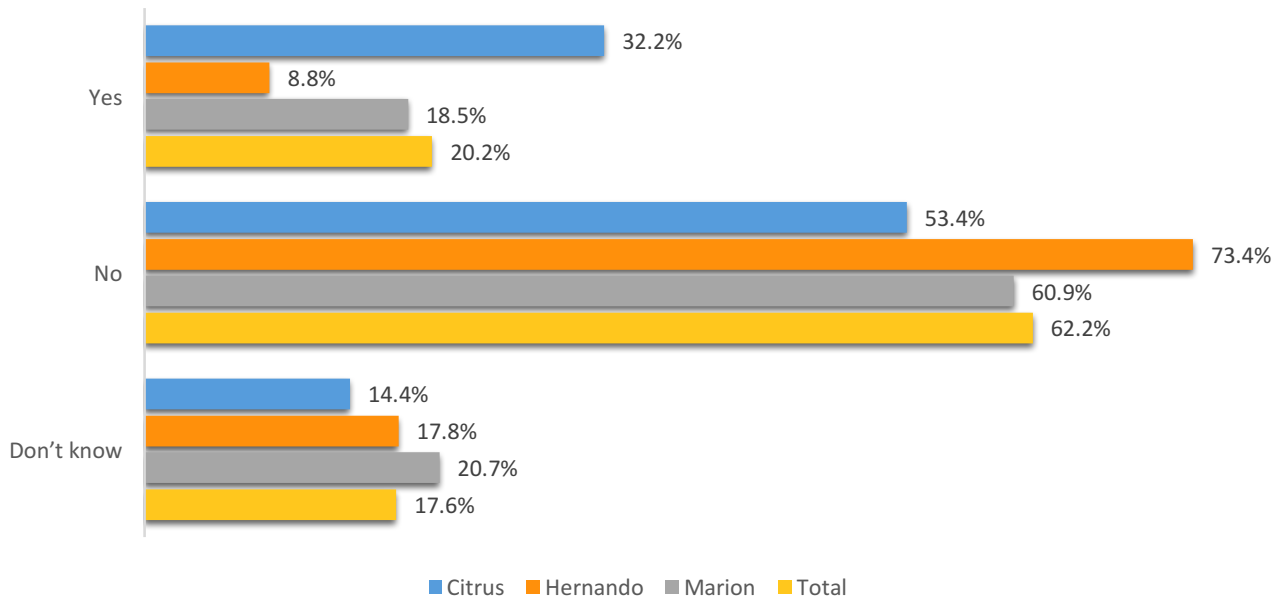
The pre/post consistencies with this questions and the tax question shows that this belief is not a fluke or one-time occurrence.

Pre- Are you aware of any springs restoration projects happening in your area?



Statistical Differences Between the Counties

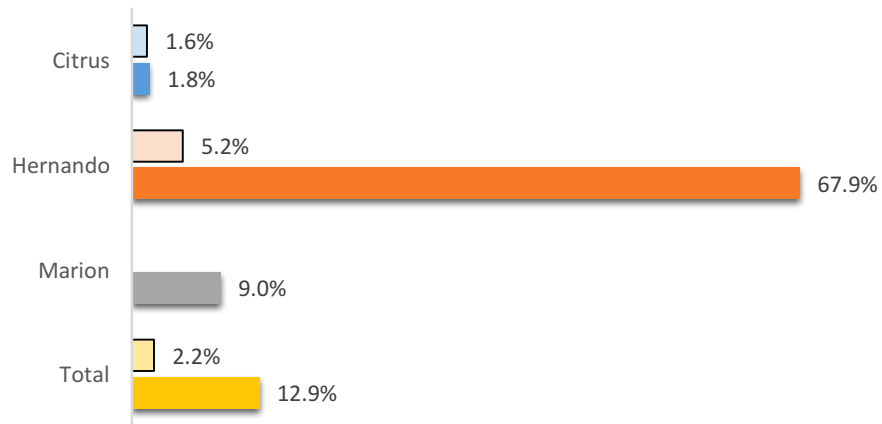
Post- Are you aware of any springs restoration projects happening in your area?



Statistical Differences Between the Counties and Pre/Post Test

The statistical difference between the pre/post tests comes from more people reporting their awareness of restoration projects.

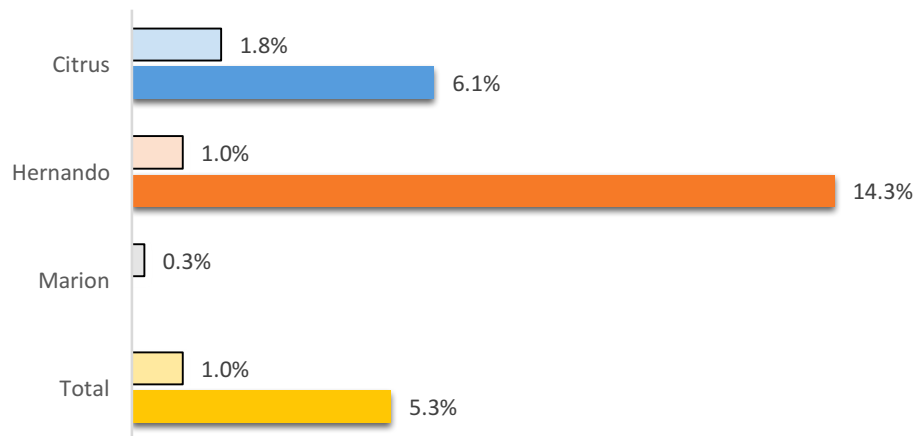
Weeki Wachee Springs



Statistical Differences Between the Counties and Pre/Post Test

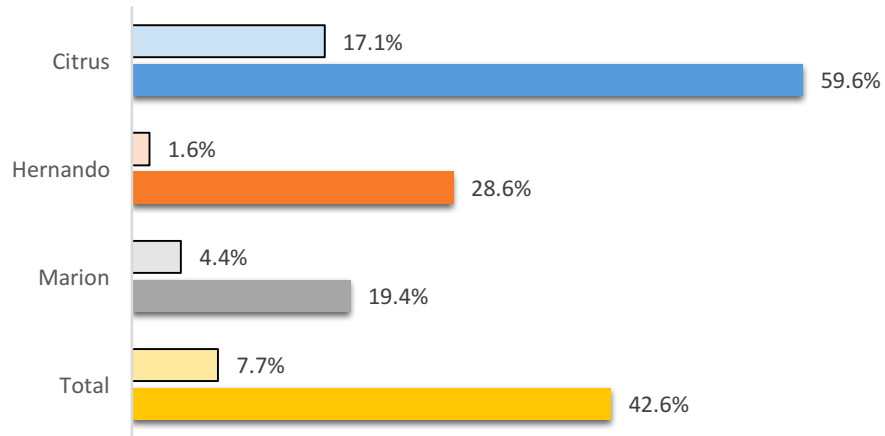
There was evidence of news stories about Weeki Wachee during our data collection. We feel this was one of the causes for the huge jump.

Chassahowitzka Springs



Statistical Differences Between the Counties and Pre/Post Test

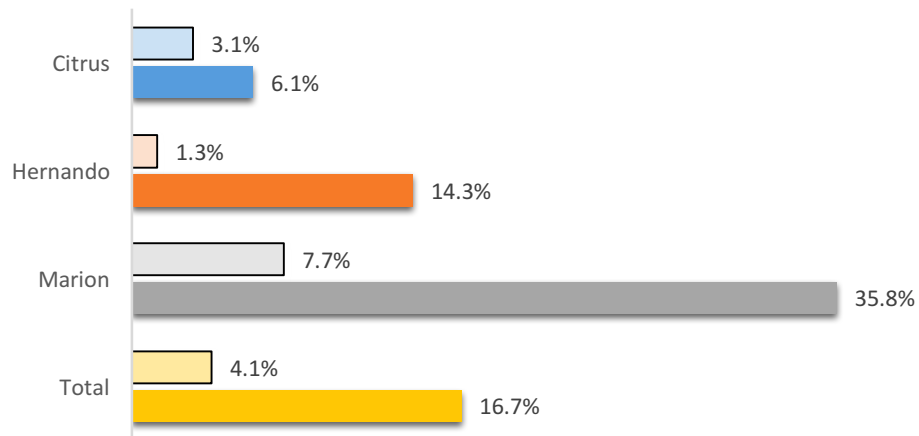
Crystal River/Kings Bay



Statistical Differences Between the Counties and Pre/Post Test

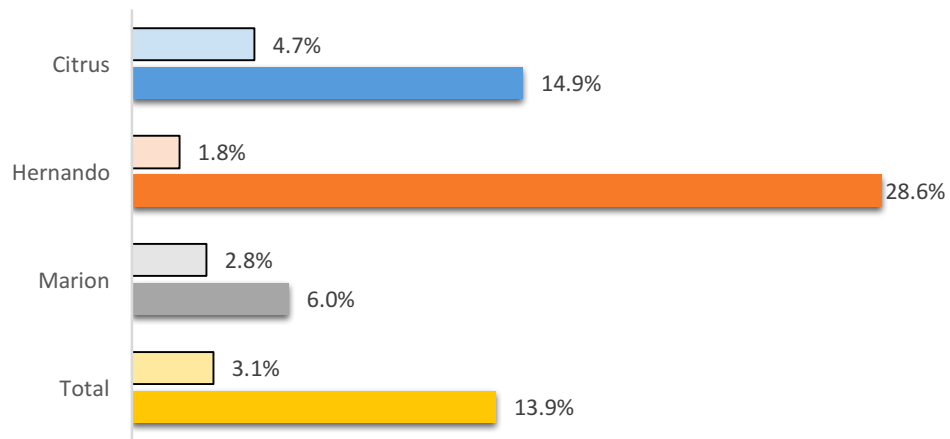
Just as with Weeki Wachee, we found new articles about this spring.

Rainbow Springs



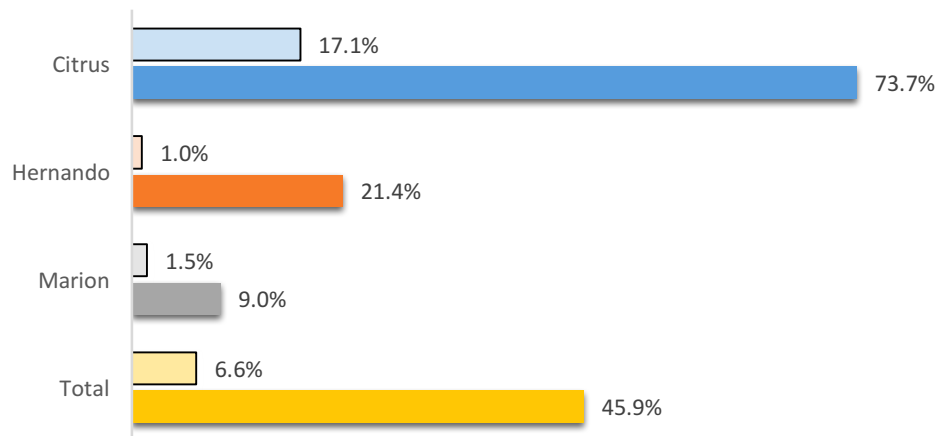
Statistical Differences Between the Counties and Pre/Post Test

Homosassa Springs



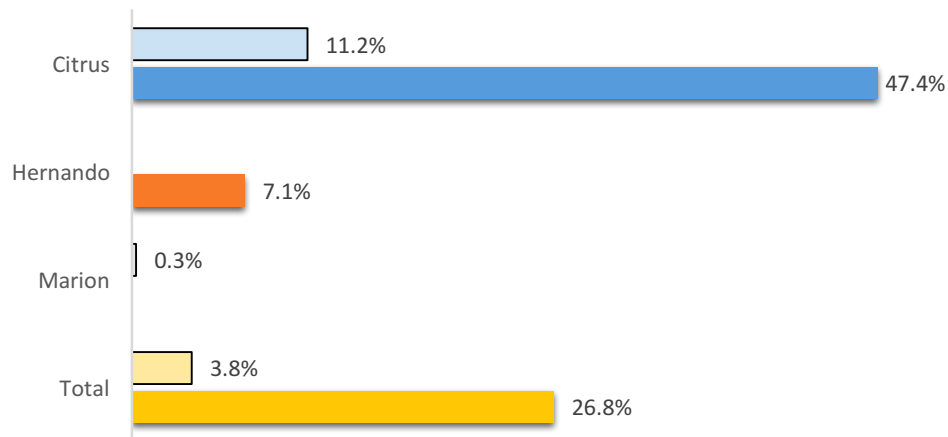
Statistical Differences Between the Counties and Pre/Post Test

Three Sisters Springs



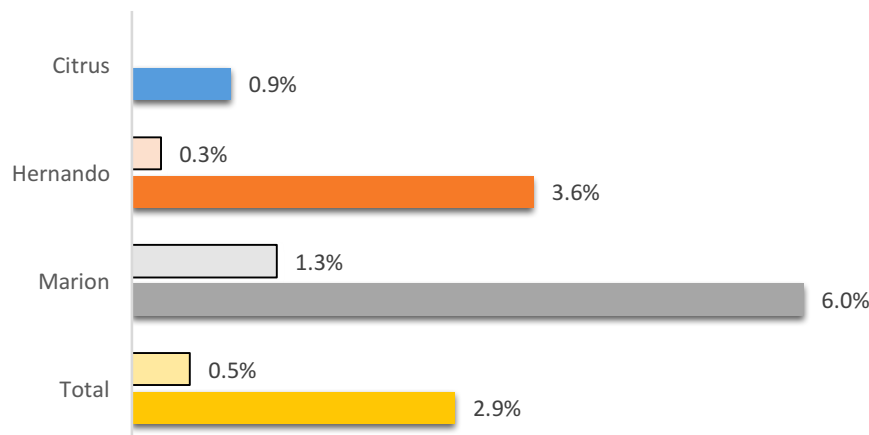
Statistical Differences Between the Counties and Pre/Post Test

Hunter Springs



Statistical Differences Between the Counties and Pre/Post Test

Don't Know



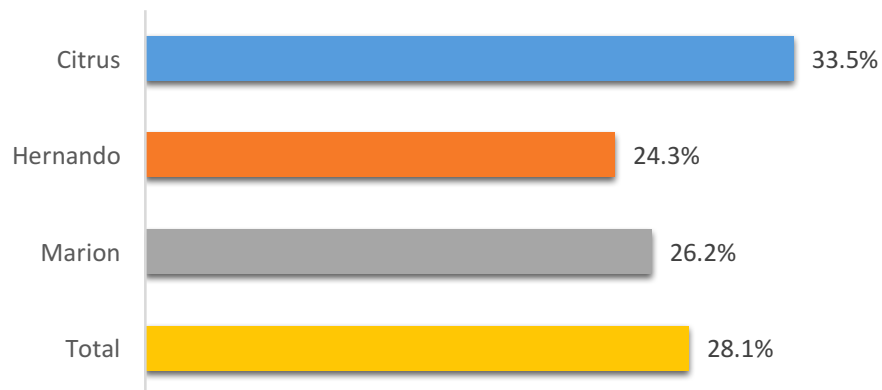
The rise in the reports of springs restorations could be a result of a few things:

- The news stories and social media posts tipping people off about projects, specifically in [Crystal River/Kings Bay](#), [Three Sisters Springs](#), and [Hunters Springs](#).
- When questioned about restoration projects, respondents may simply name a spring to “seem in the know” with the interviewer.
- When we ran the pretest, respondents were likely not actively going to the springs. Since the post was conducted in the middle of summer – the time when the springs are likely active – they were top of mind.
- The post was conducted close to the end of the campaign that respondents were recalling aspects of the District messaging.

When you hear the phrase, “springs restoration,” what do you think it means?

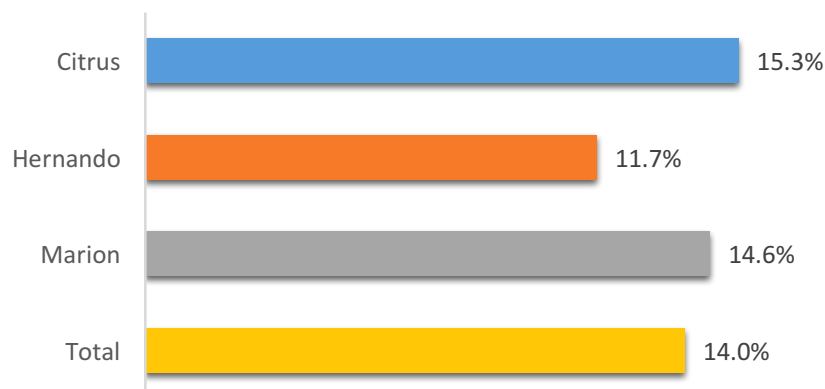
We added this in the post test to gauge respondents’ perceptions of what “restoration” means. Overall, the responses were positive.

The springs are in trouble and the government is trying to fix them

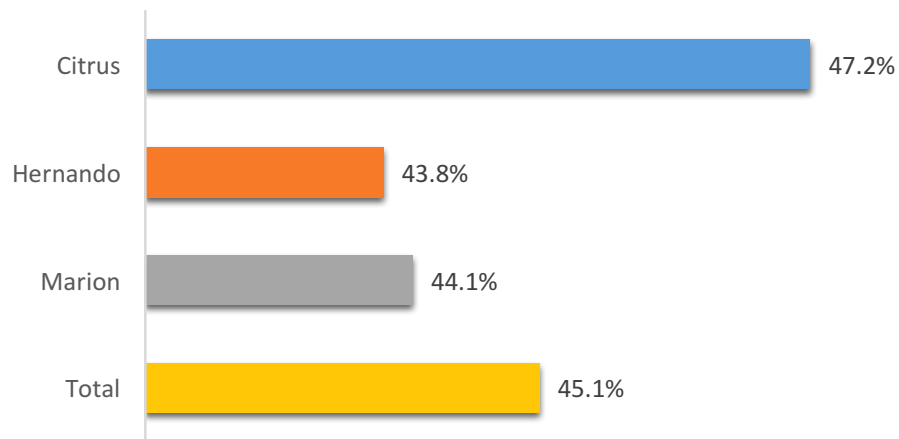


Statistical Differences Between the Counties

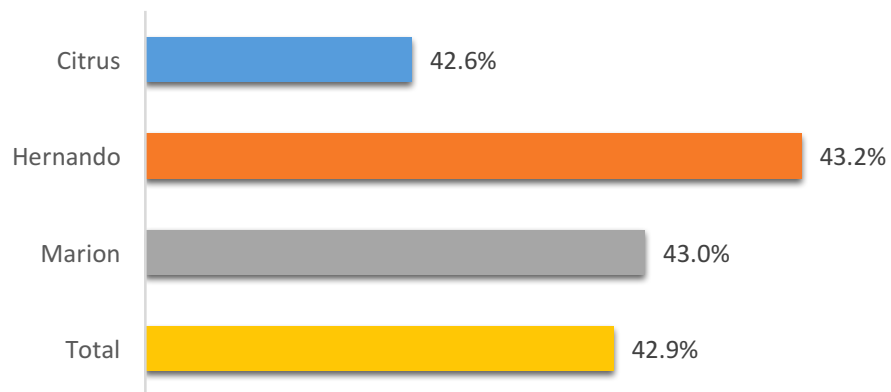
The springs are going through routine maintenance



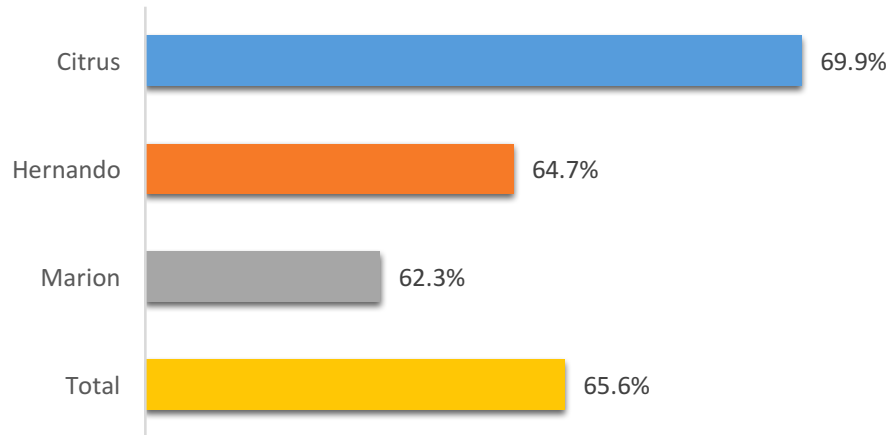
The springs are being improved



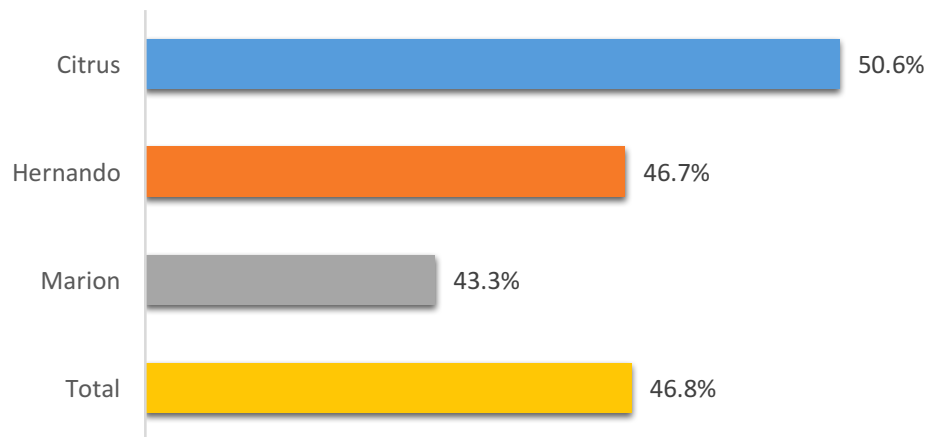
The springs are being returned to their original condition



The springs are being cleaned up



The springs will be healthier

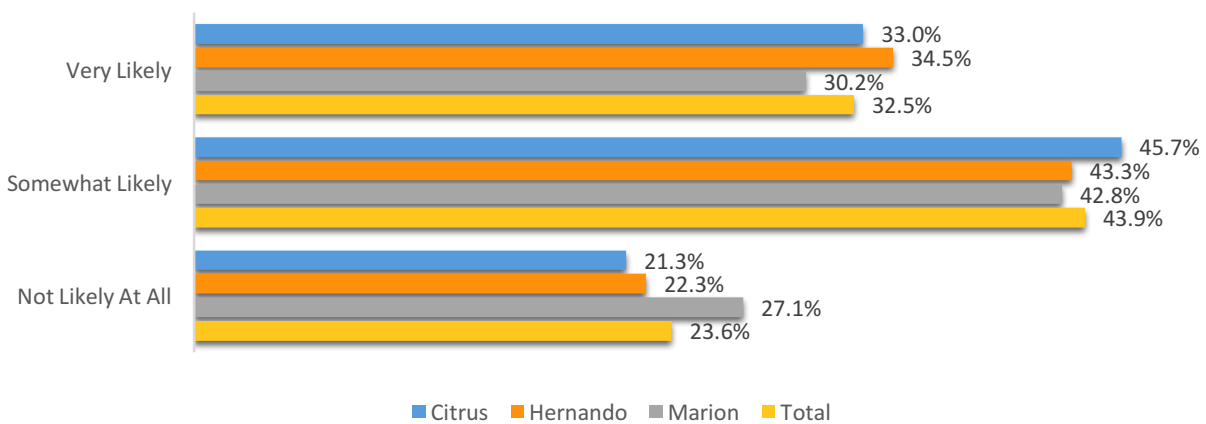


Behaviors to Learn About Springs in Their Area

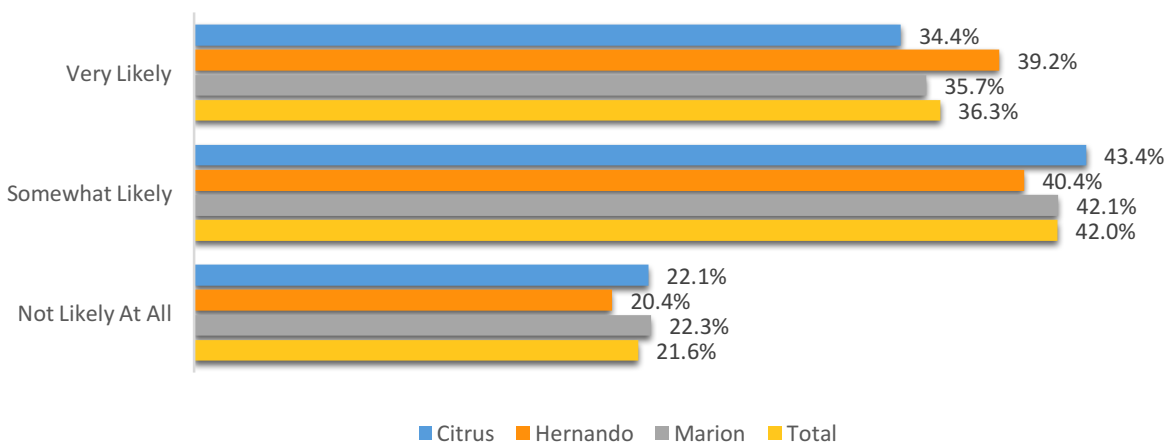
A new addition to the pretest survey this year was a question about behavioral likelihood concerning actions that would allow the respondent to find out more about springs in their area. We found consistency in the post test.

How likely are you to do the following to find out more about the springs in your area? For each one of the items on the list, tell me Very Likely, Somewhat Likely or Not Likely at All.

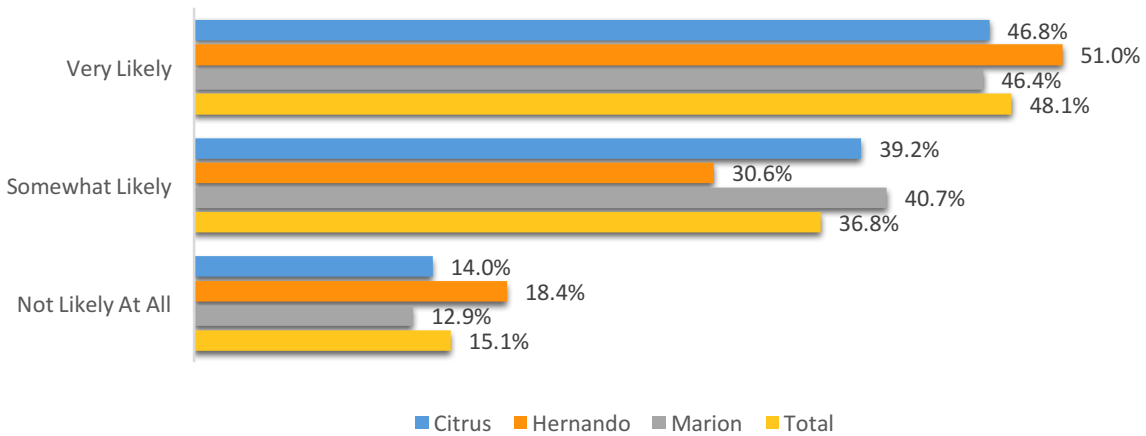
Pre- Visit a website to get information about local springs



Post- Visit a website to get information about local springs

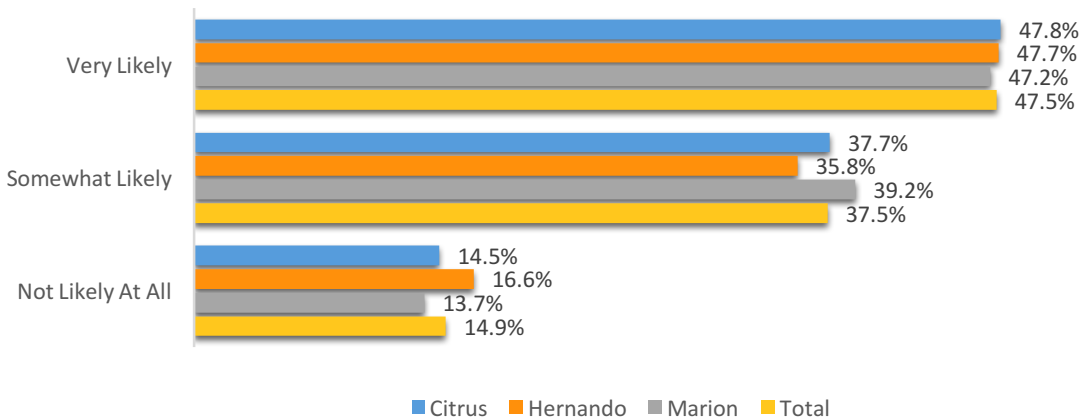


Pre- Read a pamphlet/brochure from a government agency mailed to your house

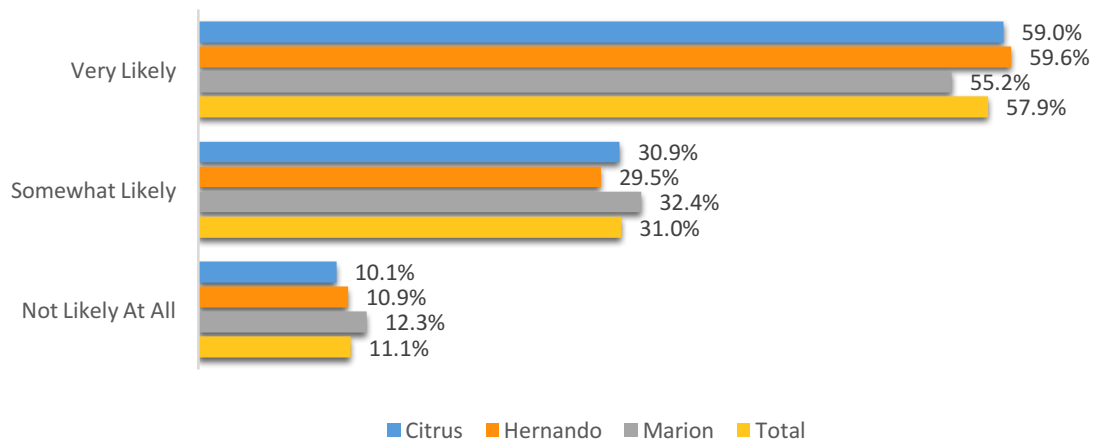


Statistical Differences Between the Counties

Pre- Read a pamphlet/brochure from an environmental nonprofit organization mailed to your house

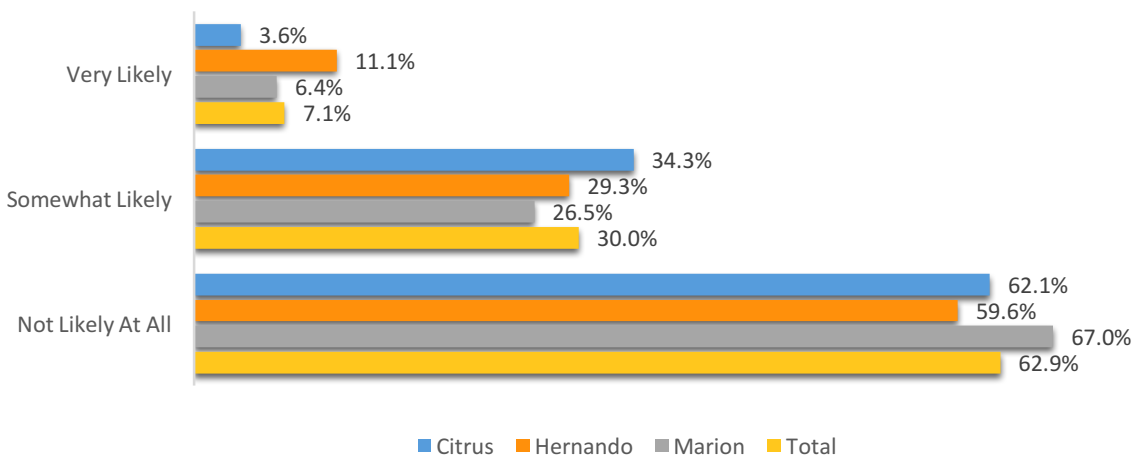


Post- Read a brochure mailed to your house



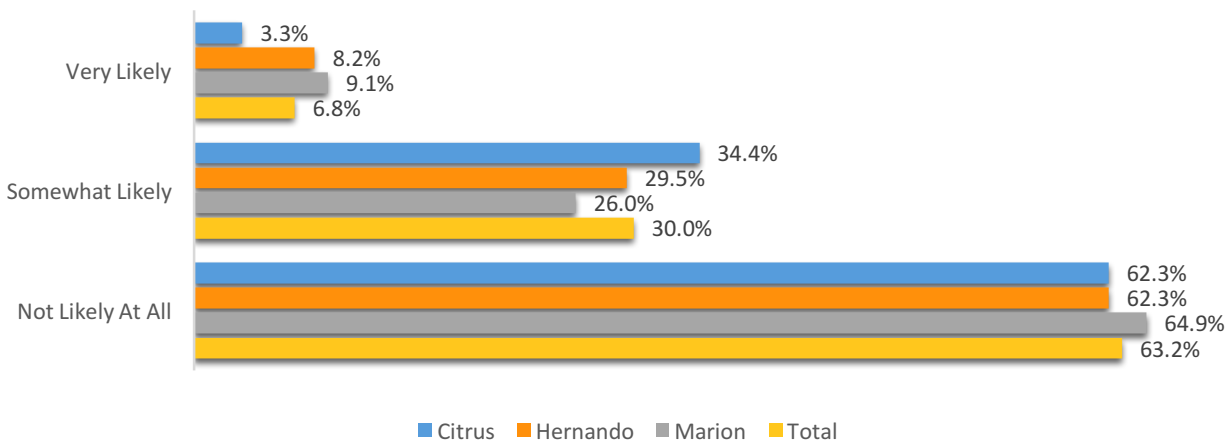
During the post, we decided to consolidate the “brochure mailed to the home” questions. As discussed during our planning meetings, typically respondents don’t see the difference between brochures, fliers or utility bill inserts.

Pre- Attend a community meeting



Statistical Differences Between the Counties

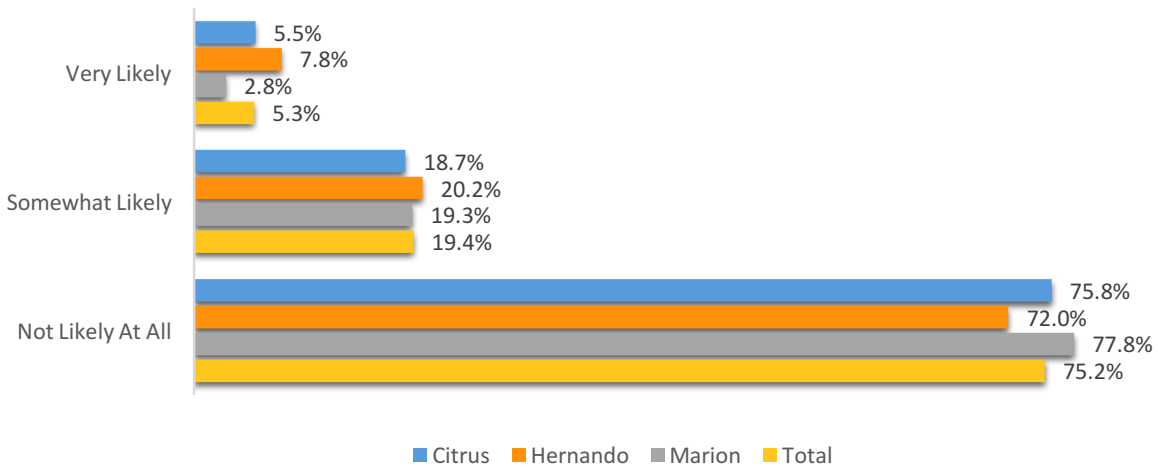
Post- Attend a community meeting



Statistical Differences Between the Counties and Pre/Post Test

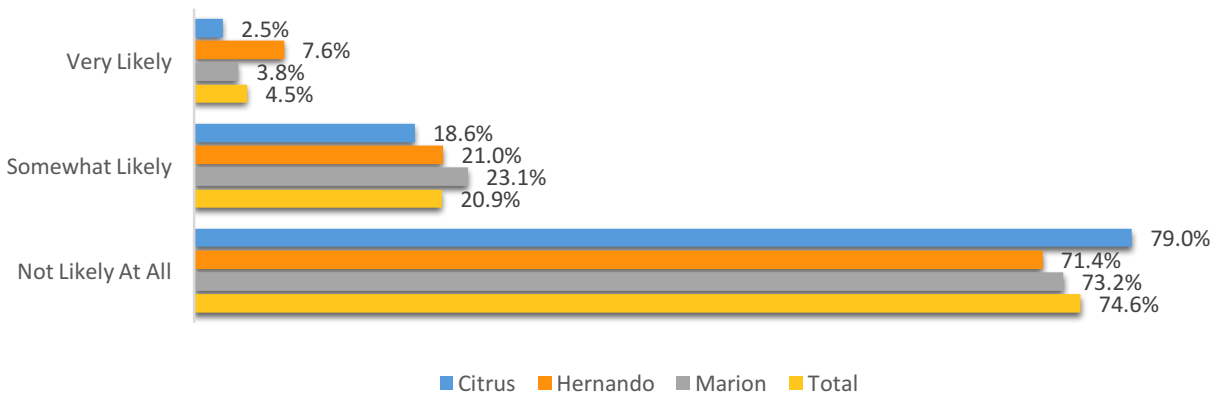
As mentioned in the previous report, this finding is consistent with our previous work and national data. People don't like meetings.

Pre- Call the government office in charge of protecting the springs



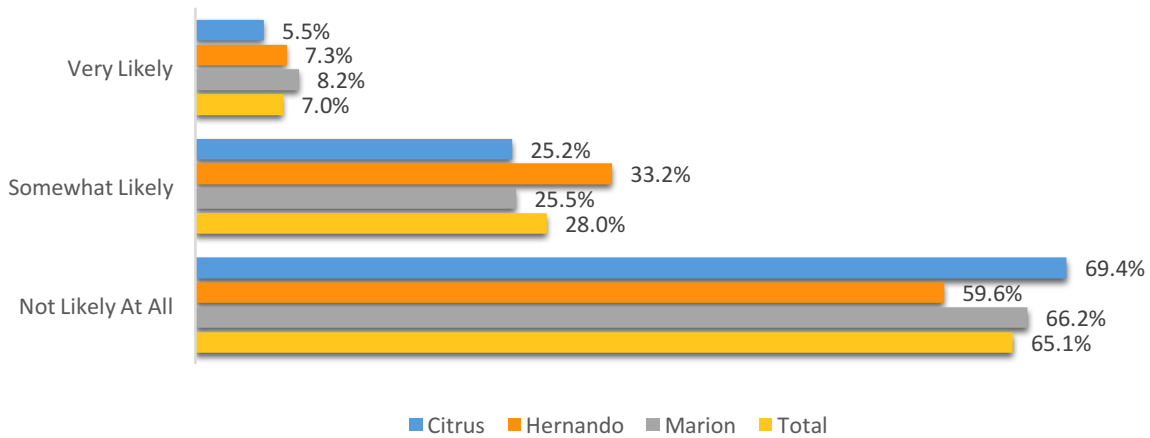
Statistical Differences Between the Counties

Post- Call the government office in charge of protecting the springs



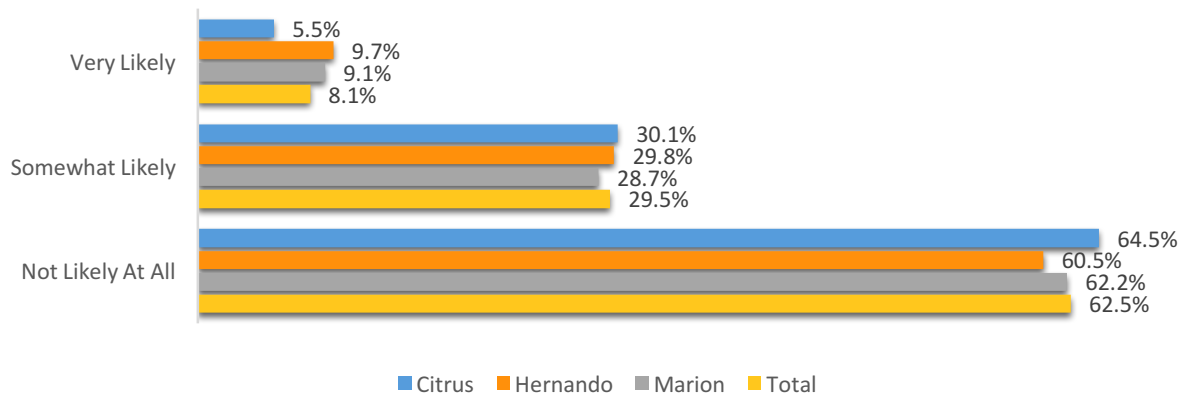
Statistical Differences Between the Counties

Pre- Volunteer at a springs cleanup, planting or Lyngbya removal

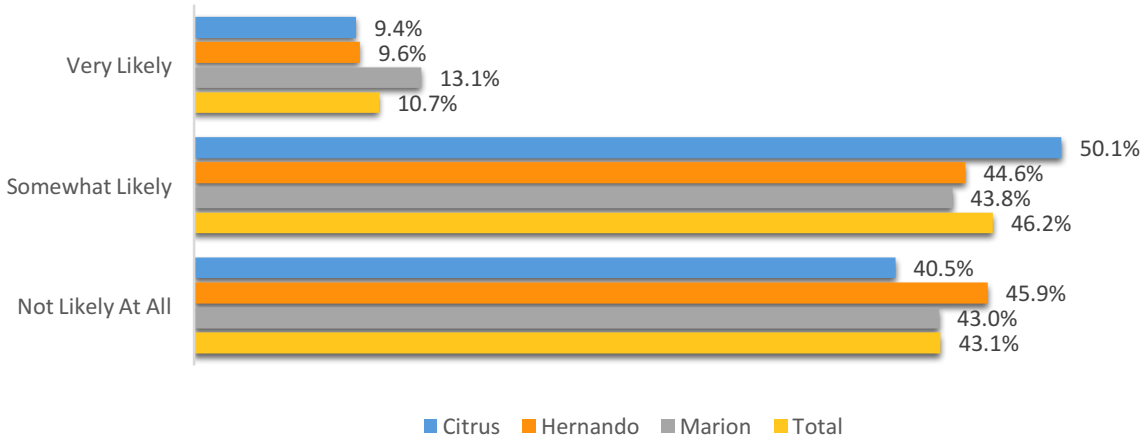


Statistical Differences Between the Counties

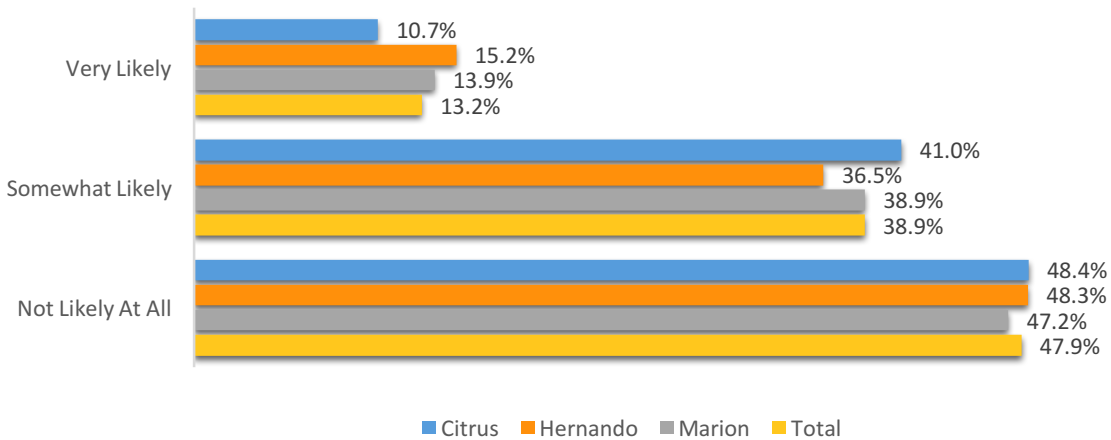
Post- Volunteer at a springs cleanup, planting or Lyngbya removal



Pre- Attend a community or springs event

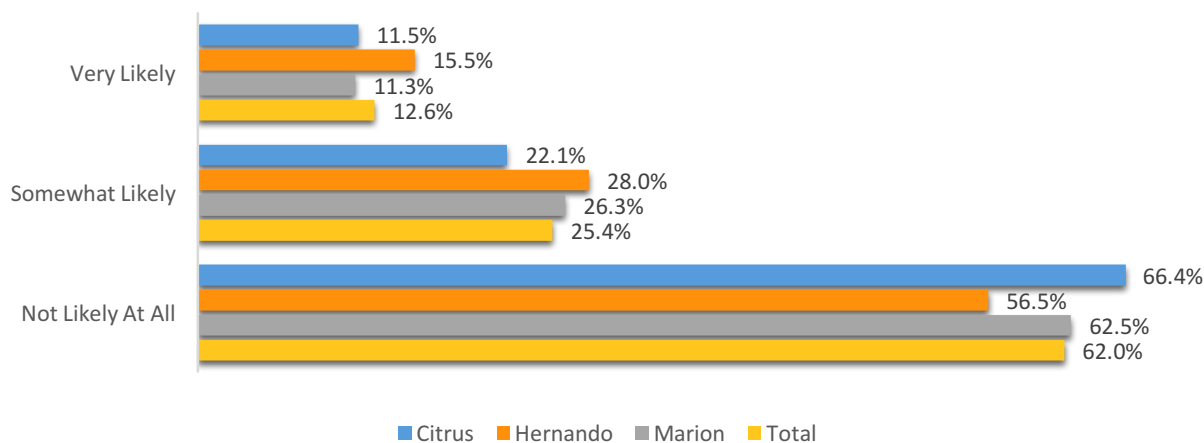


Post- Attend a community or springs event

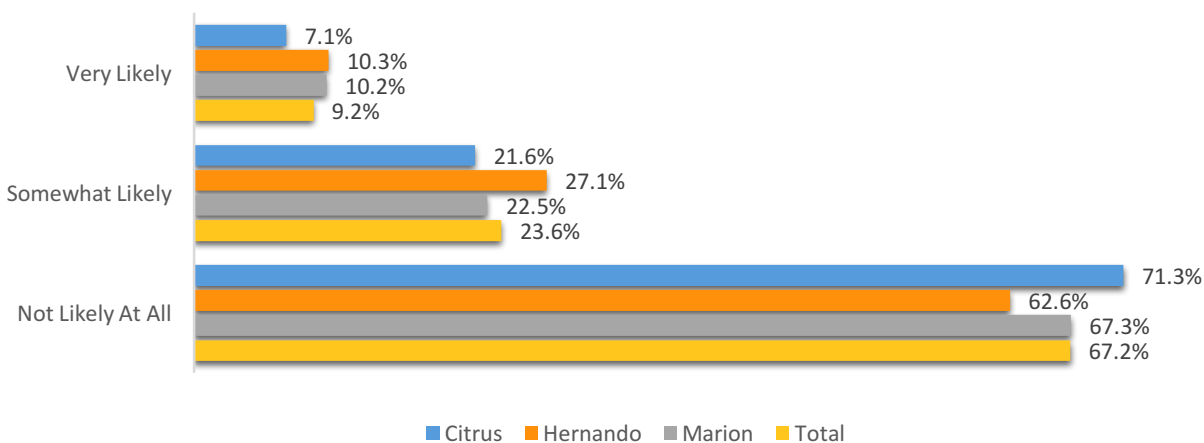


New behaviors added to the post test

Share a story about your local springs on social media

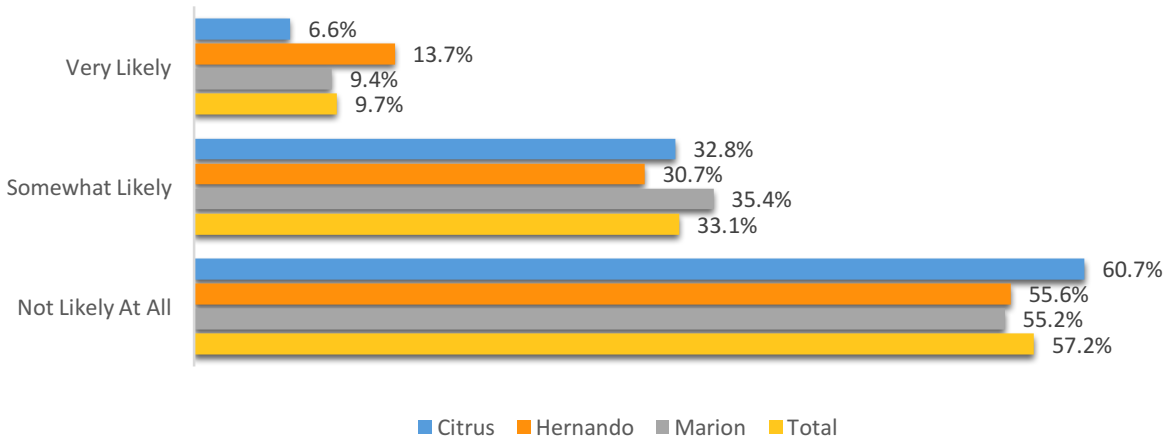


Send a text message to a friend about your local springs



These results were not surprising. We believe that to people, passing on information about the springs is an unusual act. For this reason, when we revamp the campaign, we need to focus on what the springs give the visitor – solace, memories, personal connection with families or nature, etc. – and talk about those experiences rather than simply “texting about a spring.”

Subscribe to an online newsletter or mailing list



Perceptions of the Southwest Florida Water Management District

This section focuses on the perceptions that citizens in Citrus, Hernando and Marion counties have of the District. To gauge responses, we asked the following questions:

- Before today's survey, had you ever heard of the Southwest Florida Water Management District, sometimes called Swiftmud?
- I'm going to read a list of groups you may have heard of. Please tell me if you believe they are Very Credible, Somewhat Credible, or Not at all Credible. If you have never heard of them, let me know that too.
- 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 has the scientific knowledge necessary 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.
- Using a scale of Excellent, Good, OK, Poor and Terrible, how would you rate the Southwest Florida Water Management District's performance in:
 - 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

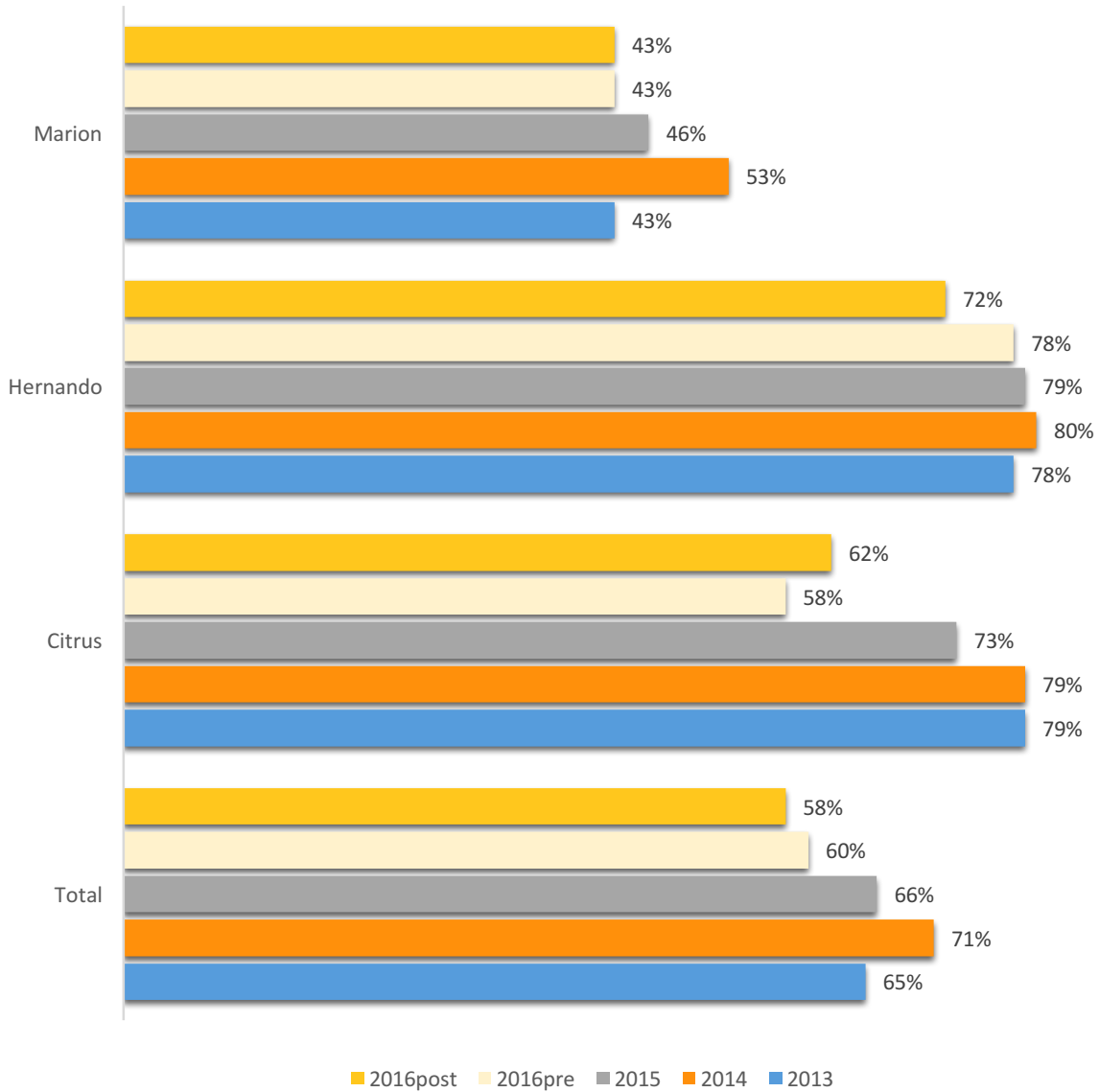
Compared to the pretest, more residents reported having heard of the Southwest Florida Water Management District before taking the survey – especially those who were in the same county as the District headquarters.

When asked about the credibility of the Southwest Florida Water Management District, more post respondents rated the District as “very credible” than the pretest. Although the District garnered more positive results, the overall “credibility” list of organizations virtually remained the same as the pretest with the U.S. Fish and Wildlife Service and Florida Fish and Wildlife Conservation Commission topping the list. The credibility of the fake organization, Florida Citizens for Cleaner Springs, remained consistent between the pre and post results.

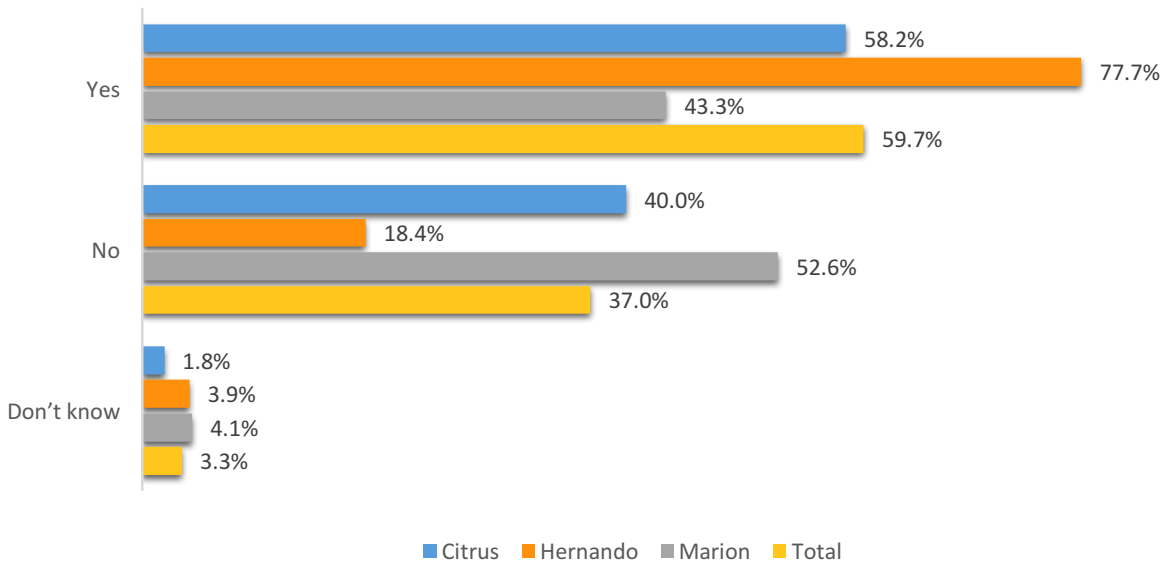
Overall, the District fared better in the post test than it did in the pre. Here are the major highlights in this section:

- More people agreed that the District had the scientific knowledge on the post test. This is an indication that respondents are understanding the District's role in springs maintenance.
- More people in the post saw the District as a leader in taking the right actions to improve the health of the springs. Again, a potential result of the campaign.
- The District once again gained on agreement on the post when asked if they were committed to improving the health of the springs.
- The District scored higher in the categories of “OK” and above in the post test when respondents were asked to give their perceptions on educating people about the springs.
- The post showed more people rated the District as being “Good” or “Excellent” when listening to the community. We continue to believe that by developing engaging programs and events you will continue to see positive results.

Before today's survey, had you ever heard of the Southwest Florida Water Management District? ("Yes" responses)

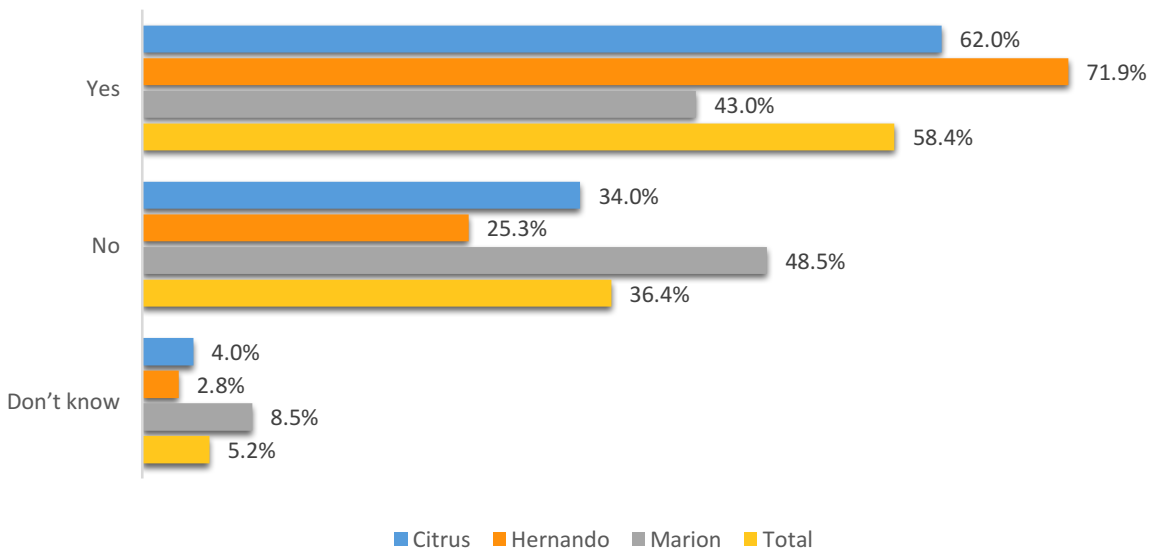


Pre- Before today's survey, had you ever heard of the Southwest Florida Water Management District?



Statistical Differences Between the Counties

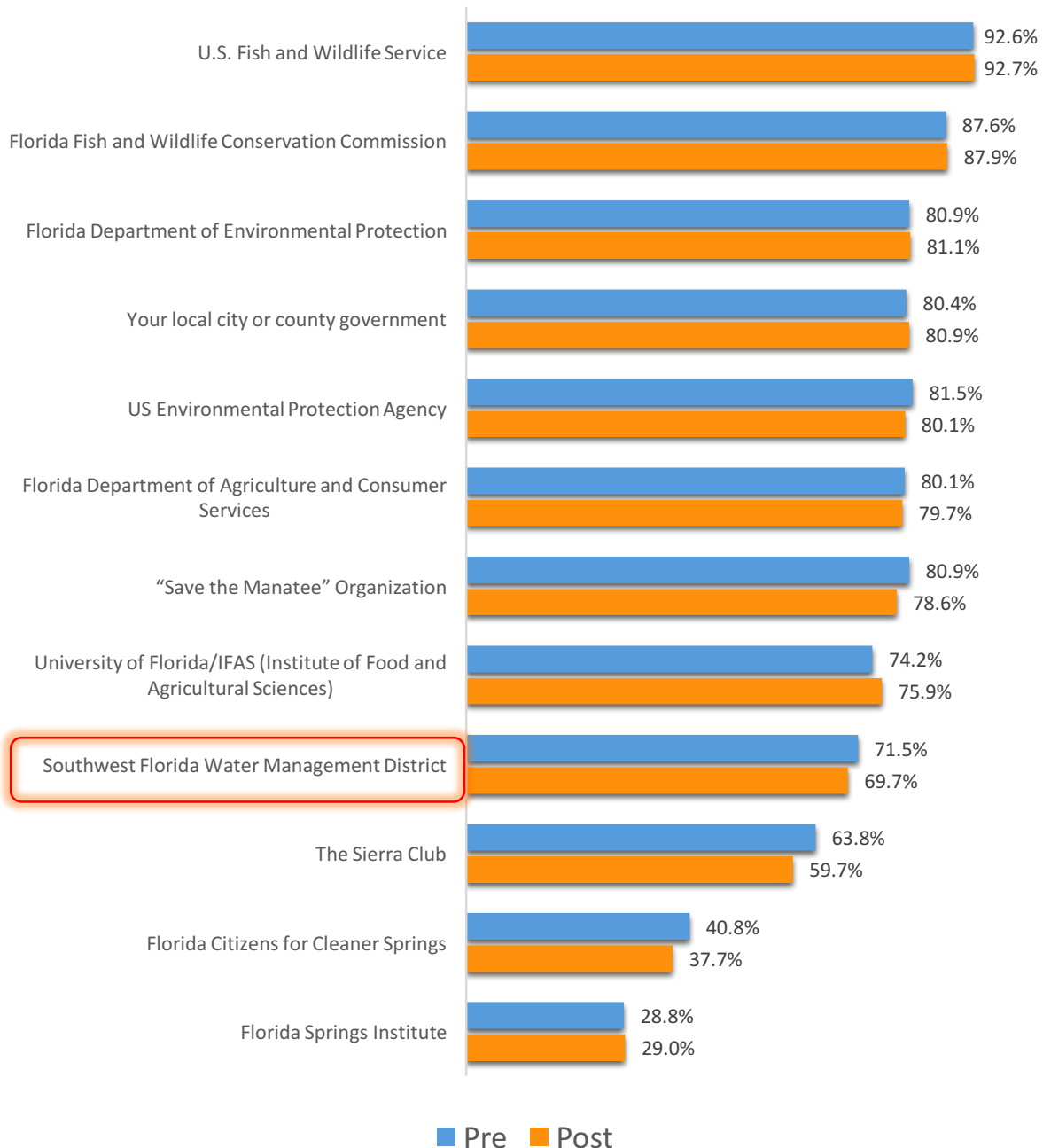
Post- Before today's survey, had you ever heard of the Southwest Florida Water Management District?



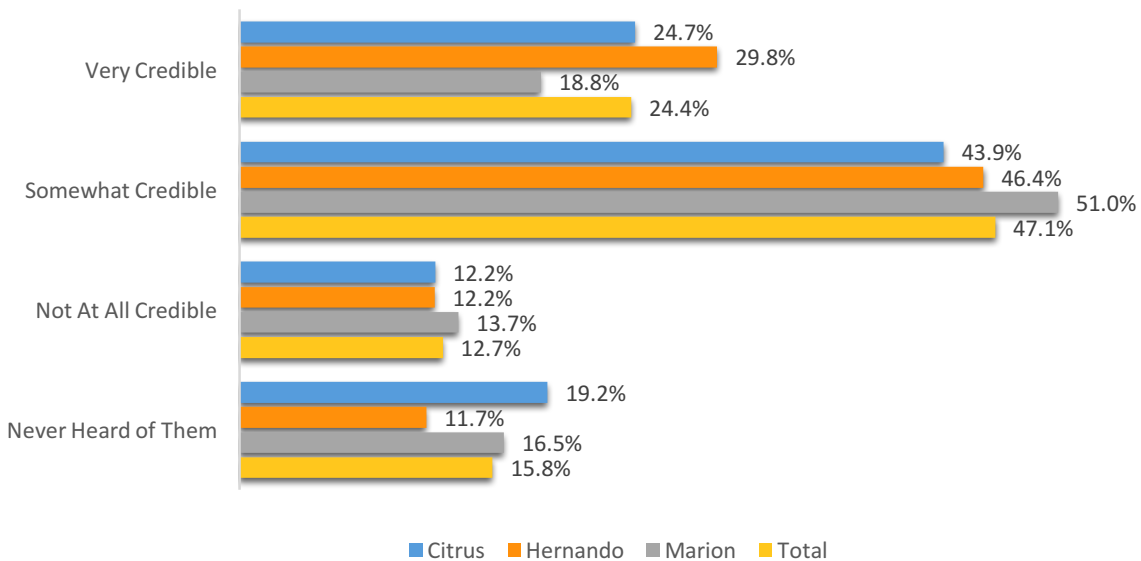
Statistical Differences Between the Counties

I'm going to read a list of groups you may have heard of. Please tell me if you believe they are Very Credible, Somewhat Credible, or Not at all Credible. If you have never heard of them, let me know that too.

Total Credibility (Very & Somewhat Credible Combined) 2016

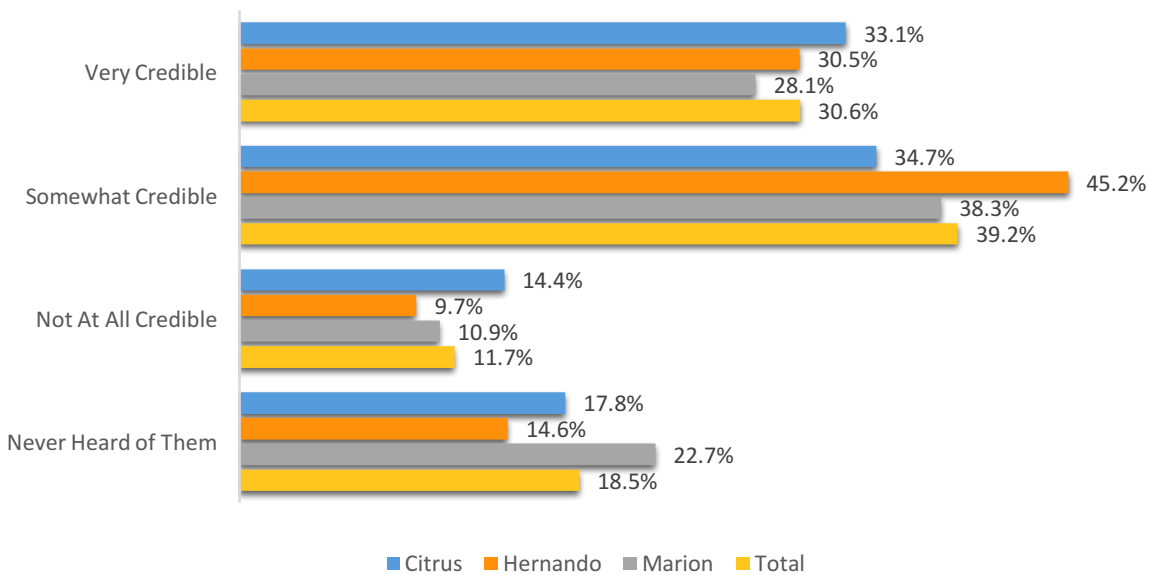


Pre- Southwest Florida Water Management District



Statistical Differences Between the Counties

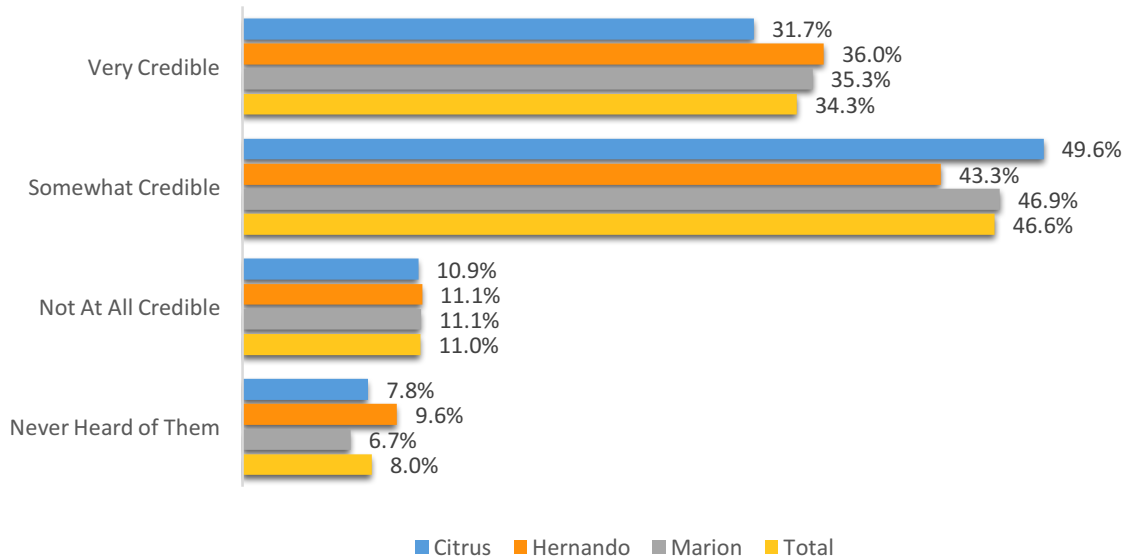
Post- Southwest Florida Water Management District



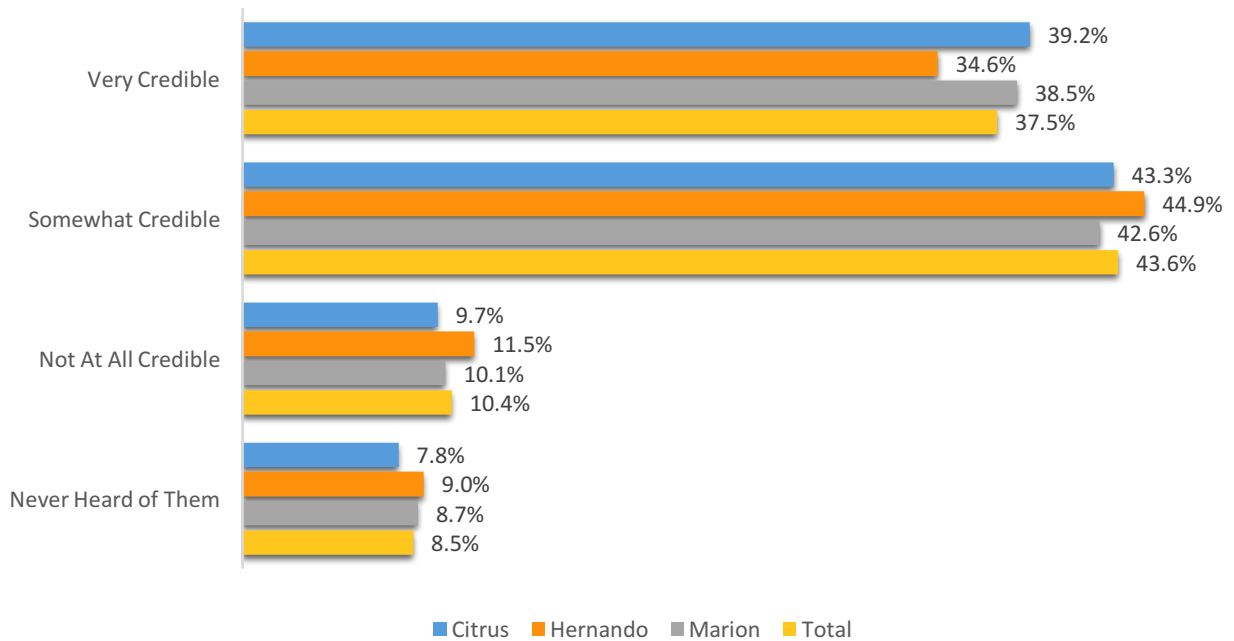
Statistical Differences Between the Counties and Pre/Post Test

More respondents said the District was “very credible” in the post. This could be a positive result from the campaign outreach.

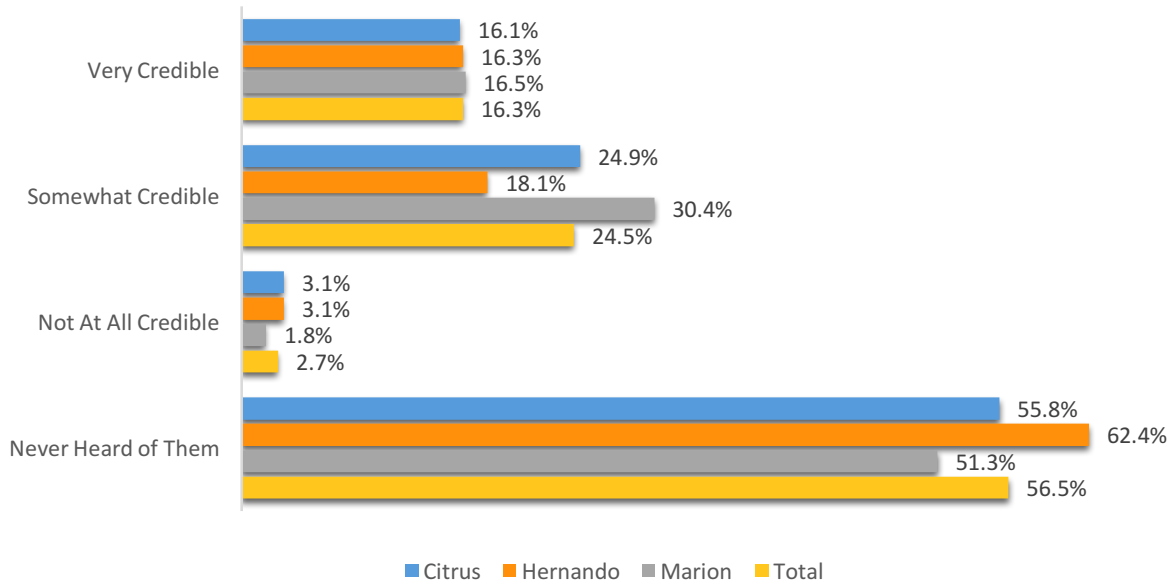
Pre- Florida Department of Environmental Protection



Post- Florida Department of Environmental Protection

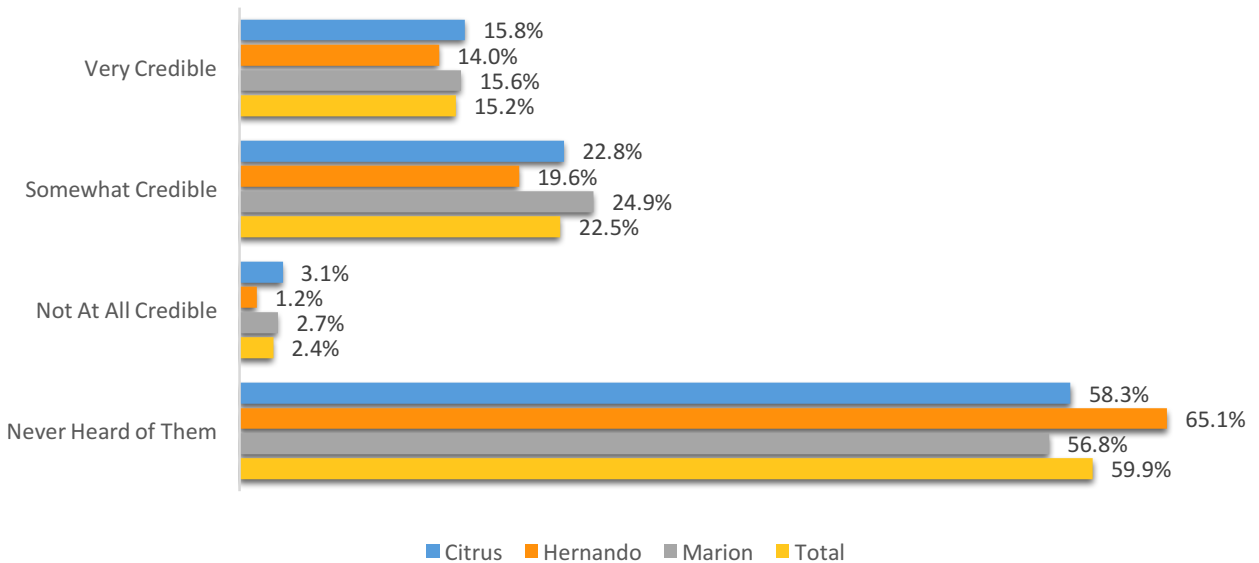


Pre- Florida Citizens for Cleaner Springs



Statistical Differences Between the Counties

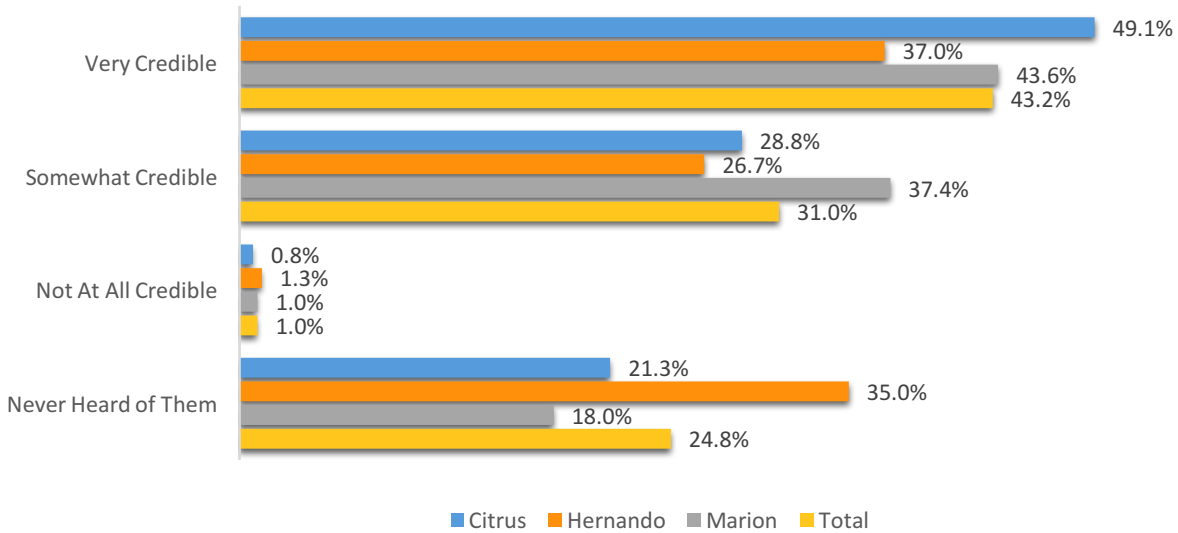
Post- Florida Citizens for Cleaner Springs



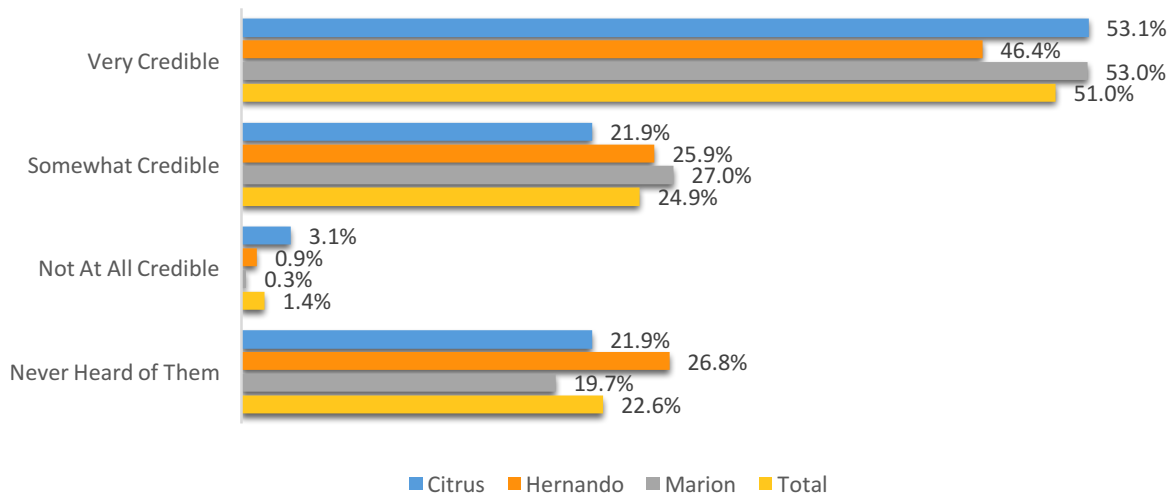
Statistical Differences Between the Counties

This is the fake organization presented in the pretest to show that the population will react to certain terms and possibly get confused with organizations in this space. It is interesting to see the consistency between the pre and post results.

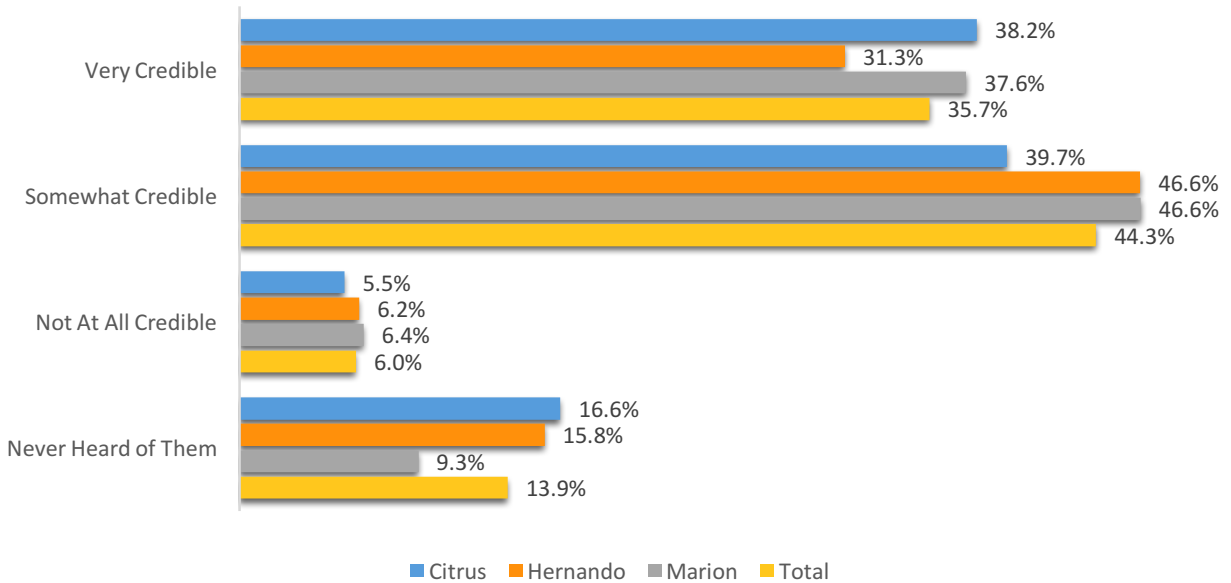
Pre- University of Florida/IFAS (Institute of Food and Agricultural Sciences)



Post- University of Florida/IFAS (Institute of Food and Agricultural Sciences)

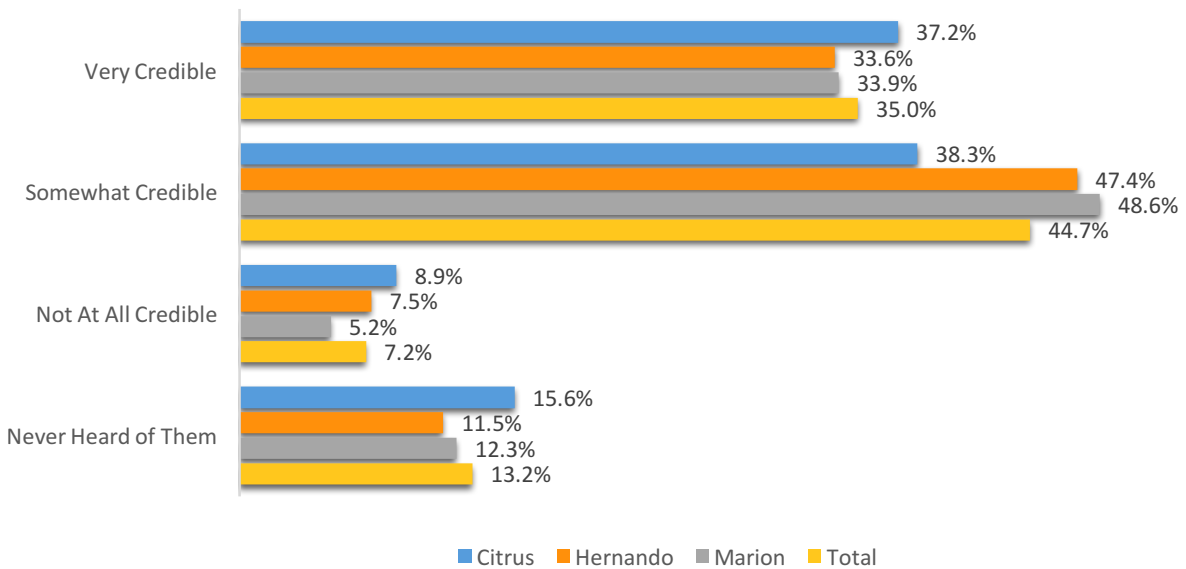


Pre- Florida Department of Agriculture and Consumer Services

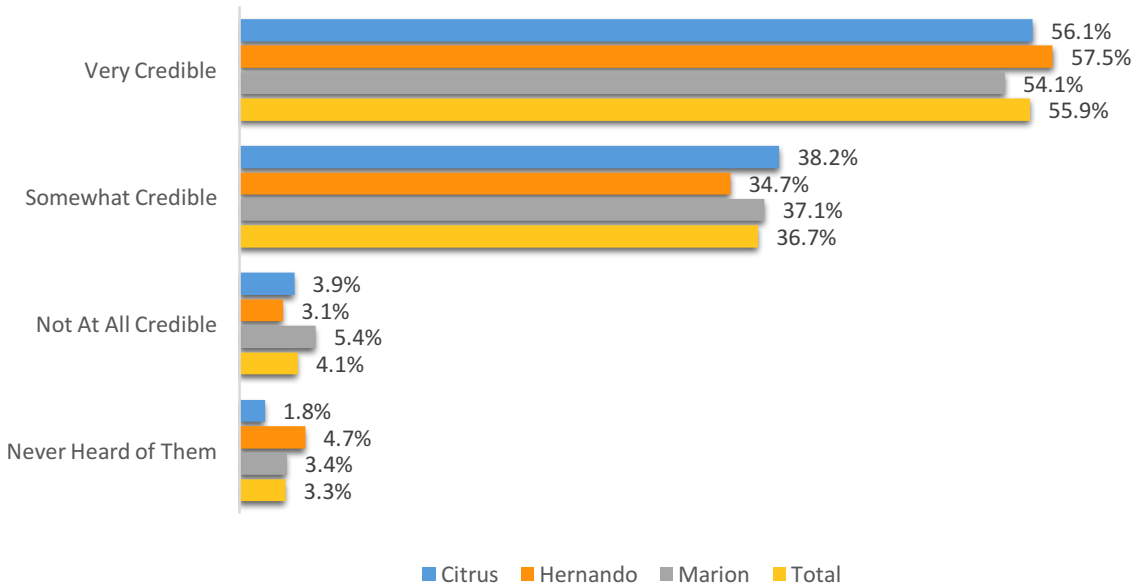


Statistical Differences Between the Counties

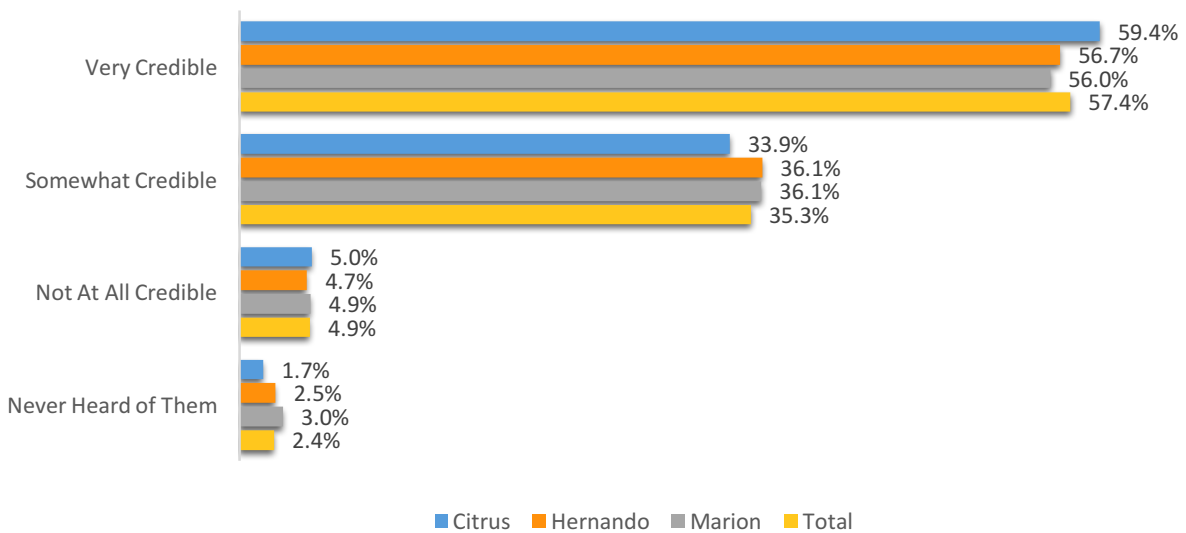
Post- Florida Department of Agriculture and Consumer Services



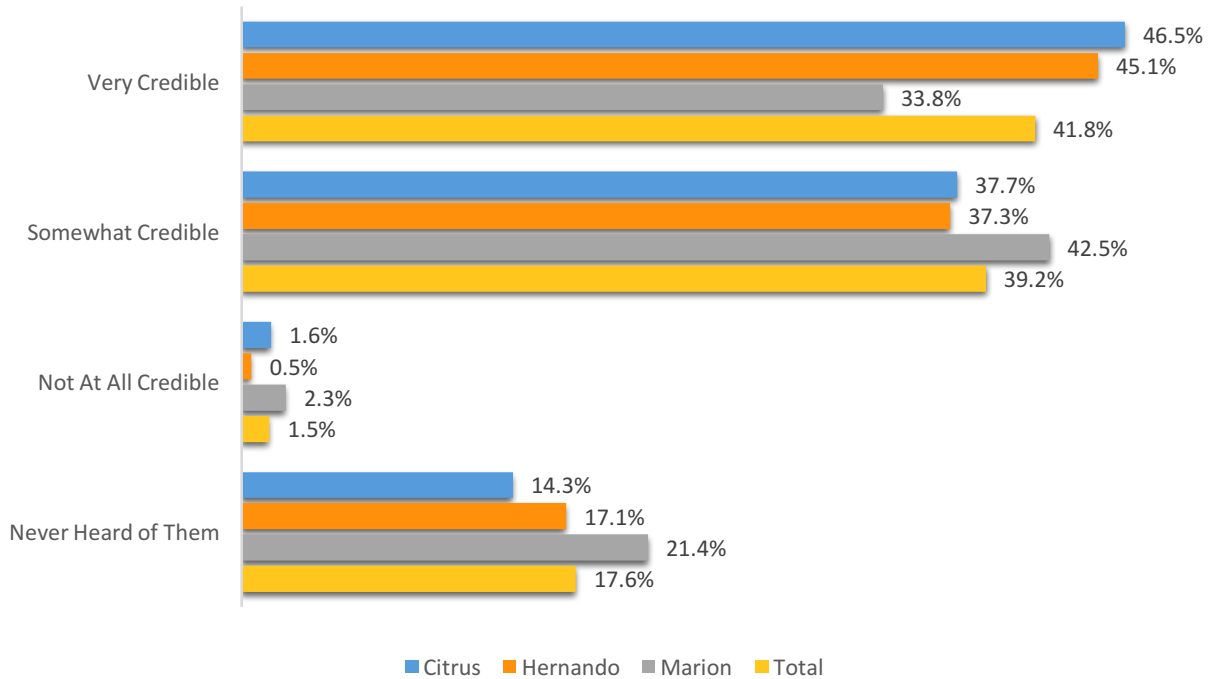
Pre- U.S. Fish and Wildlife Service



Post- U.S. Fish and Wildlife Service

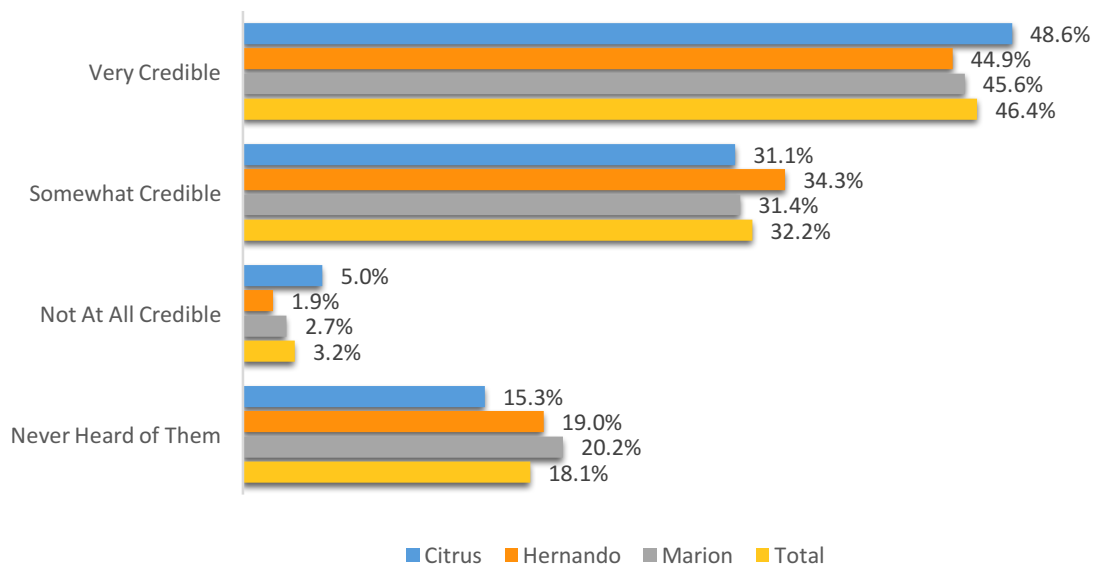


Pre- “Save the Manatee” Organization

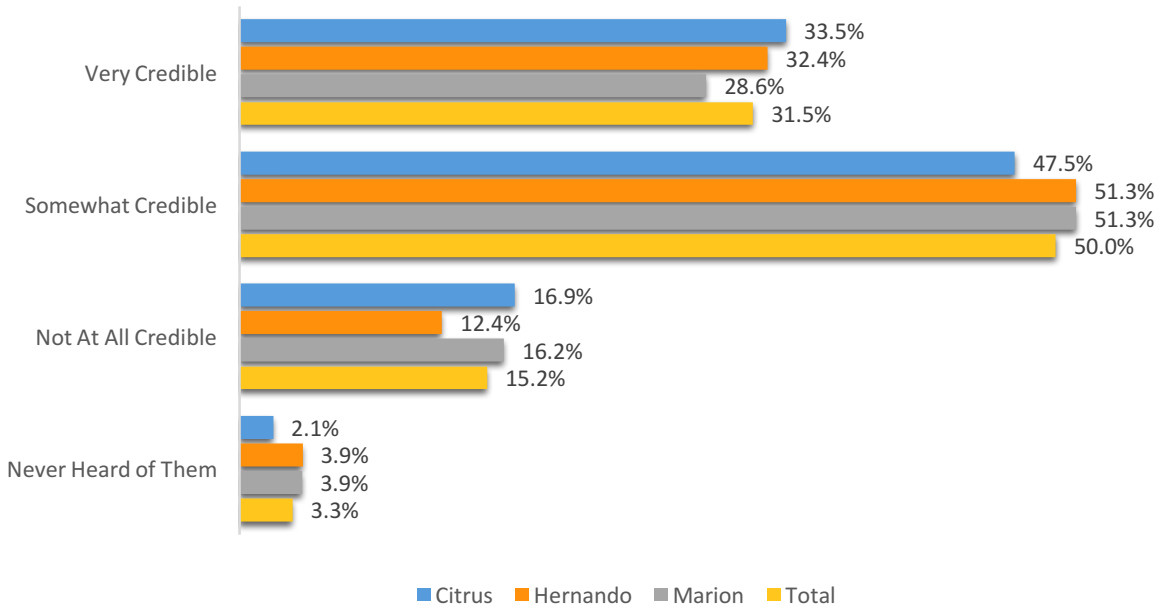


Statistical Differences Between the Counties

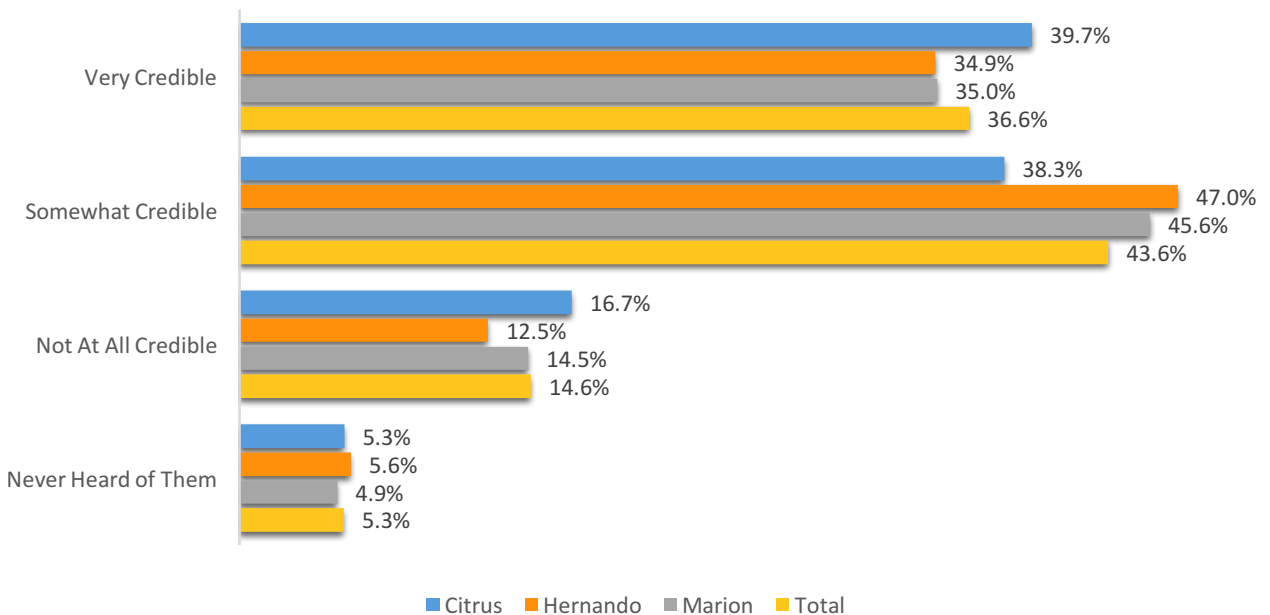
Post- “Save the Manatee” Organization



Pre- US Environmental Protection Agency

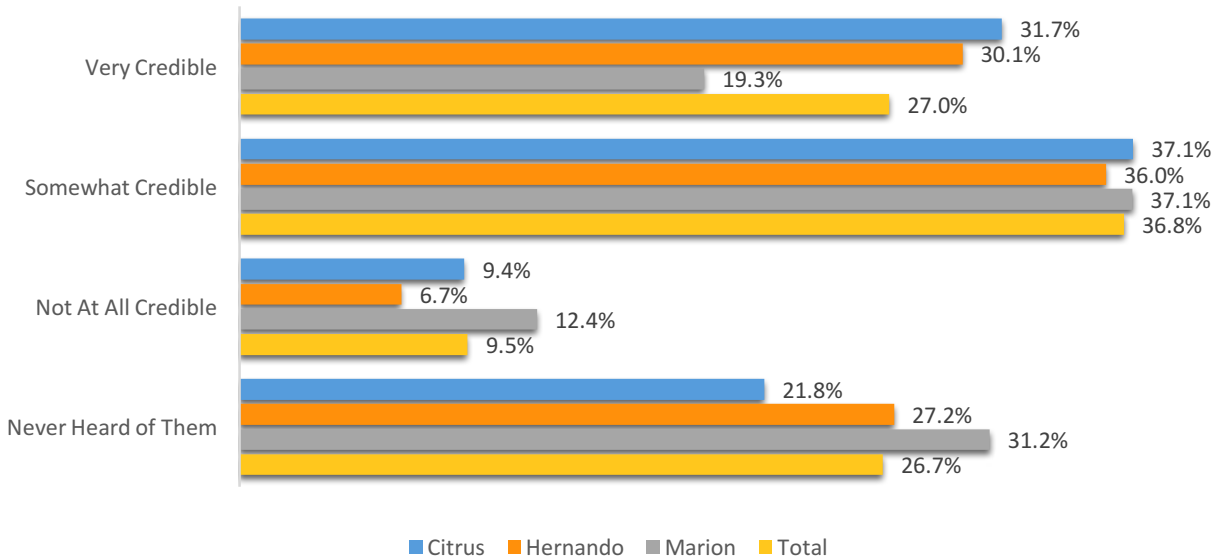


Post- US Environmental Protection Agency



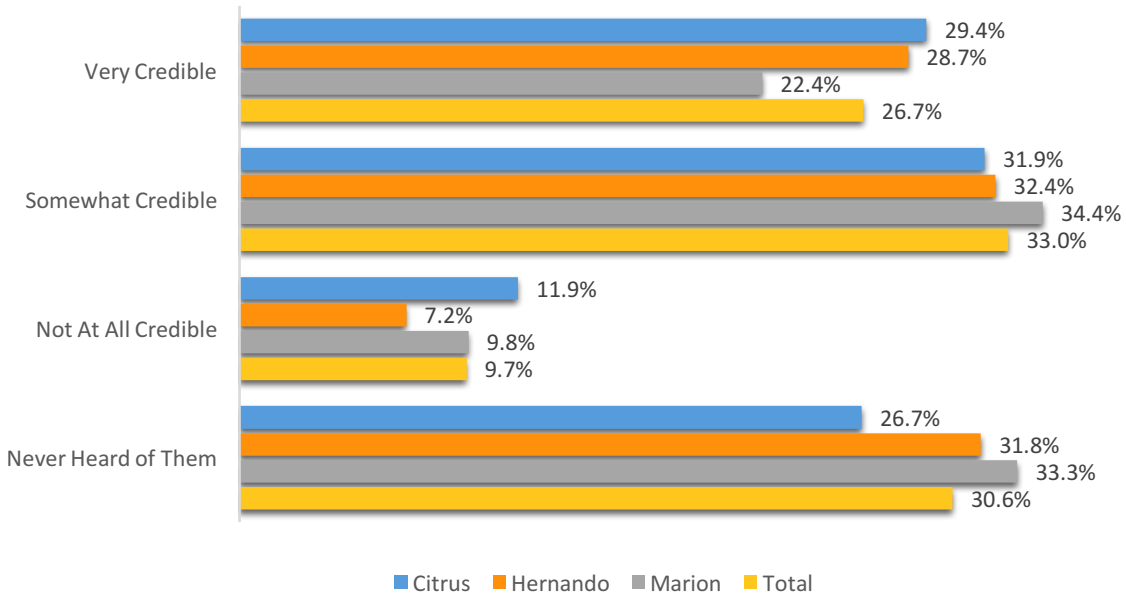
Statistical Differences Between the Pre/Post Test

Pre- The Sierra Club

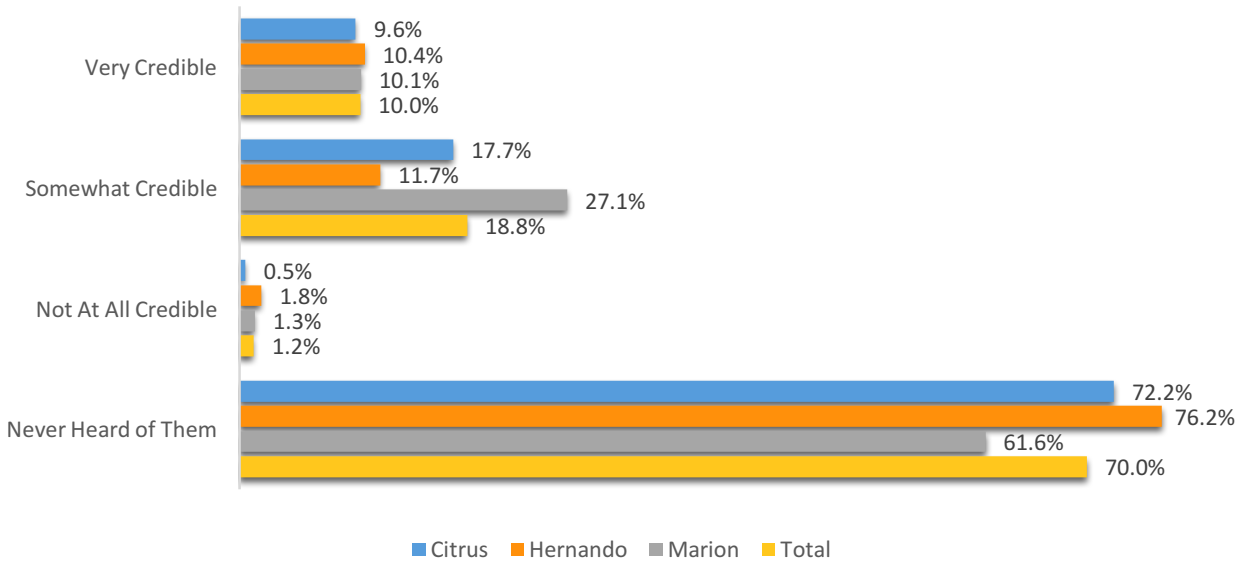


Statistical Differences Between the Counties

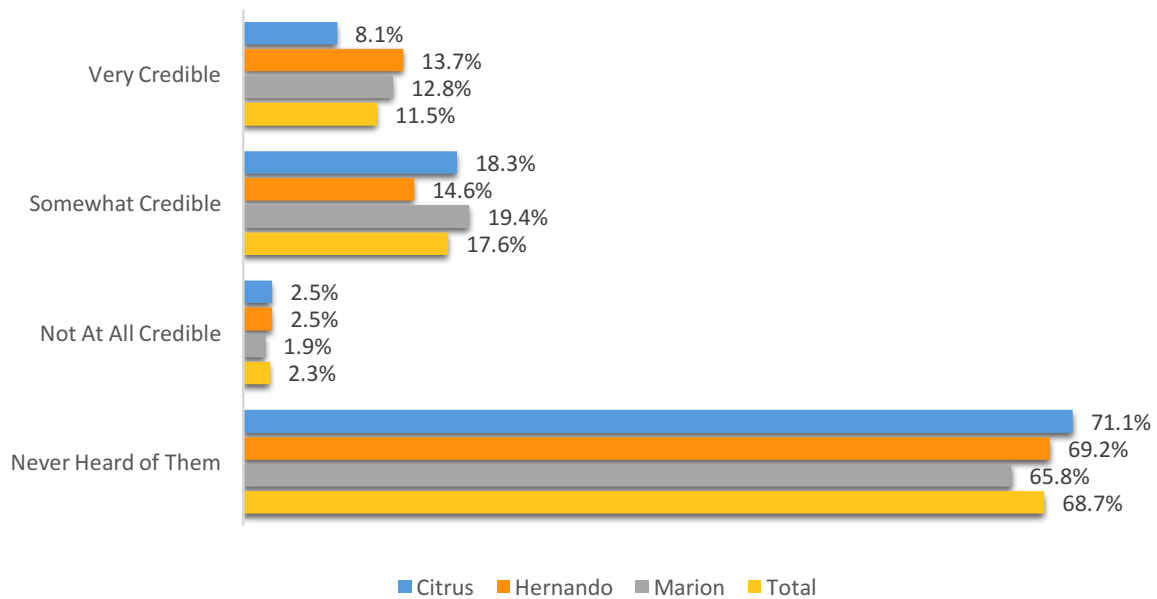
Post- The Sierra Club



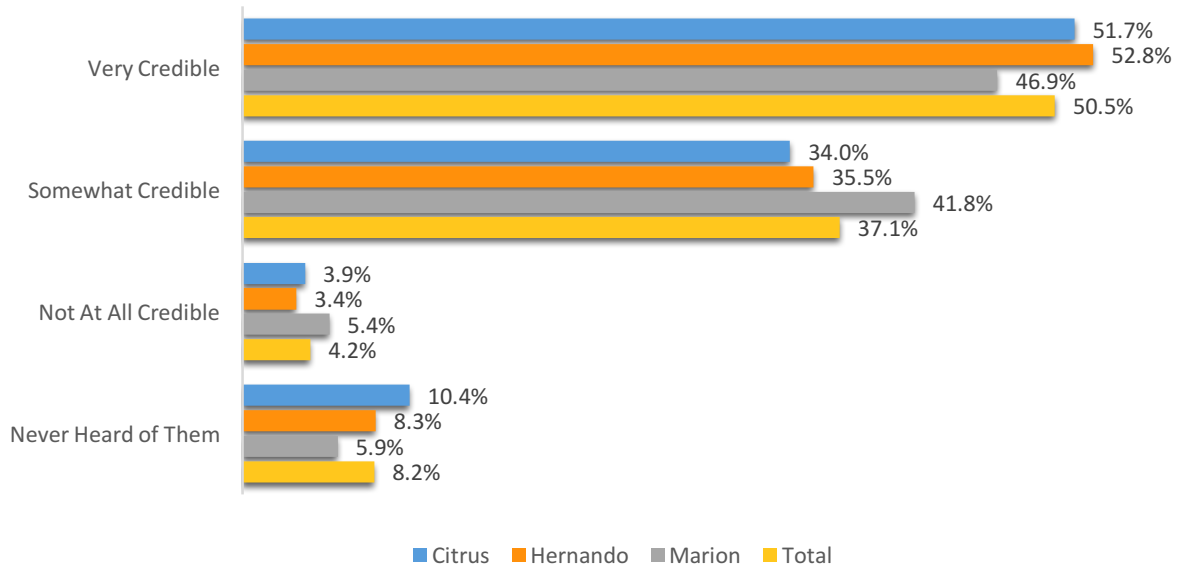
Pre- Florida Springs Institute



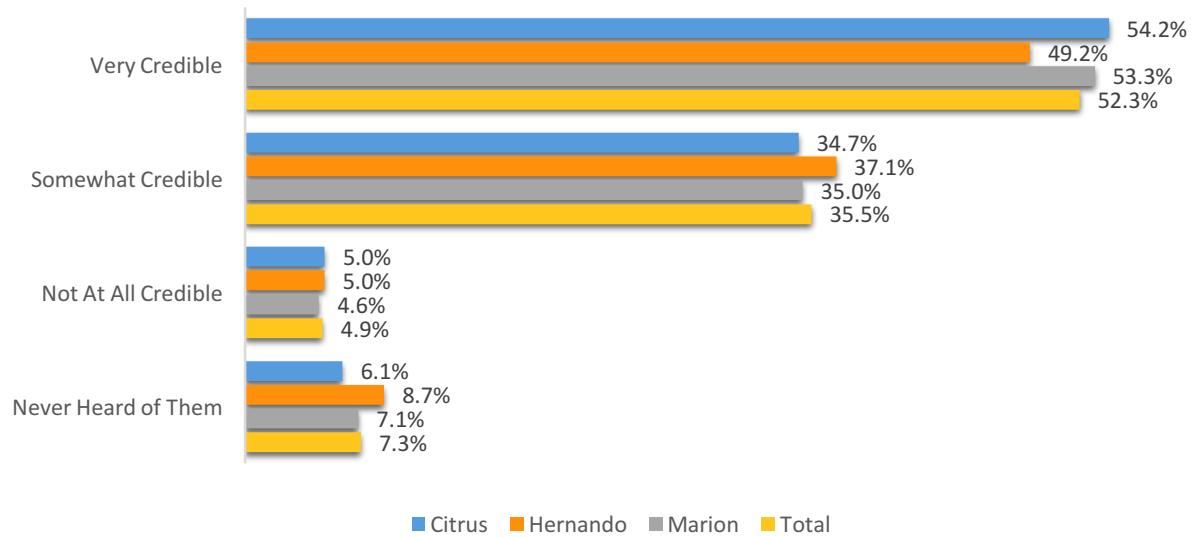
Post- Florida Springs Institute



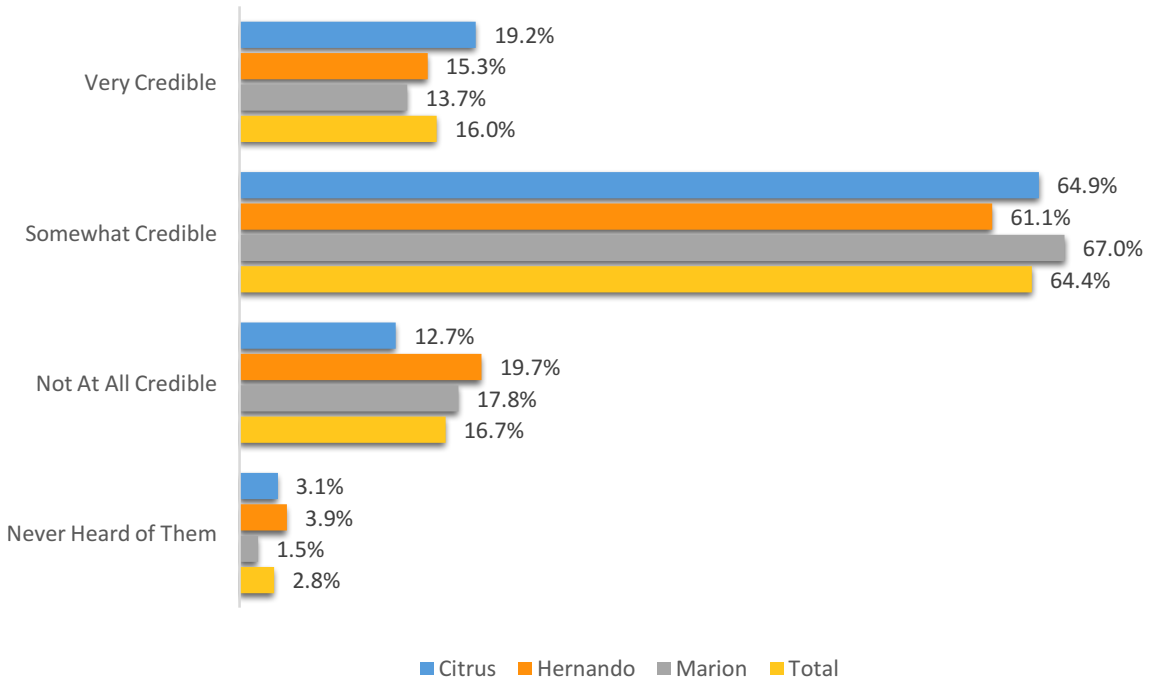
Pre- Florida Fish and Wildlife Conservation Commission



Post- Florida Fish and Wildlife Conservation Commission

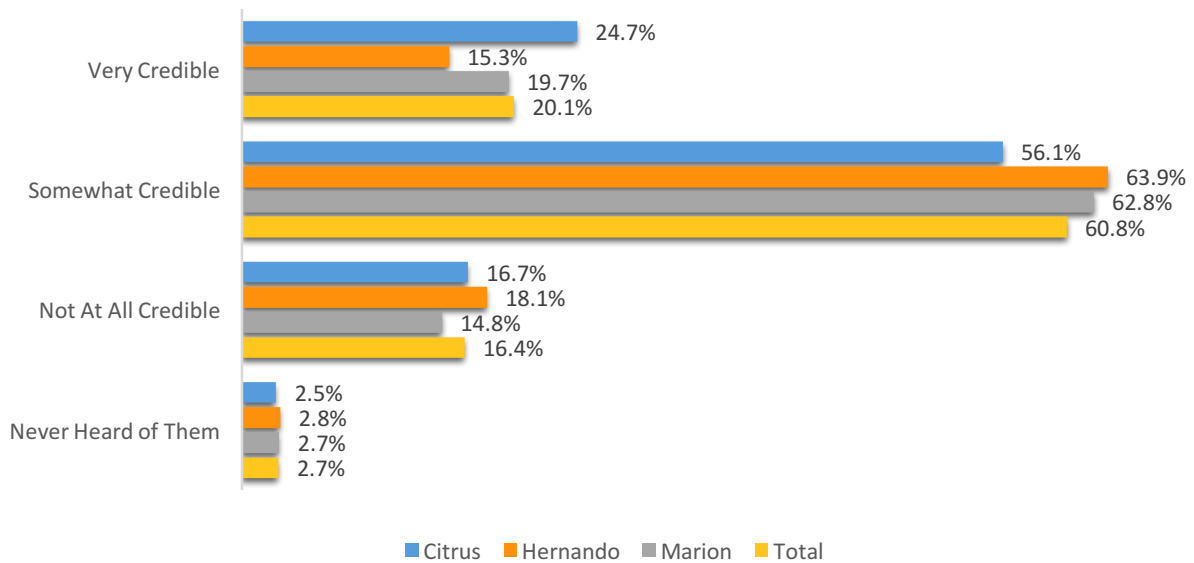


Pre- Your local city or county government



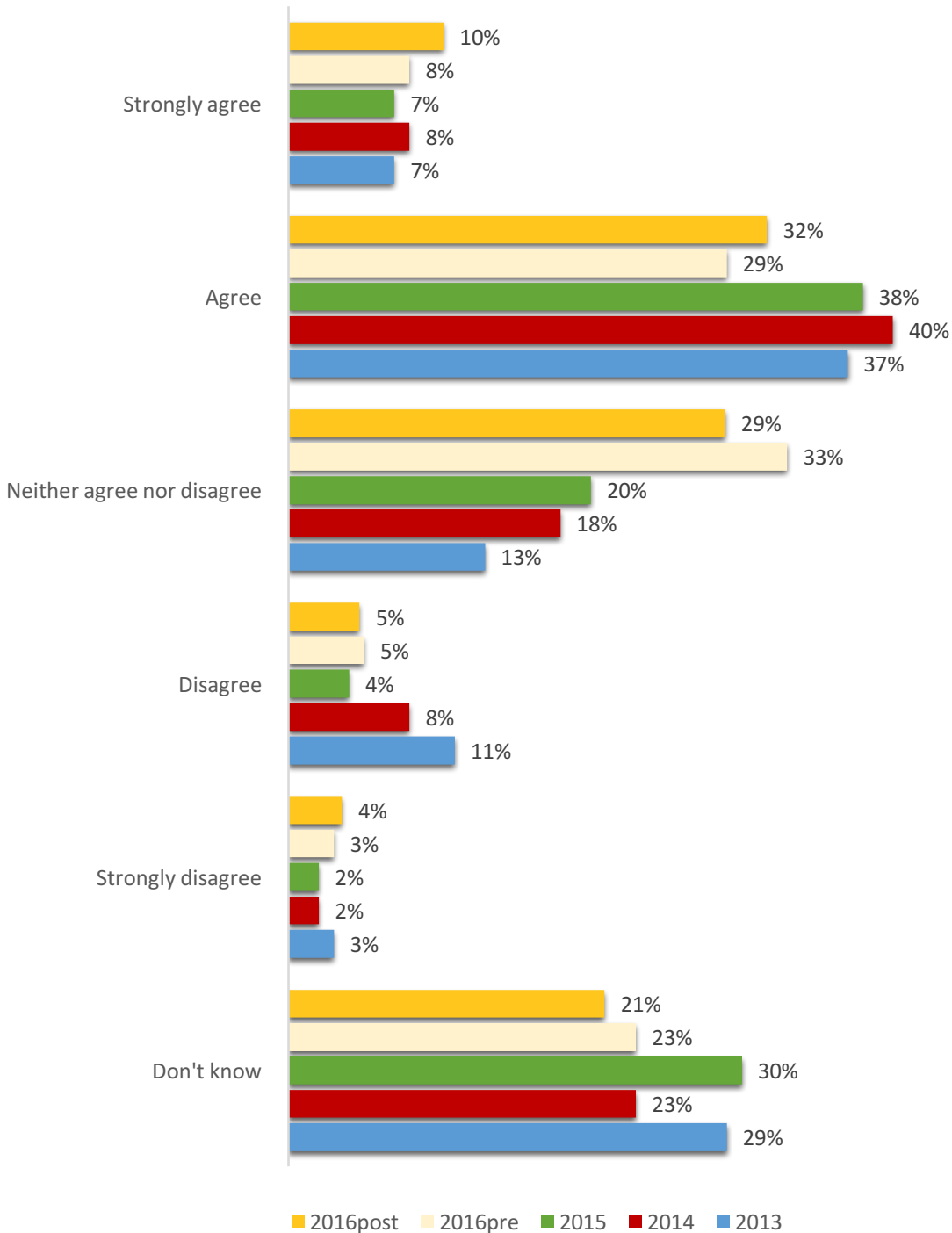
Statistical Differences Between the Counties

Post- Your local city or county government



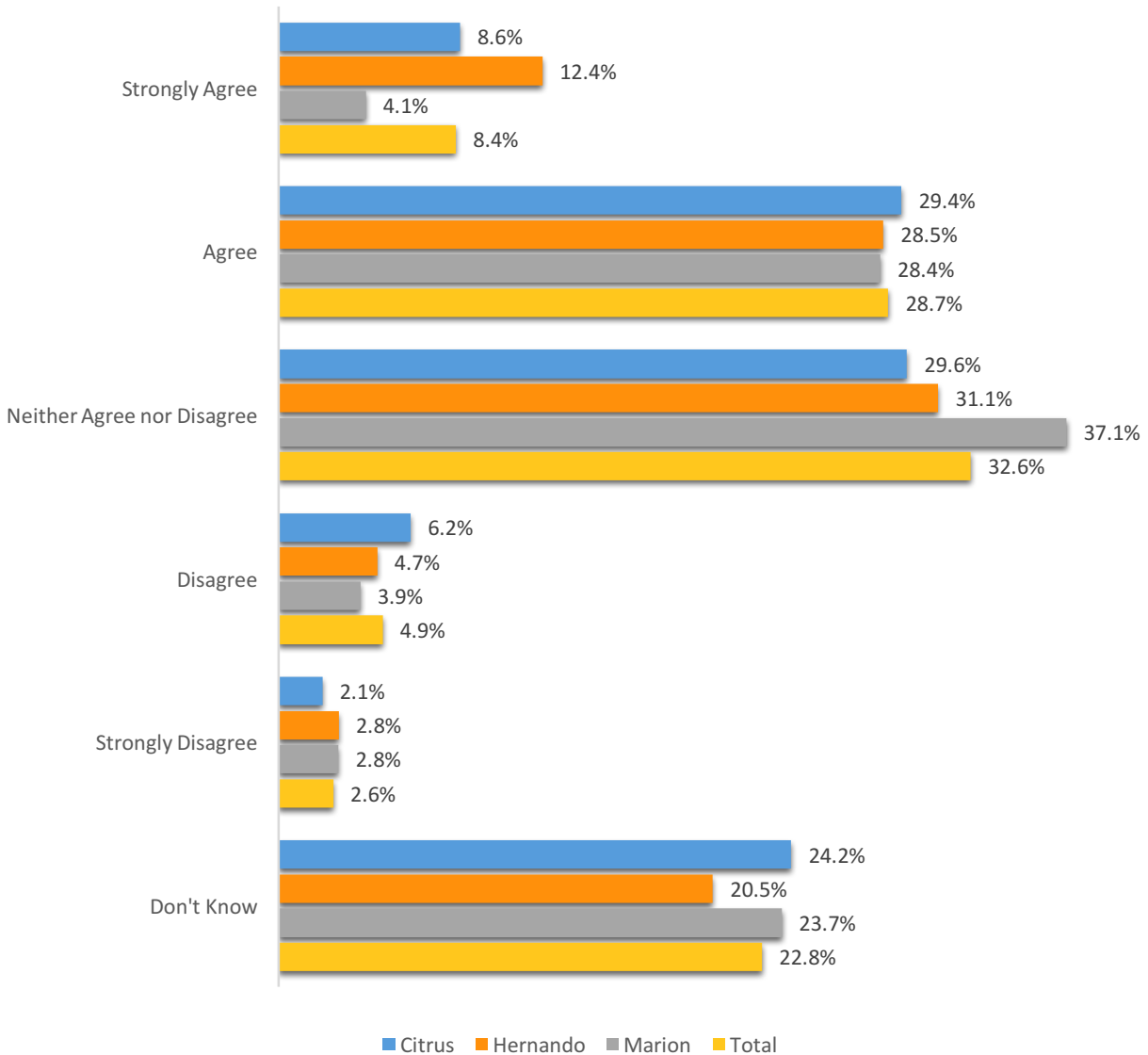
Statistical Differences Between the Counties

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



This was asked to every respondent with the assumption that if they didn't know about the District, they would respond "Don't know."

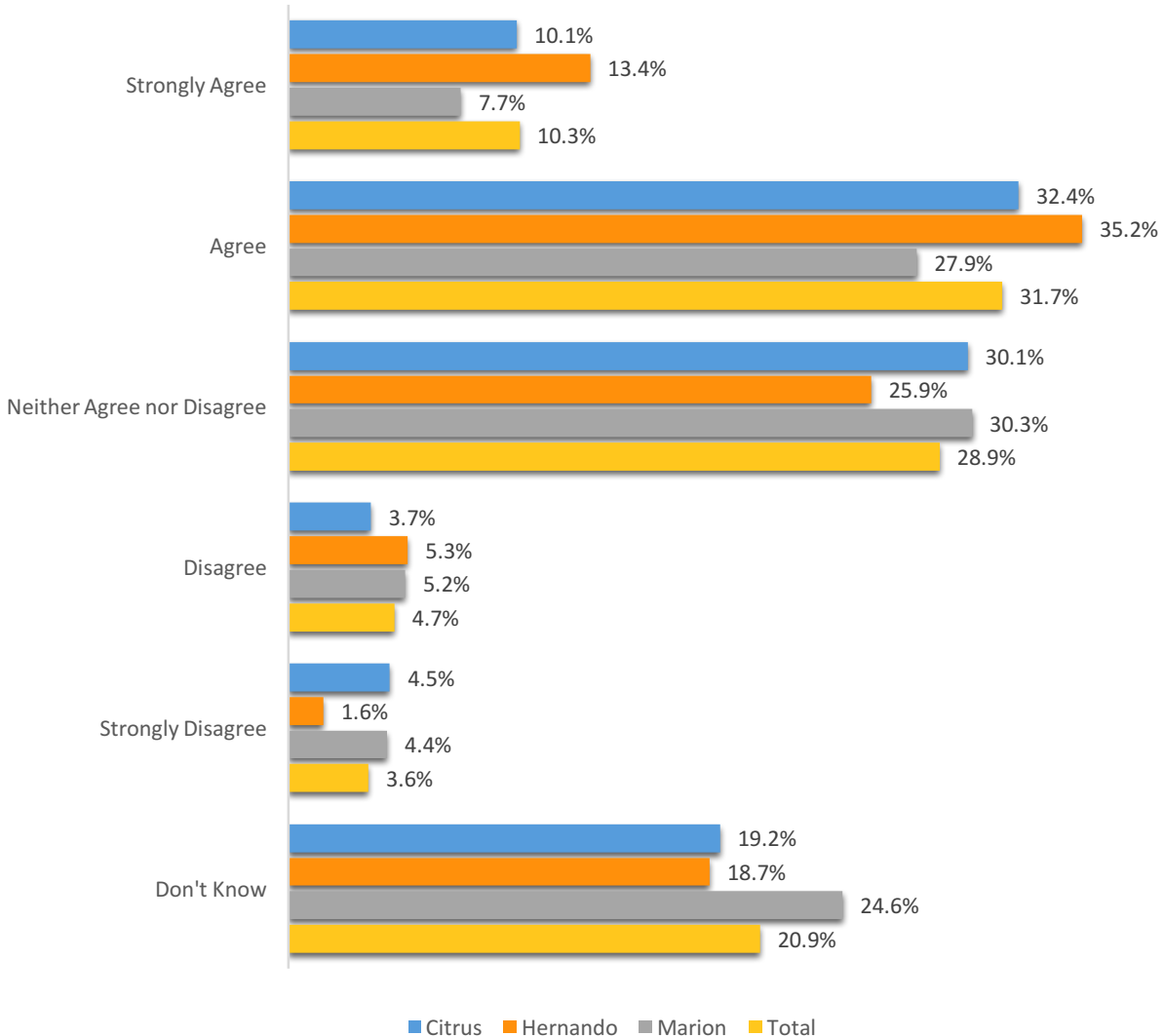
Pre- The Southwest Florida Water Management District has the scientific knowledge necessary to improve the health of the springs in your area.



Statistical Differences Between the Counties

This was asked to every respondent with the assumption that if they didn't know about the District, they would respond "Don't know."

Post- The Southwest Florida Water Management District has the scientific knowledge necessary to improve the health of the springs in your area.

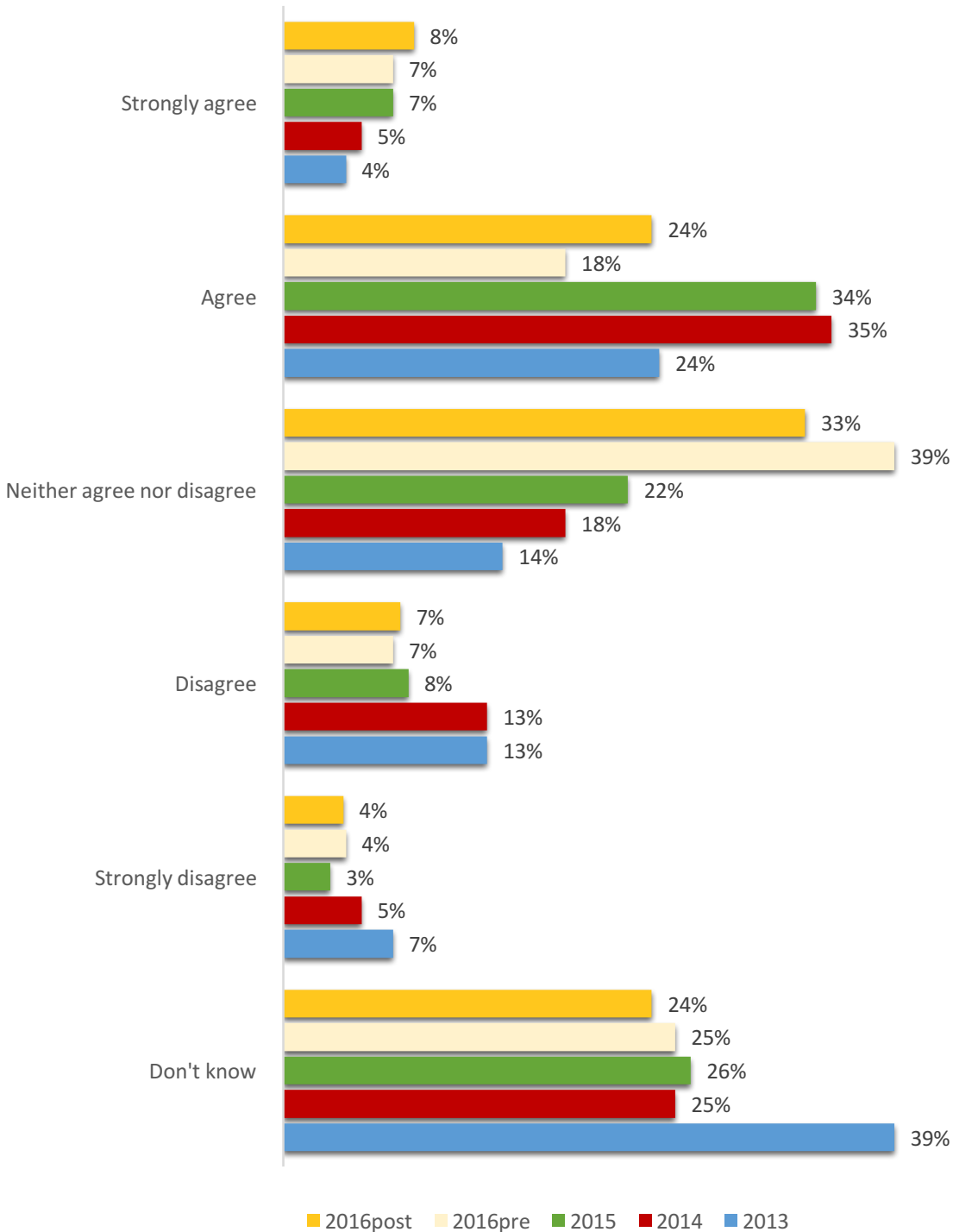


Statistical Differences Between the Counties and Pre/Post Test

This was asked to every respondent with the assumption that if they didn't know about the District, they would respond "Don't know."

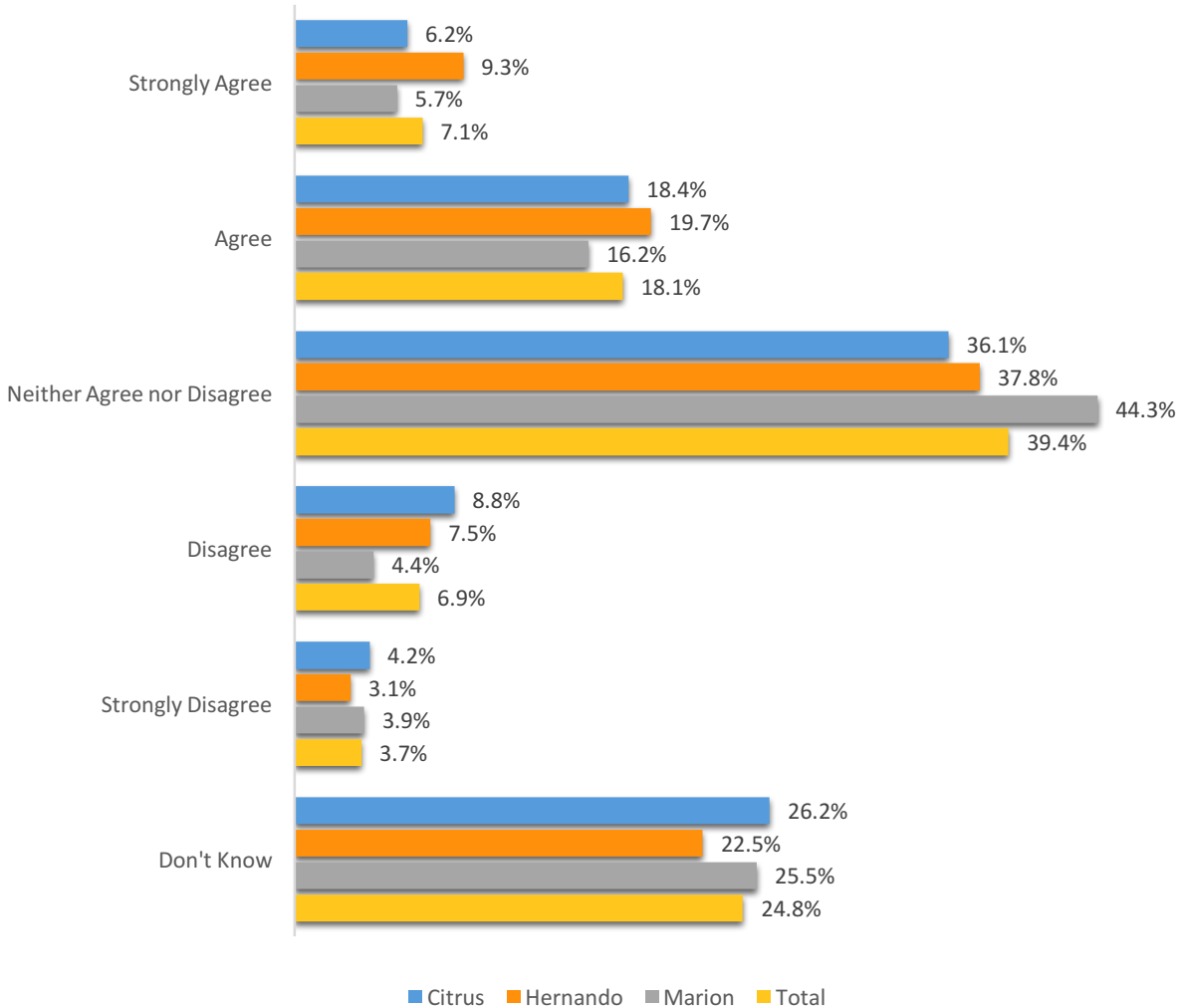
More people agreed that the District had the scientific knowledge on the post test. This is an indication that respondents are understanding the District's role in springs maintenance.

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



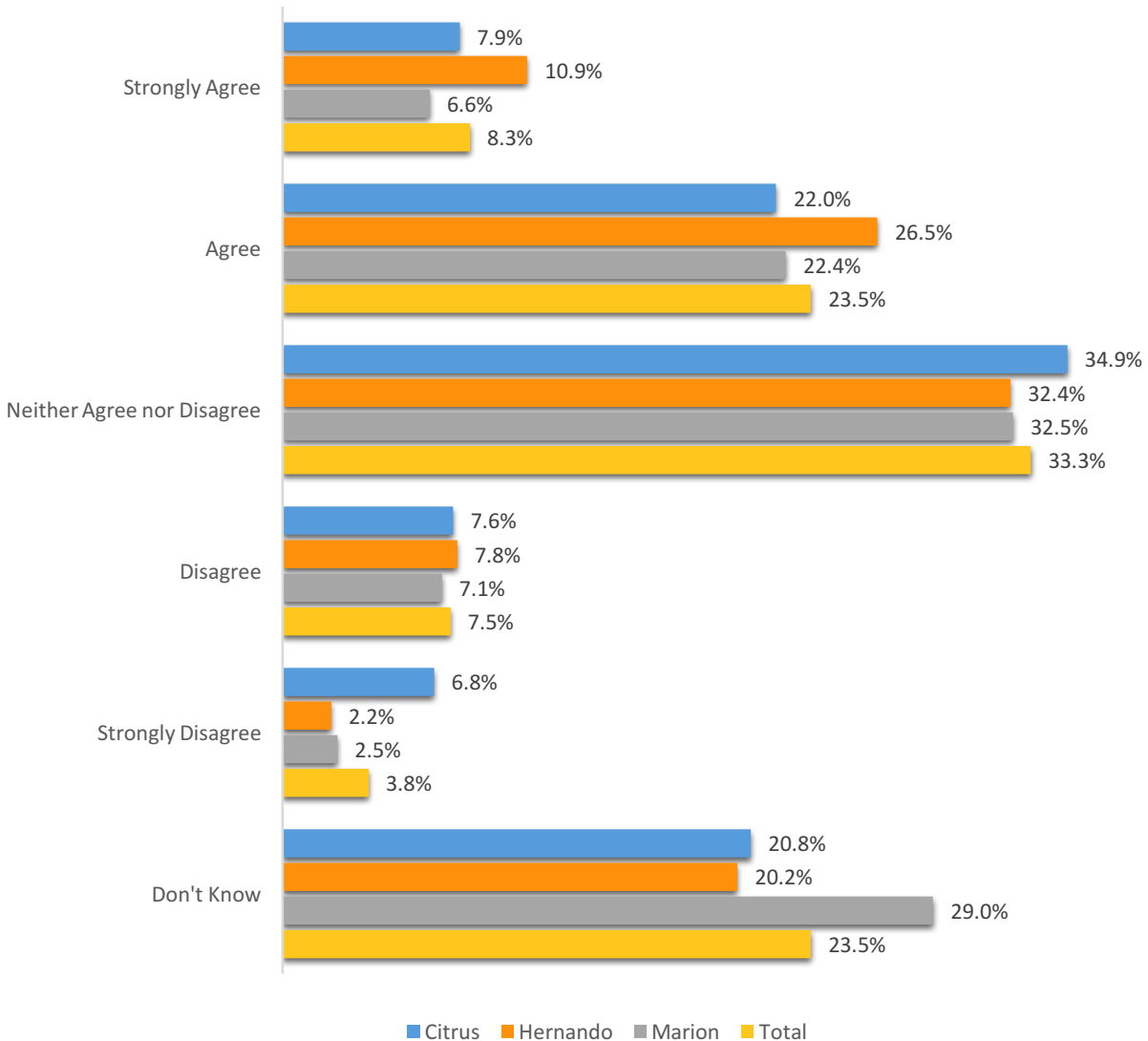
This was asked to every respondent with the assumption that if they didn't know about the District, they would respond "Don't know."

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



This was asked to every respondent with the assumption that if they didn't know about the District, they would respond "Don't know."

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

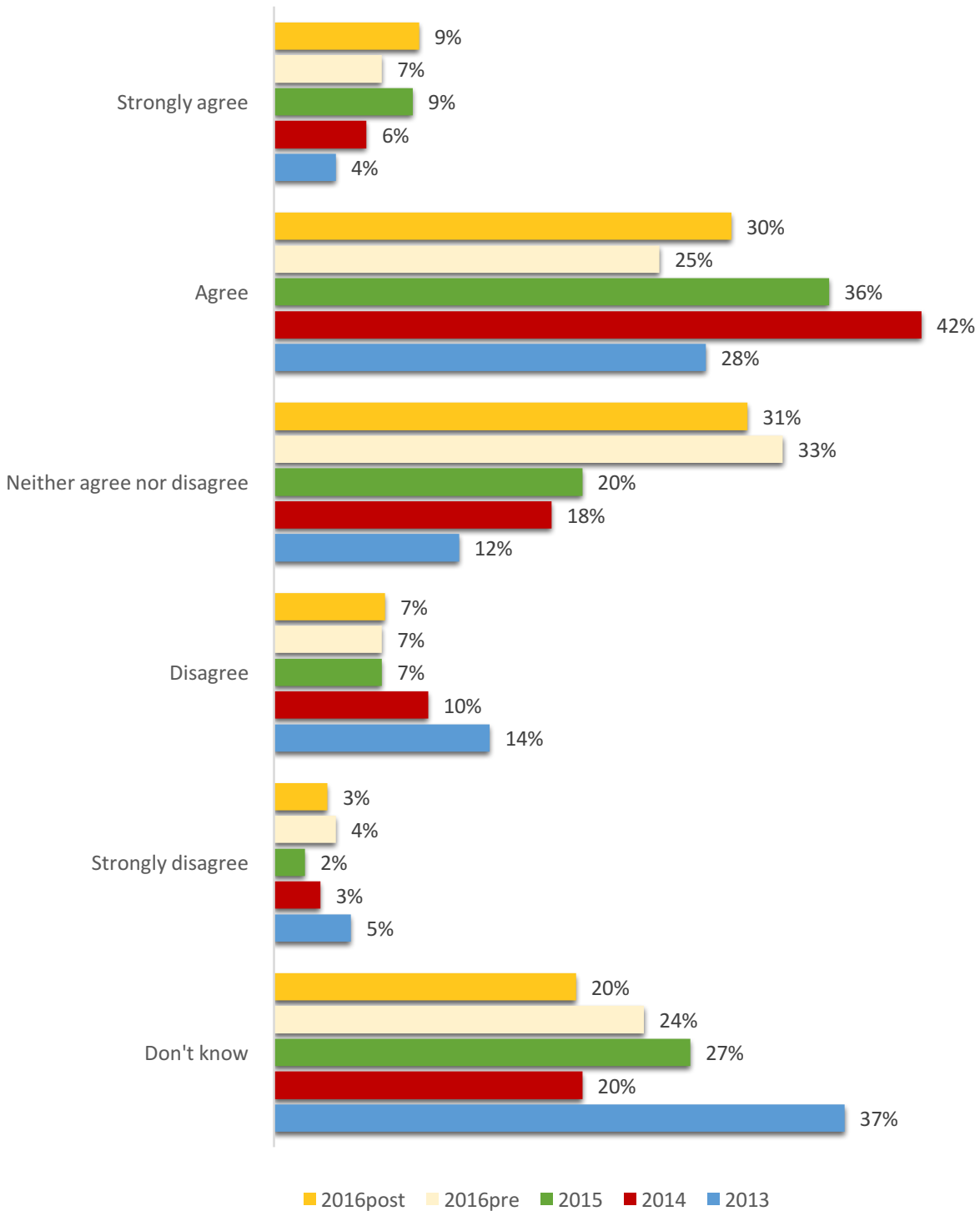


Statistical Differences Between the Counties and Pre/Post Test

This was asked to every respondent with the assumption that if they didn't know about the District, they would respond "Don't know."

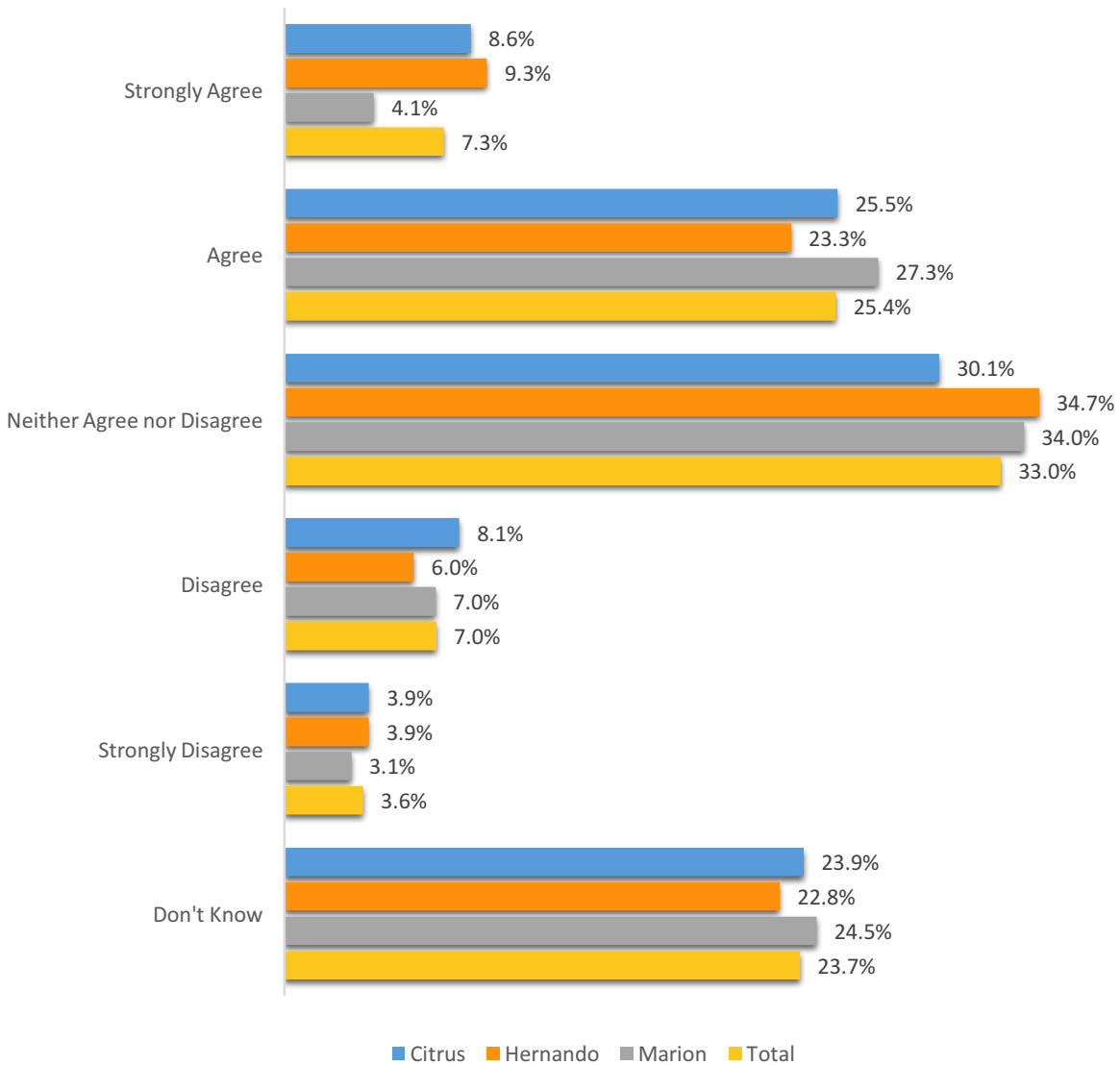
More people in the post see the District as a leader in taking the right actions to improve the health of the springs. Again, a potential result of the campaign.

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



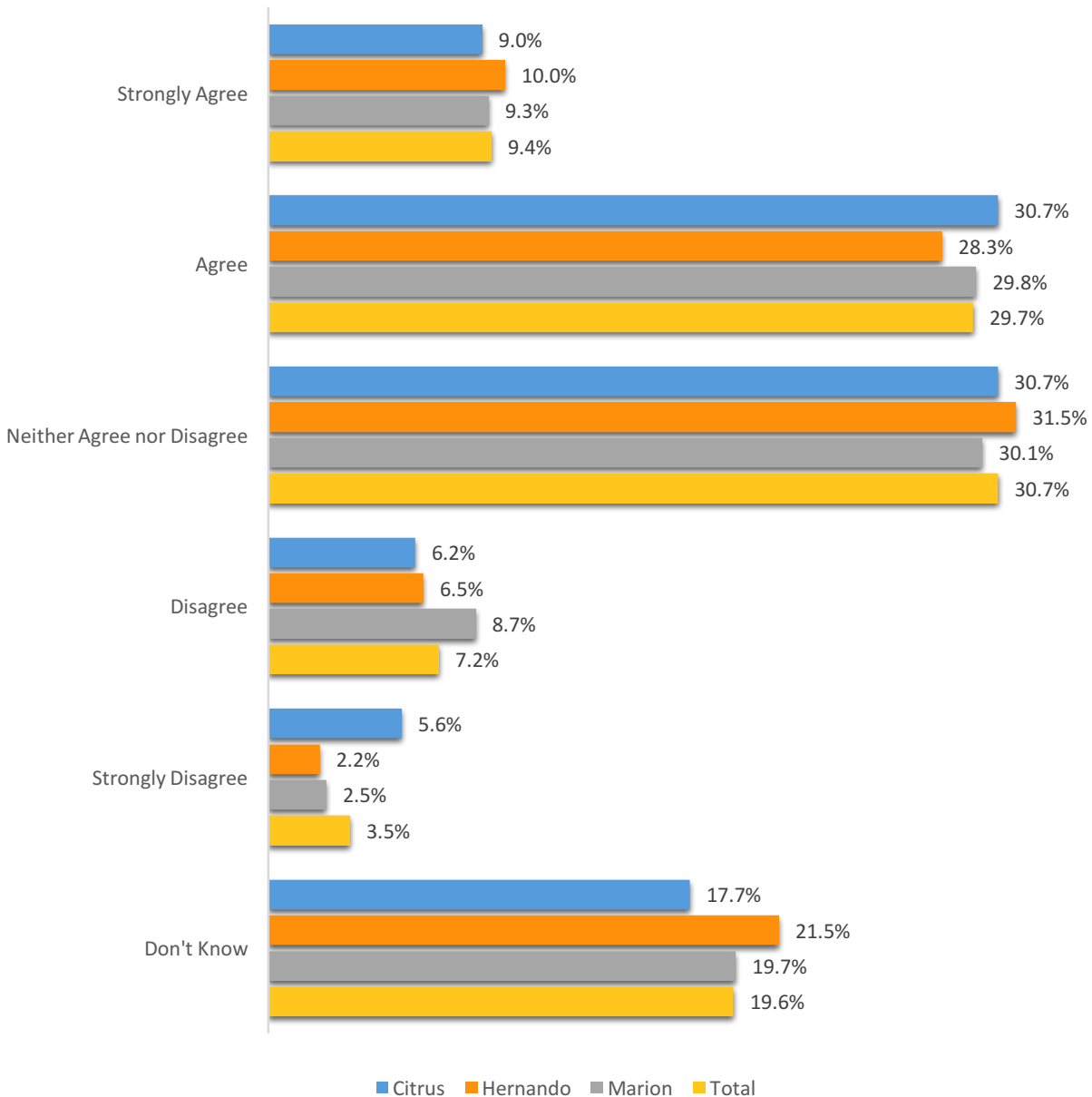
This was asked to every respondent with the assumption that if they didn't know about the District, they would respond "Don't know."

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



This was asked to every respondent with the assumption that if they didn't know about the District, they would respond "Don't know."

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



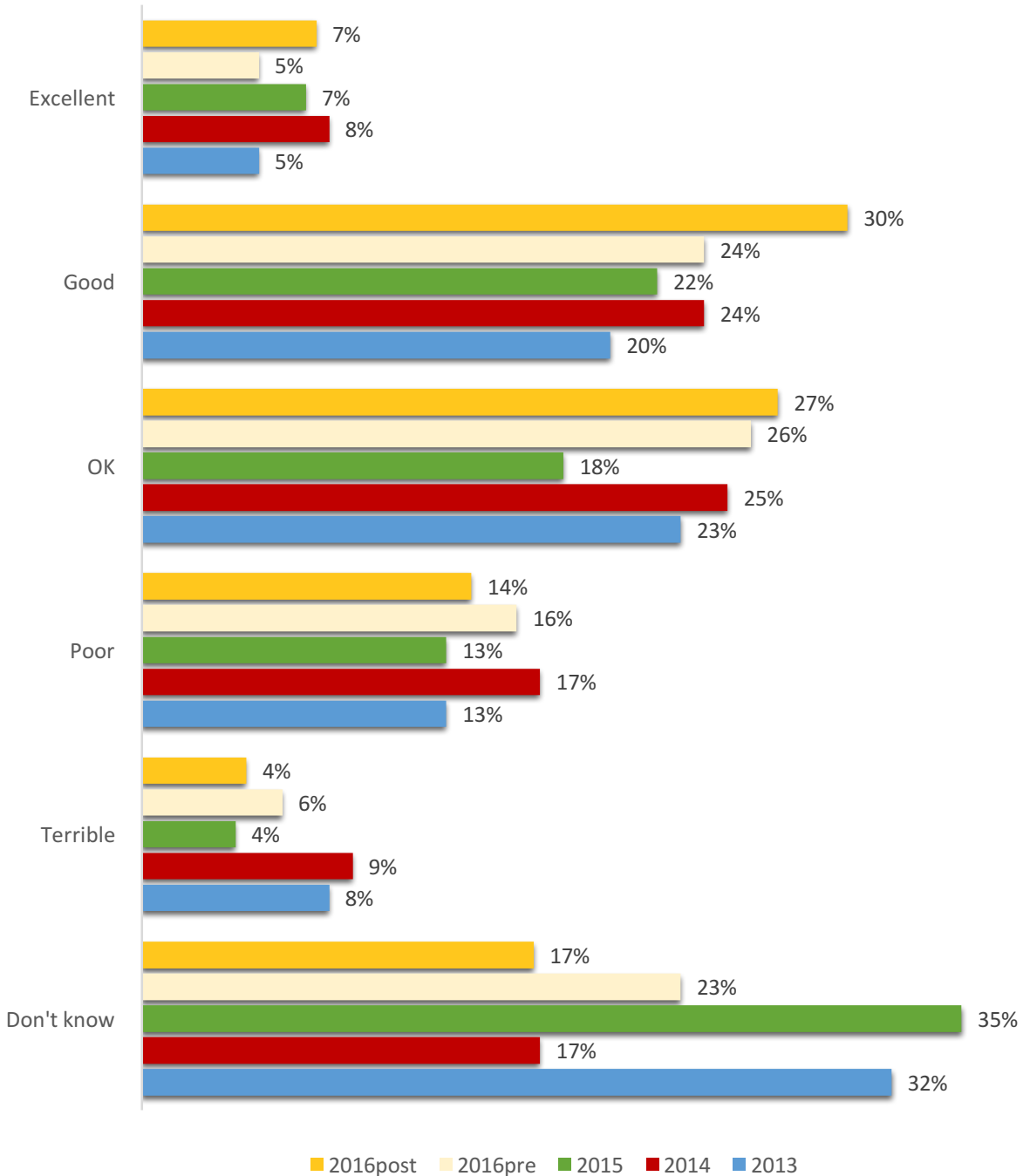
Statistical Differences Between the Pre/Post Test

This was asked to every respondent with the assumption that if they didn't know about the District, they would respond "Don't know."

The District once again gained on agreement on the post test committed to improving the health of the springs in your area.

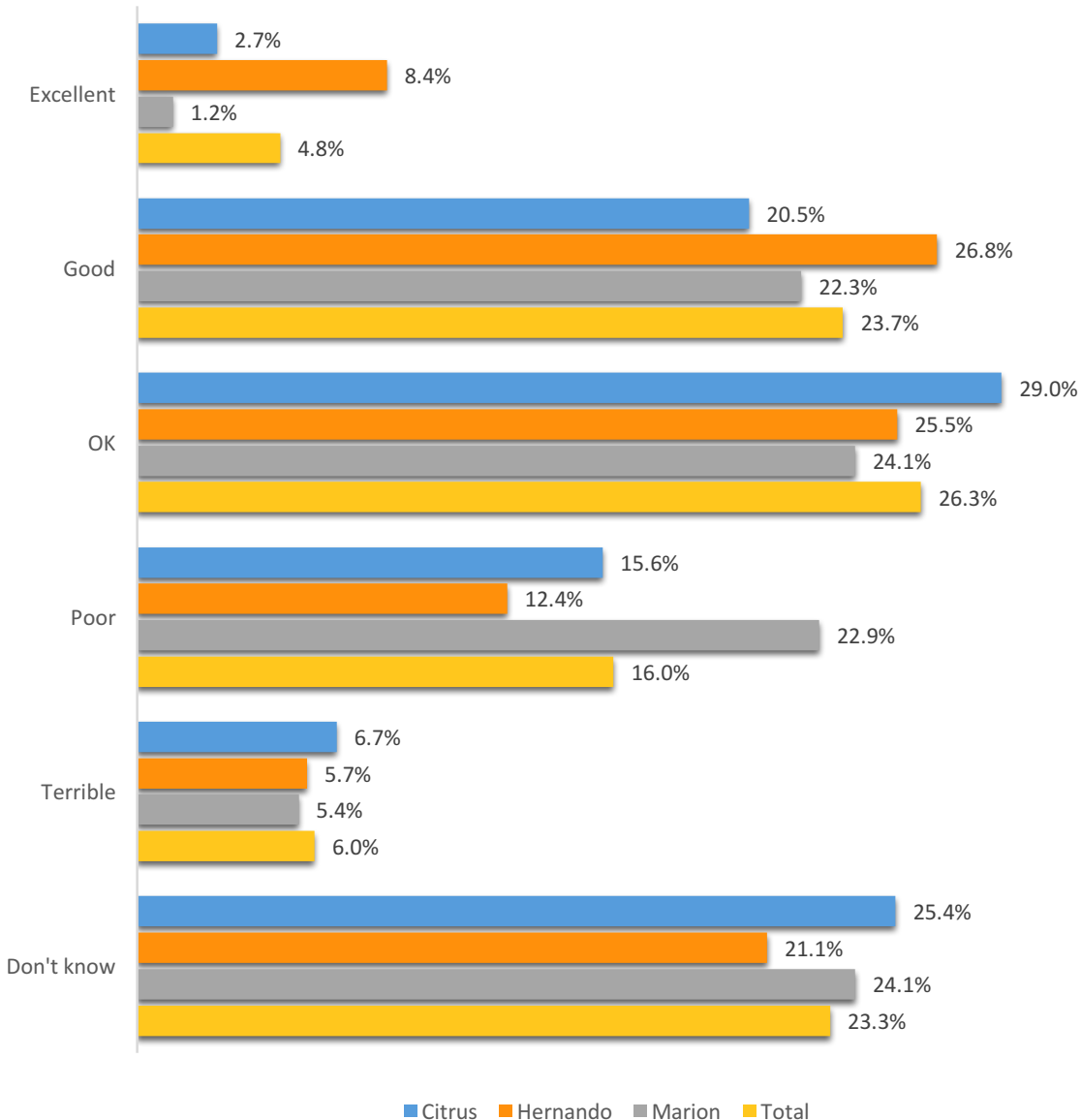
Using a scale of Excellent, Good, OK, Poor and Terrible, how would you rate the Southwest Florida Water Management District's performance in:

Protecting springs in your area



Only respondents who had heard of the District responded.

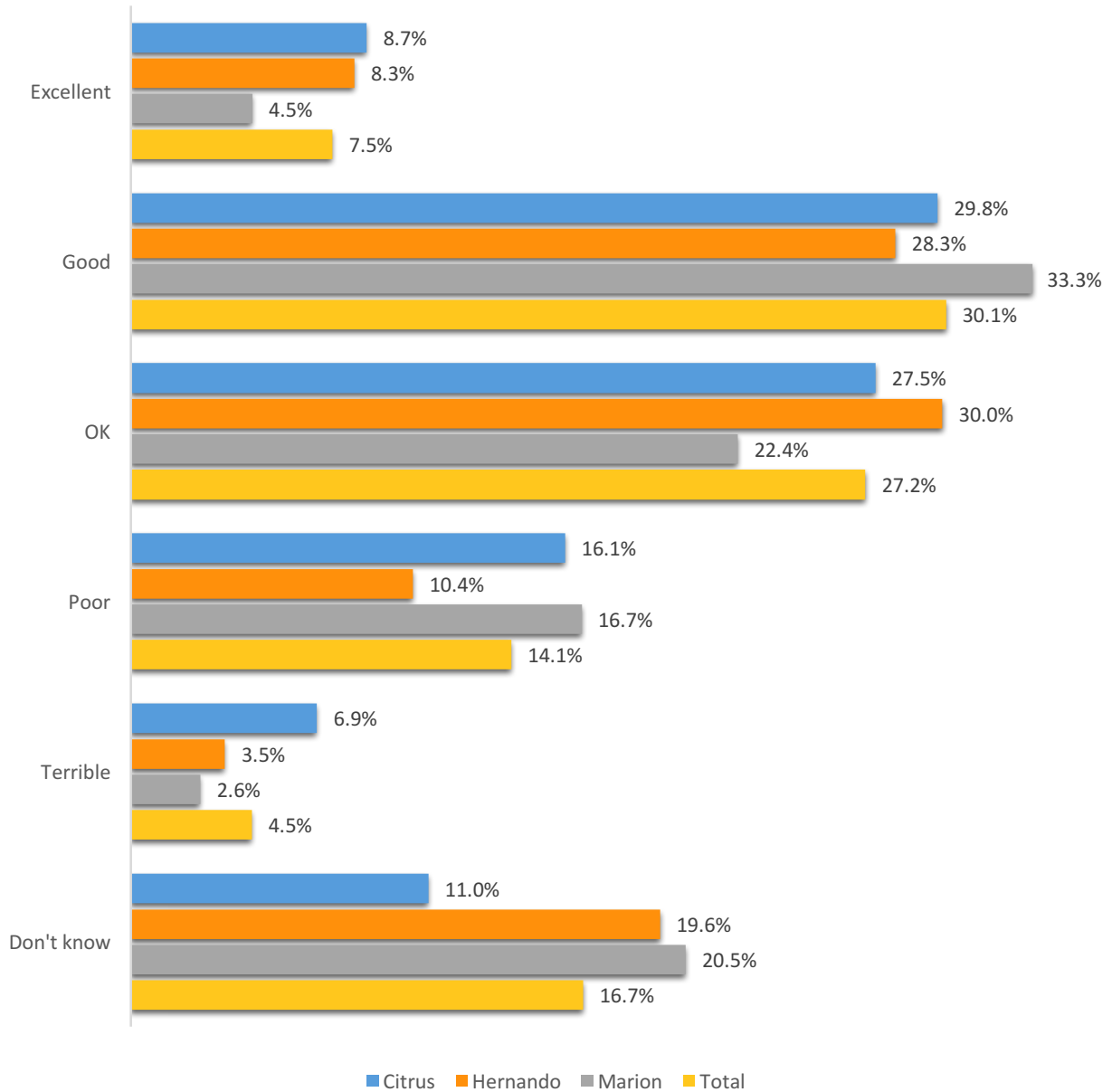
Pre- Protecting springs in your area



Statistical Differences Between the Counties

Only respondents who had heard of the District responded.

Post- Protecting springs in your area

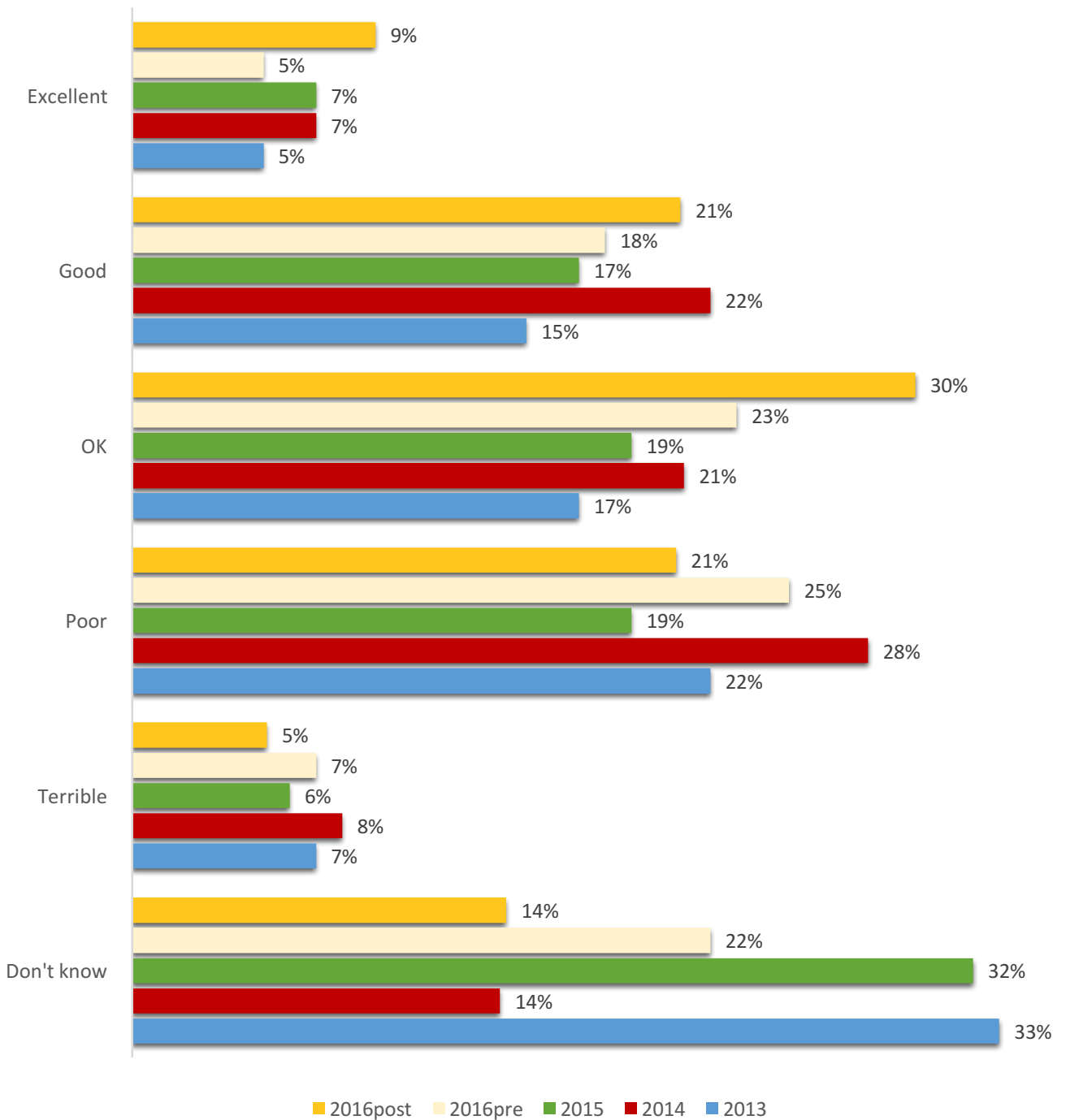


Statistical Differences Between the Counties and Pre/Post Test

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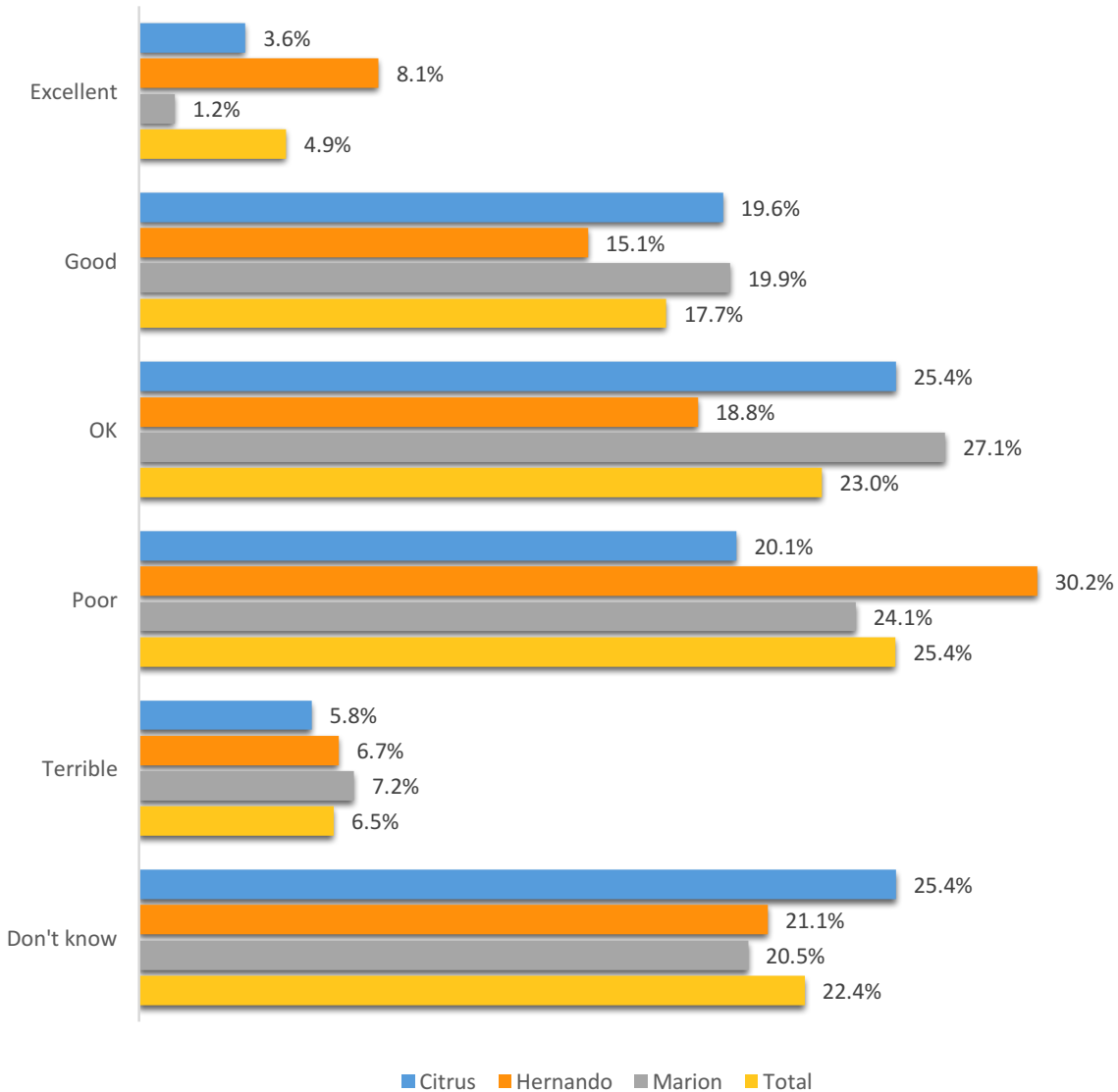
Overall, the District increased the percentages in “Excellent” and “Good” in the post on protecting springs.

Educating people about the condition of the springs



Only respondents who had heard of the District responded.

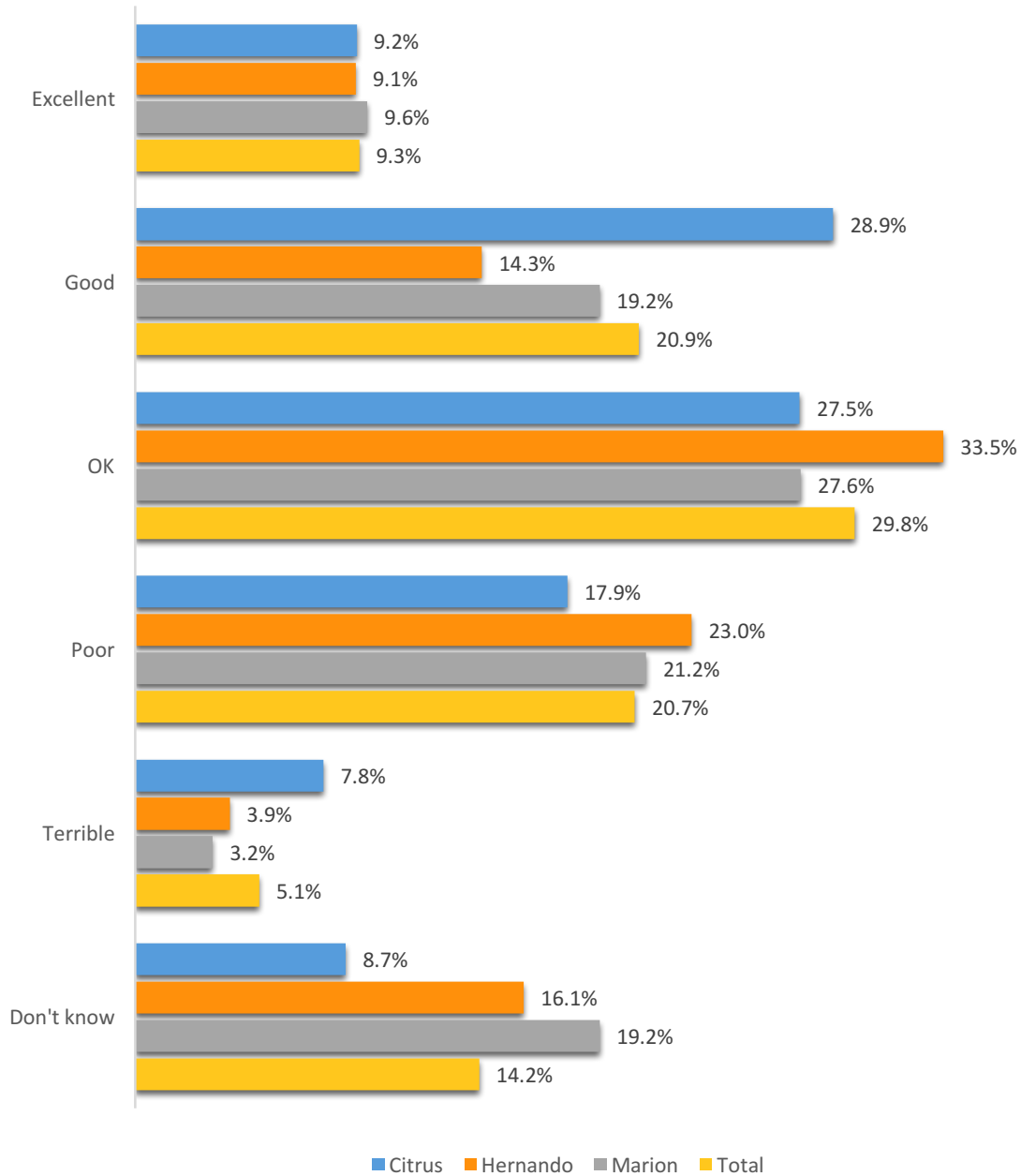
Pre- Educating people about the condition of the springs



Statistical Differences Between the Counties

Only respondents who had heard of the District responded.

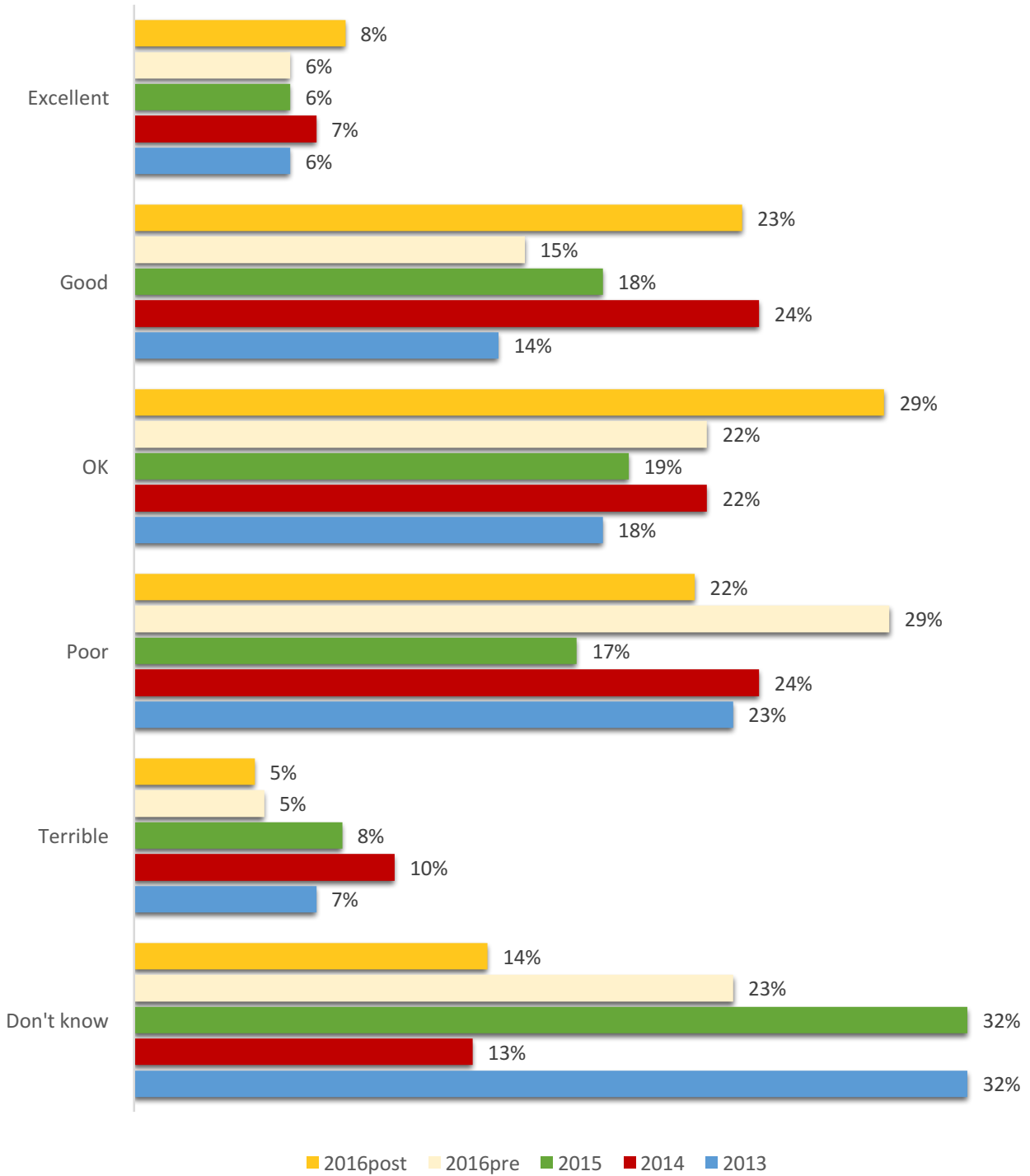
Post- Educating people about the condition of the springs



Statistical Differences Between the Counties and Pre/Post Test

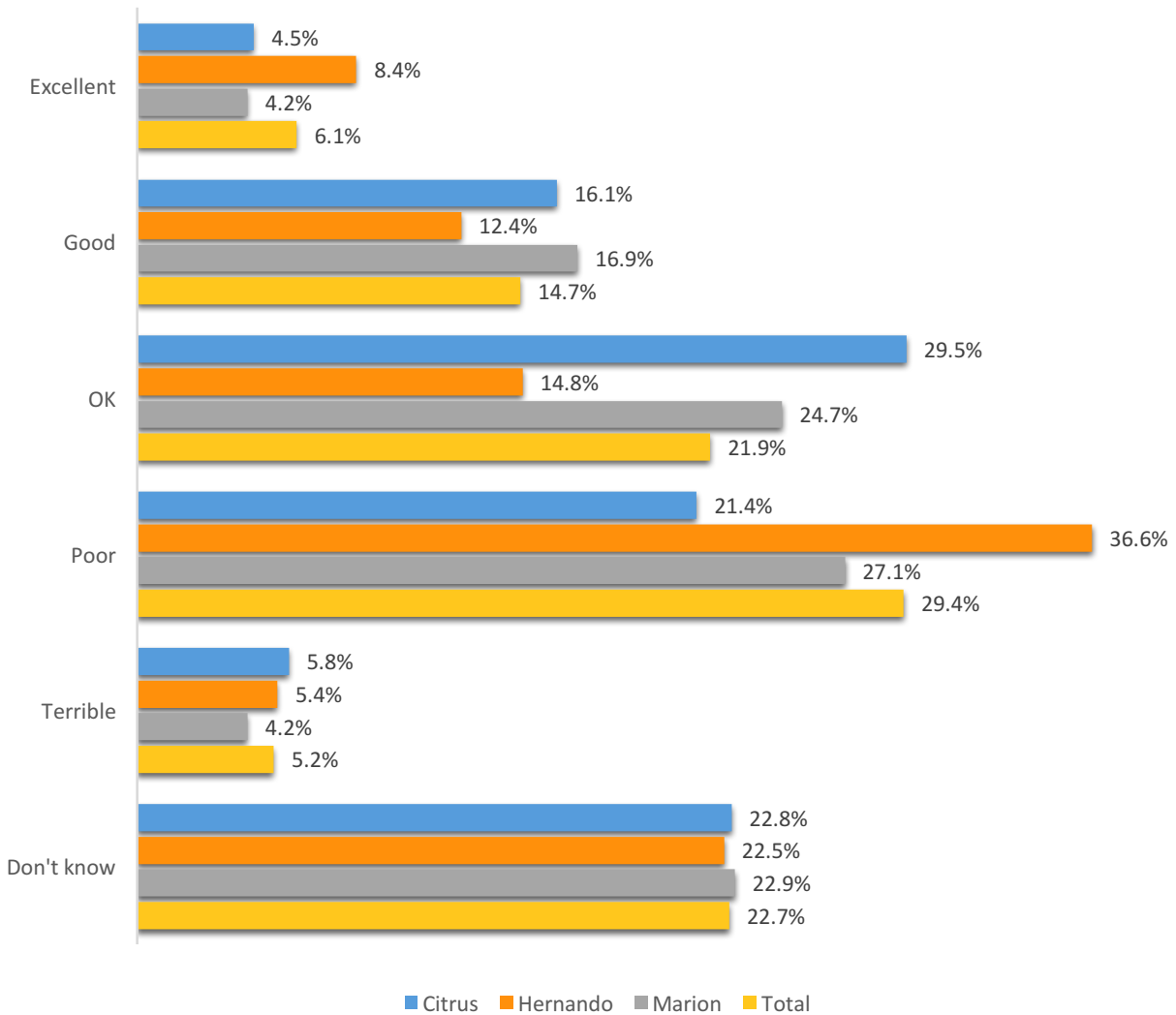
Only respondents who had heard of the District responded.

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



Only respondents who had heard of the District responded.

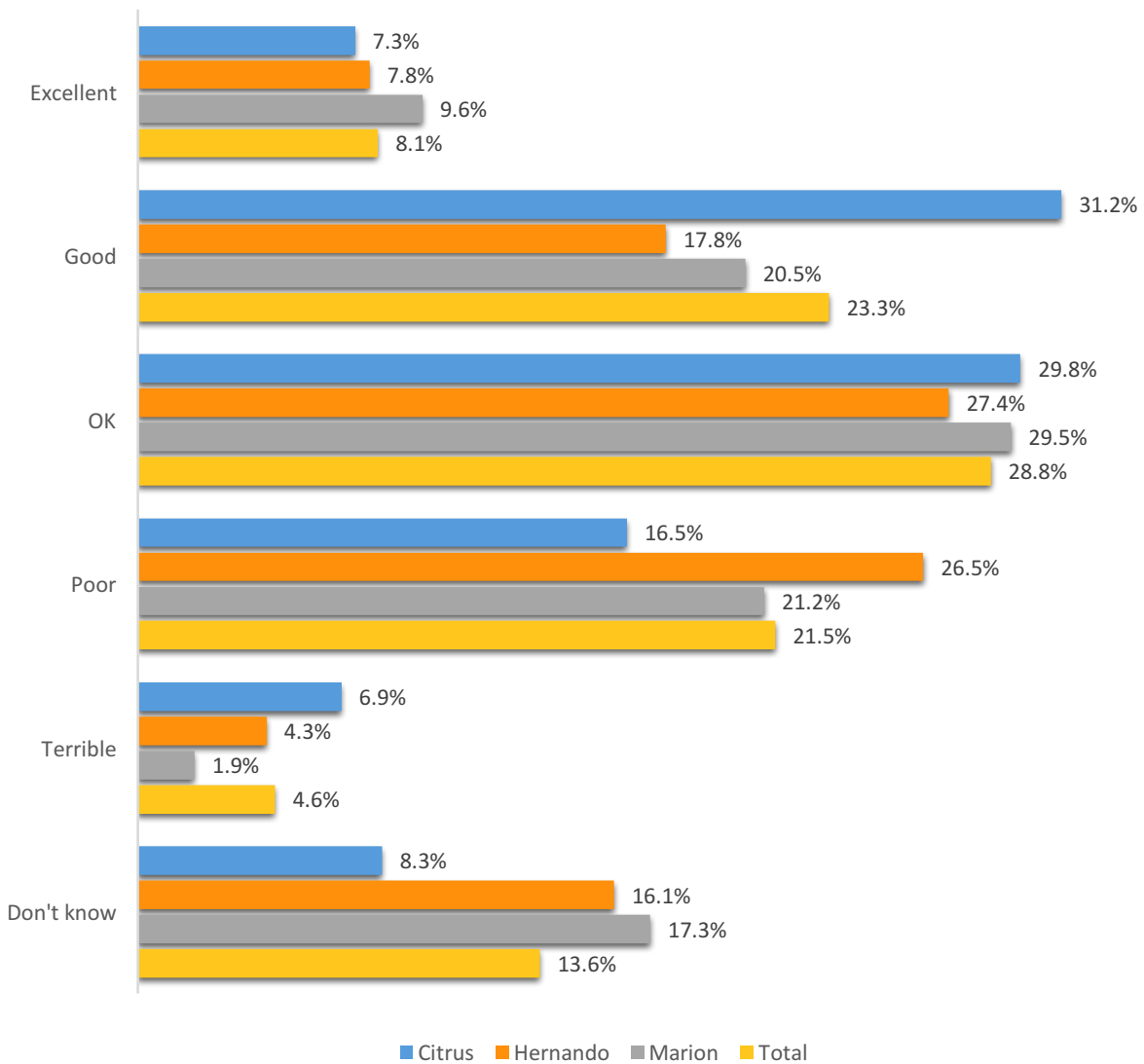
Pre- Educating people about what they can do to help protect the springs



Statistical Differences Between the Counties

Only respondents who had heard of the District responded.

Post- Educating people about what they can do to help protect the springs

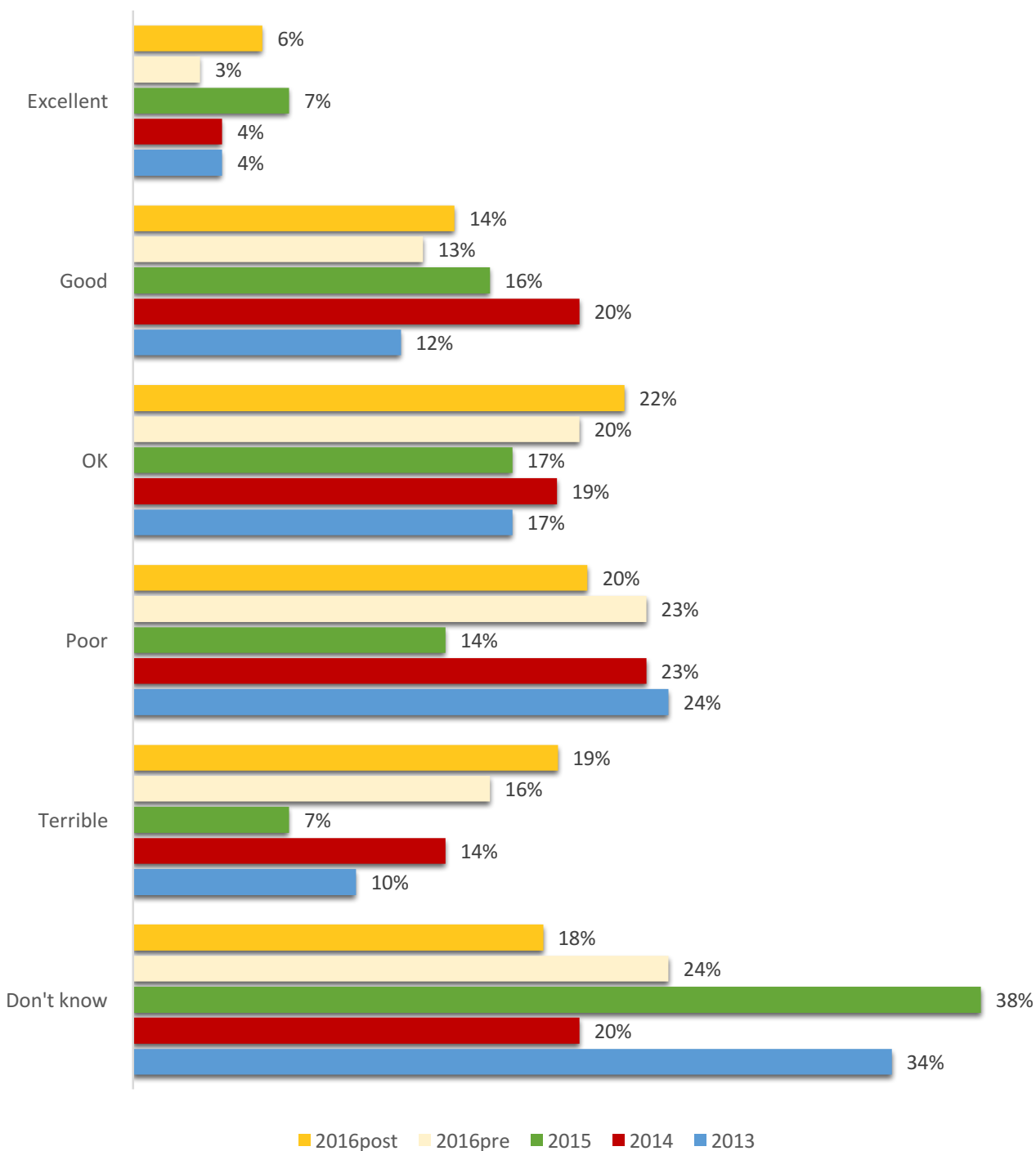


Statistical Differences Between the Counties and Pre/Post Test

Only respondents who had heard of the District responded.

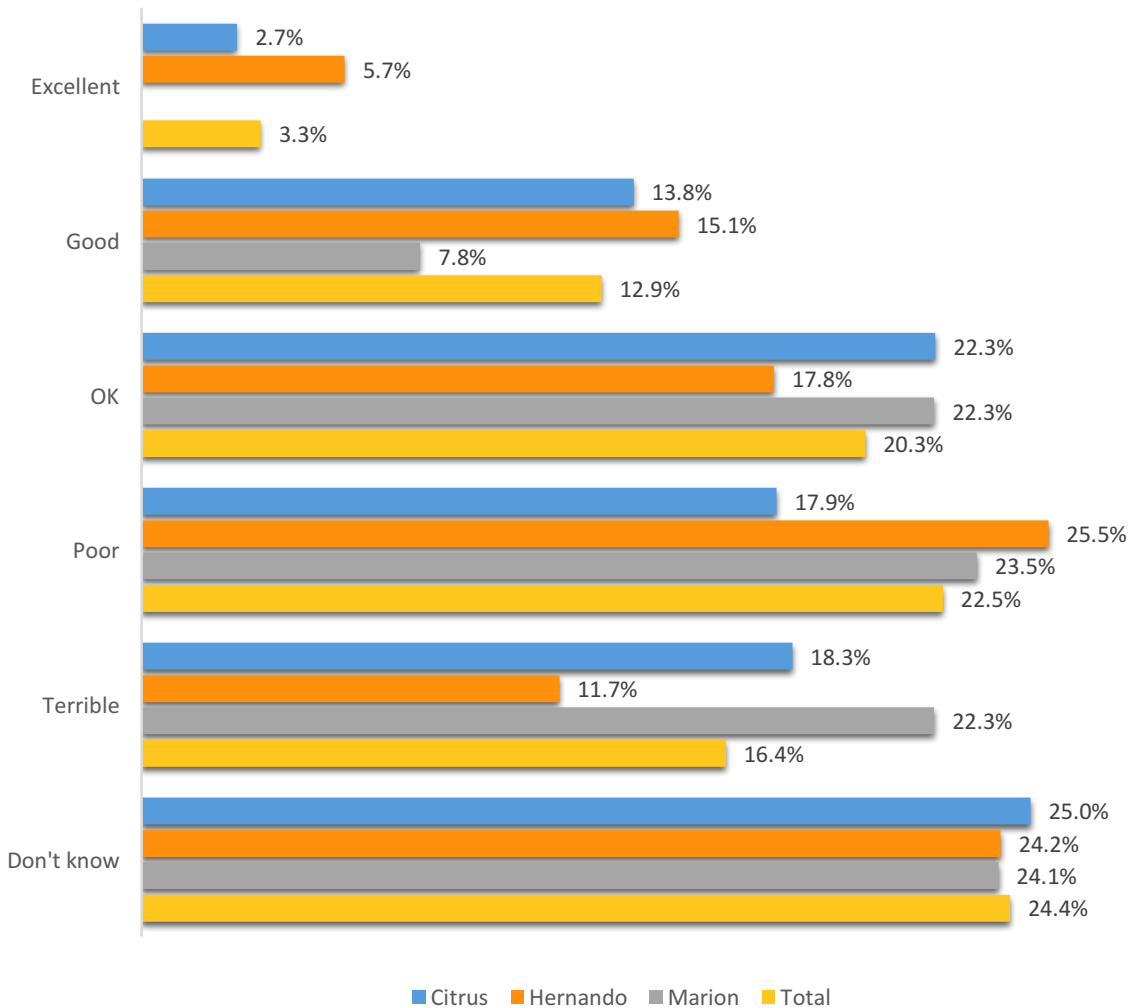
The District scored higher in the categories of “OK” and above in the post test when respondents were asked to give their perceptions on how educating people about the springs.

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



Only respondents who had heard of the District responded.

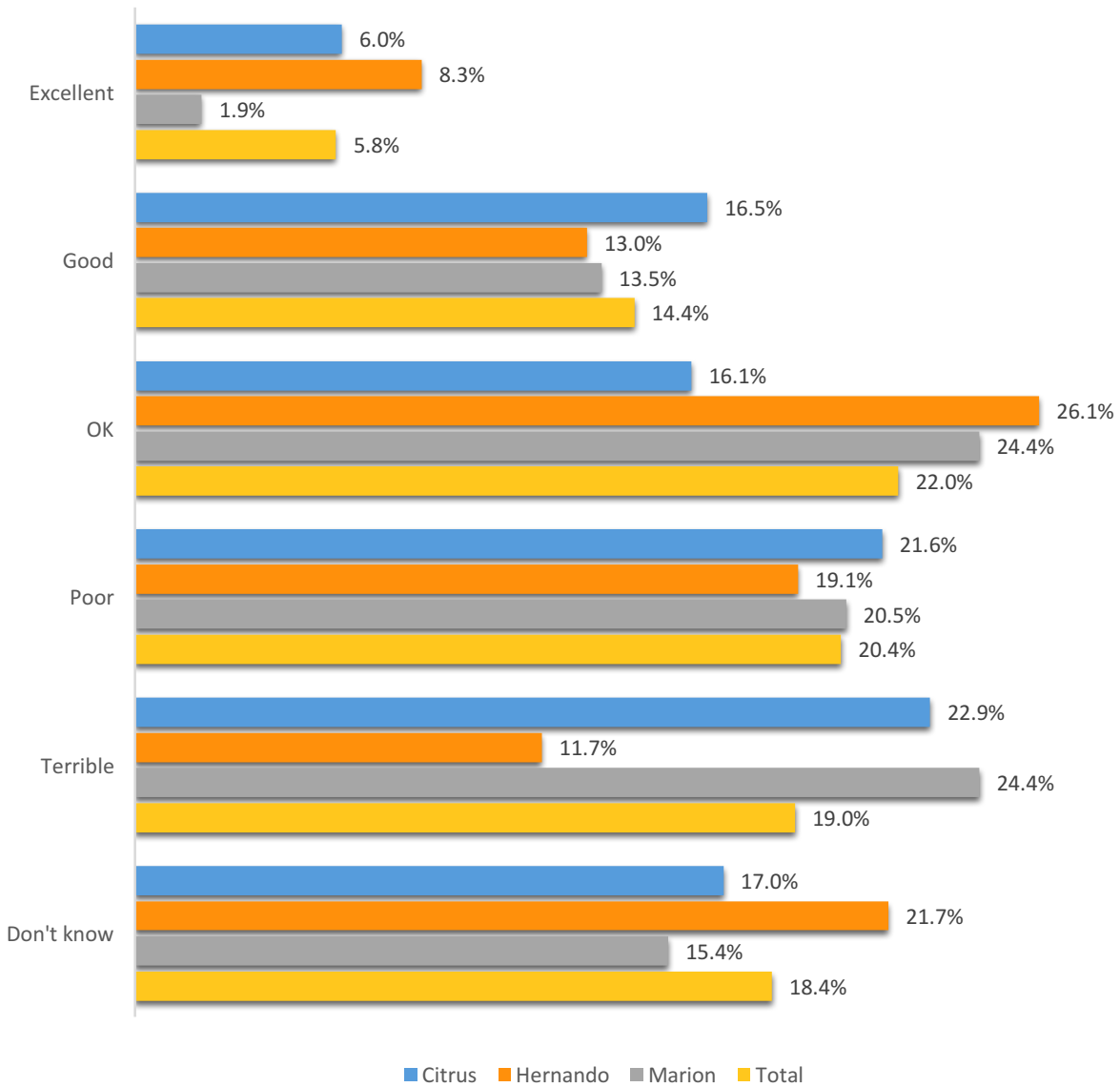
Pre- Ensuring that not too much water is drawn out of the ground for various uses



Statistical Differences Between the Counties

Only respondents who had heard of the District responded.

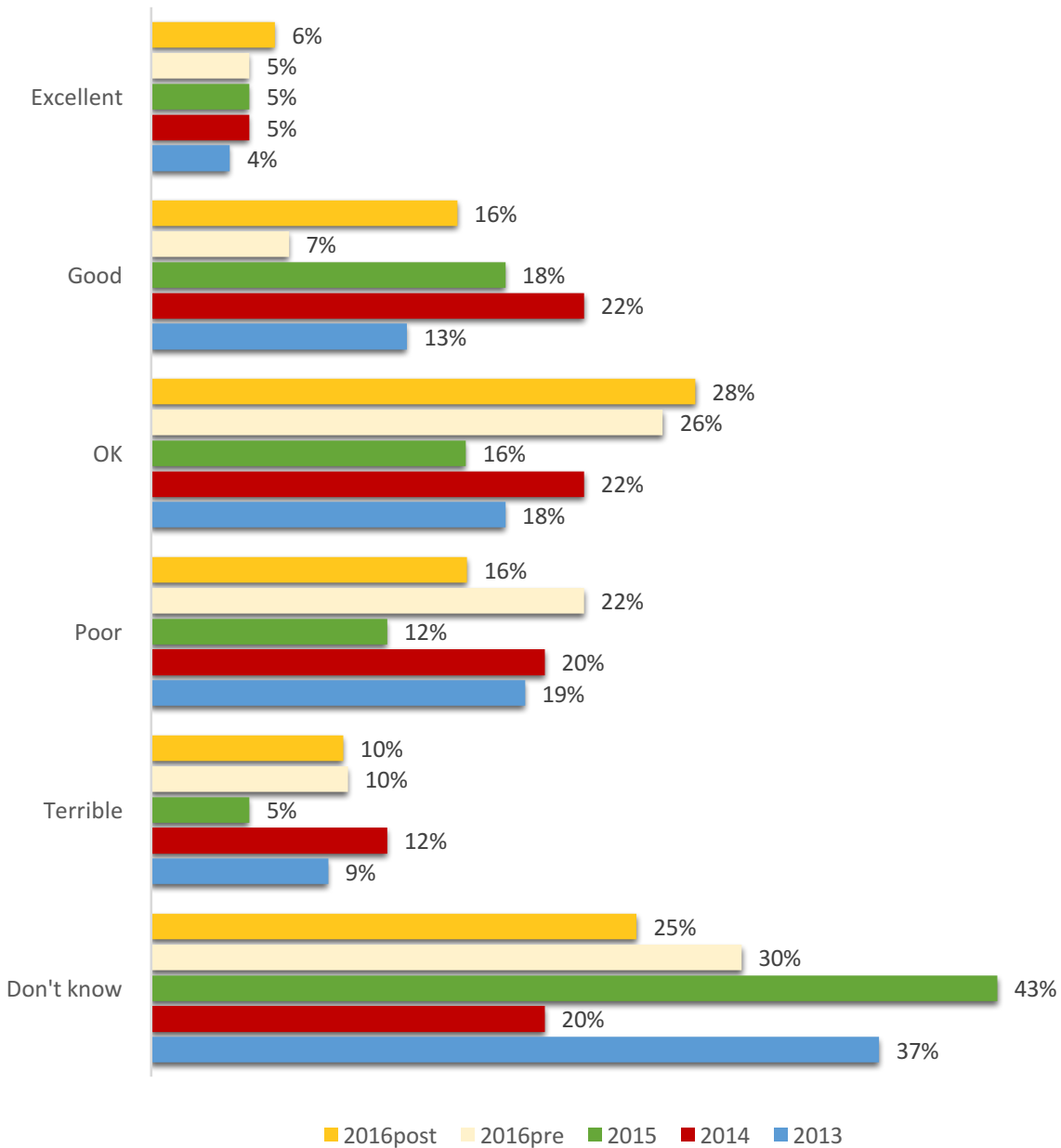
Post- Ensuring that not too much water is drawn out of the ground for various uses



Statistical Differences Between the Counties

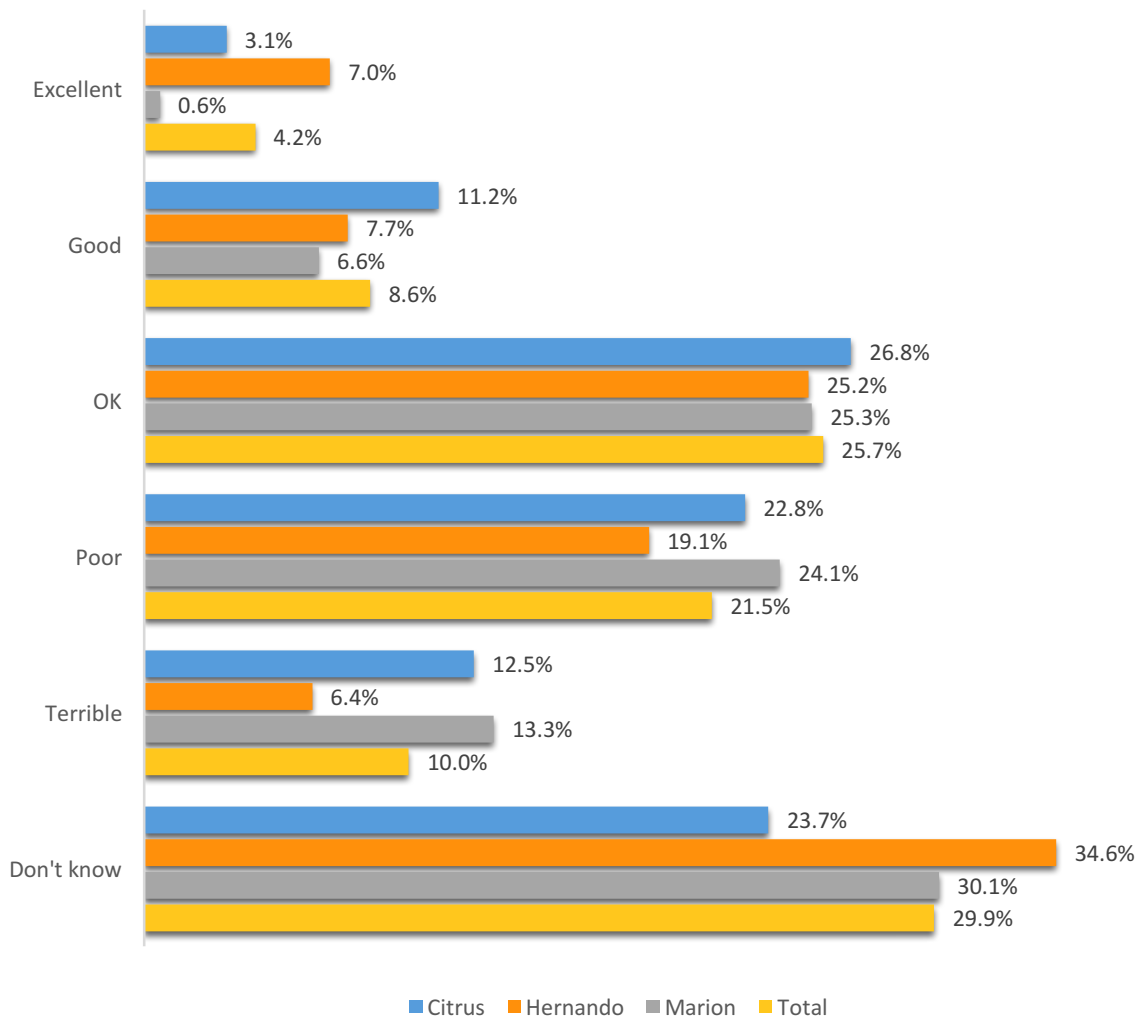
Only respondents who had heard of the District responded.

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



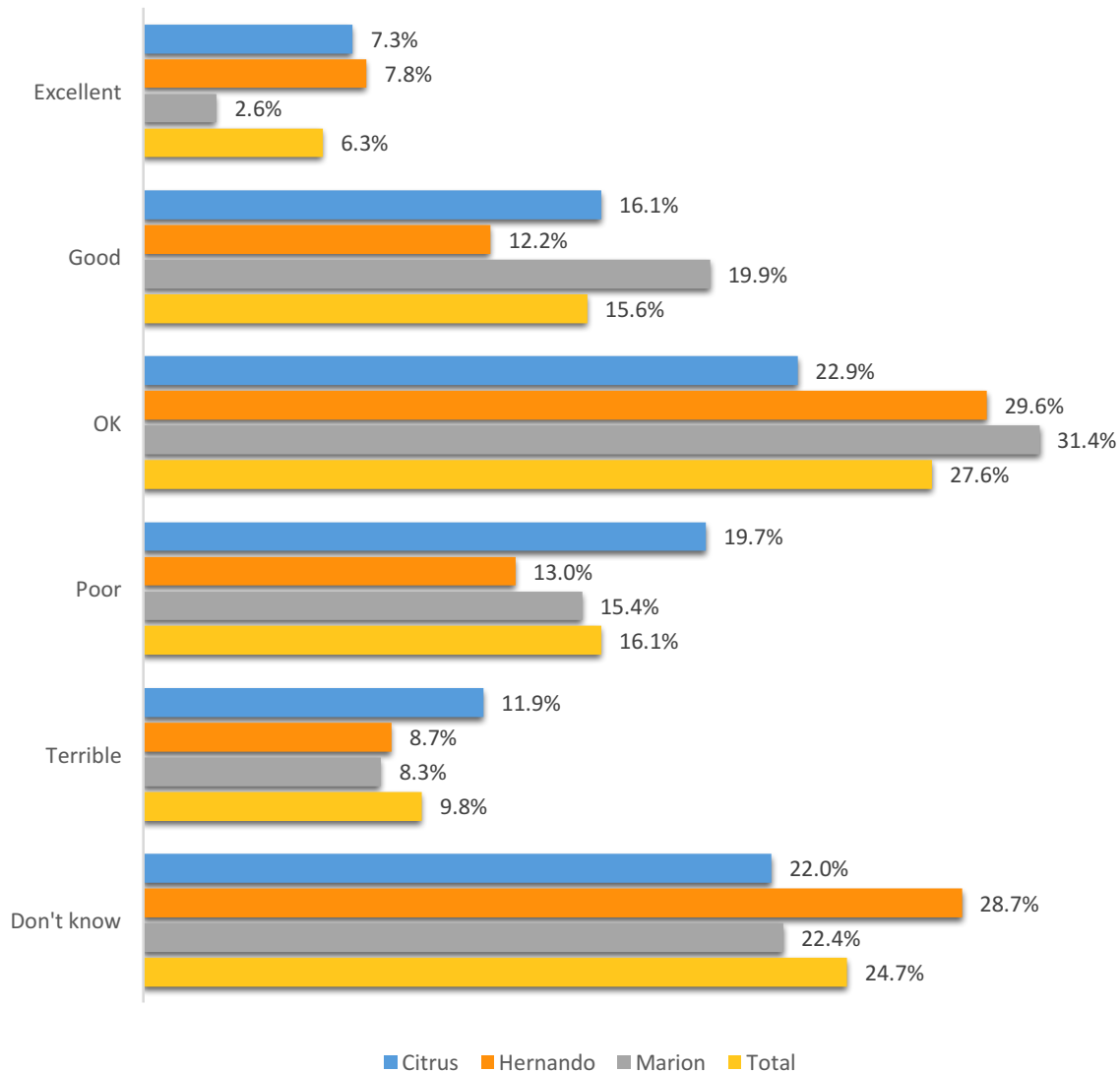
Only respondents who had heard of the District responded.

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



Only respondents who had heard of the District responded.

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



Statistical Differences Between the Counties and Pre/Post Test

Only respondents who had heard of the District responded.

The post showed that more people rated the District as being “Good” or “Excellent” when listening to the community. We continue to believe that by developing engaging programs and events we will continue to see positive results. Later in this report, we will introduce ideas that will hopefully allow District residents to engage with the District and their local springs.

Springs Advertising Recall & Evolution

In preparation for this year's "Restoring Our Springs!" campaign, we need to develop a baseline on what types of springs advertising citizens may have seen. To create the baseline, we asked the following questions:

- Have you recently seen or heard advertisements about springs or springs restoration in your area?
- Where did you see or hear this advertising?
- What do you remember about the advertisement?
- Think about the last advertisement about springs or springs restoration you heard or saw. What organization sponsored the message?

Thirty-five percent of the overall sample reported seeing or hearing springs related advertisements within the past few months.

Just as with the pretest, a third of those who stated they were exposed to the advertisements said they saw/heard it on television. Over half of the post respondents mentioned seeing an ad in the newspaper. Again, we think these number are overinflated. Our team did a quick content analysis of television and newspapers during the month of July (the same time the survey was in the field) and we found a number of items talking about springs — none of which were advertisements.

As we mentioned in the pretest presentation, people are being exposed to news stories dealing with springs and when respondents get questioned about it, they cognitively cannot sort if it was a news story or an ad. While the pretest had spikes in unaided recall from last year's post test, the 2016 post test shows even more recall.

We still believe there are a few issues in play regarding recall:

- 1) Since this campaign has been going on for three years, we anticipate a hangover effect from previous campaigns. This is typical when advertising campaigns are conducted in areas where billboards are not changed often and radio stations replay PSAs because new ones haven't come in.
- 2) There could be competing environmental messages. As we discussed, there were several instances of news stories referring to springs happening during the data collection period.
- 3) The post test is happening close to the end of the campaign. While it likely inflates the recall responses, we don't really know if the campaign messages "stick" since we are immediately testing as soon as the active campaign ends.

Ultimately, respondents are recalling springs messages and by and large, the District is getting credit. We believe that the previous years have set up a nice foundation to introduce a new approach to springs stewardship.

This section will end with the beginning presentation of data-driven messaging for the next phase of the springs campaign.

2016 “Restoring Our Springs!” Campaign Collateral Examples

Here are three example collateral pieces that were used for the 2016 “Restoring Our Springs” campaign. The campaign ran from April through June and includes billboards, newspaper ads, digital and social media ads, movie theater ads, radio commercials as well as utility bill inserts.

Sample Radio Scripts

Restoring Our Springs! 2016 Campaign

:15 Radio Script

Our team of experts at the Southwest Florida Water Management District is committed to improving the major springs in our region. Find out how you can help. Join us in the community effort to restore our springs by visiting WaterMatters.org/Springs.

:30 Radio Script

Springs. They’re the natural wonders that flow through Florida, and they are unique and complex. Our team of experts at the Southwest Florida Water Management District is committed to improving the health of the major springs in our region. Since each spring system is different, the District’s Springs Team is using a variety of techniques to address each system’s unique challenges. Join us in the community effort to restore our springs by visiting WaterMatters.org/Springs.

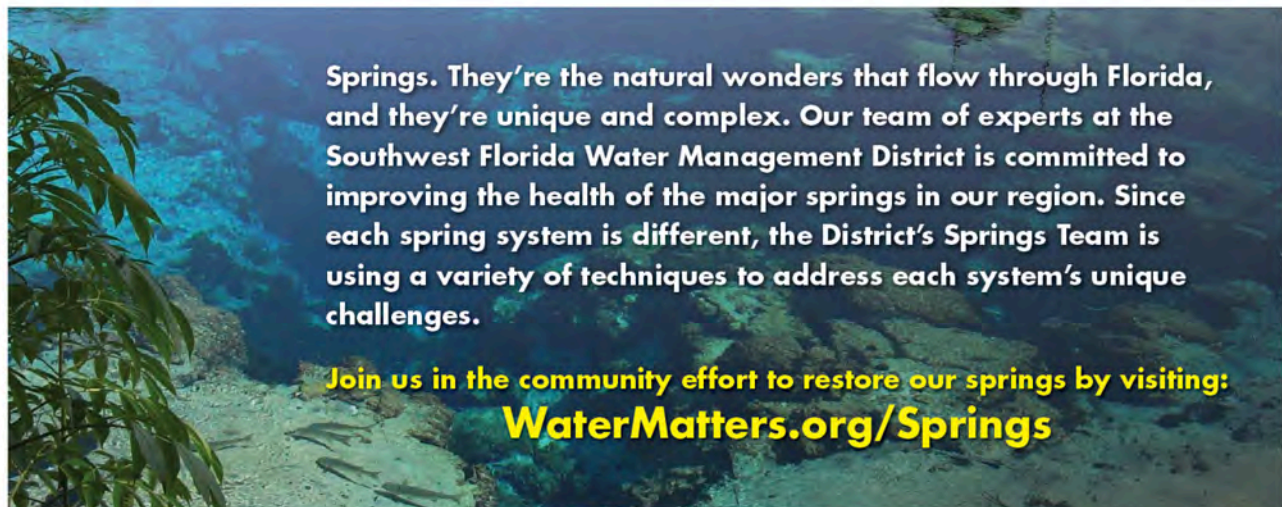
Sample Billboard



Sample Bill Insert



Front



Back

Sample Social Media Posts

Southwest Florida Water Management District
Published by Michele Sager [?] · April 4 at 10:14am · 🌐

#RestoringOurSprings This video shows how manatees are one of the contributors to the eroding shoreline around Three Sisters Springs and why the District will be restoring it. Find out how it will be done, how it will benefit the spring system and how you can learn more at a meeting on April 12. Special thanks to David Schrichte for sharing his video footage. www.watermatters.org/vZEFu



Southwest Florida Water Management District
Published by Michele Sager [?] · March 29 at 12:18pm · 🌐

#RestoringOurSprings The Governing Board declared April Springs Protection Awareness Month at today's Governing Board meeting. They also recognized the Springs Coast Steering Committee, which is a group of community leaders working together to develop management plans for our spring systems.



WaterMatters Blog
The Governing Board declared April Springs Protection Awareness Month at today's Governing Board meeting. The move is part of the District's ongoing effort to restore and protect area springs and encourage community involvement.

SWFWMD.STATE.FL.US

Southwest Florida Water Management District
Published by Michele Sager [?] · April 7 at 9:18am · 🌐

#RestoringOurSprings Enjoy a fun-filled, family-friendly event at the Run for the Springs 5k in Ocala on Saturday. The run will celebrate springs in Marion County and raise awareness about springs protection. Click here for more information and to register. <http://www.marioncountyfl.org/about/corporate-run>




Marion County, FL : Corporate Run

MARIONCOUNTYFL.ORG

Southwest Florida Water Management District
Published by Michele Sager [?] · March 28 at 8:33am · 🌐

#RestoringOurSprings Don't miss this incredible deal! For just \$10, you can learn about springs and take a guided hike and kayak tour at Saturday's Go Springs and Get Wet event at Rainbow Springs. Children 12 and under are free. The event includes lunch, but kayaks are not included. You can bring your own or rent one at the park. Click here to see the complete schedule and register.

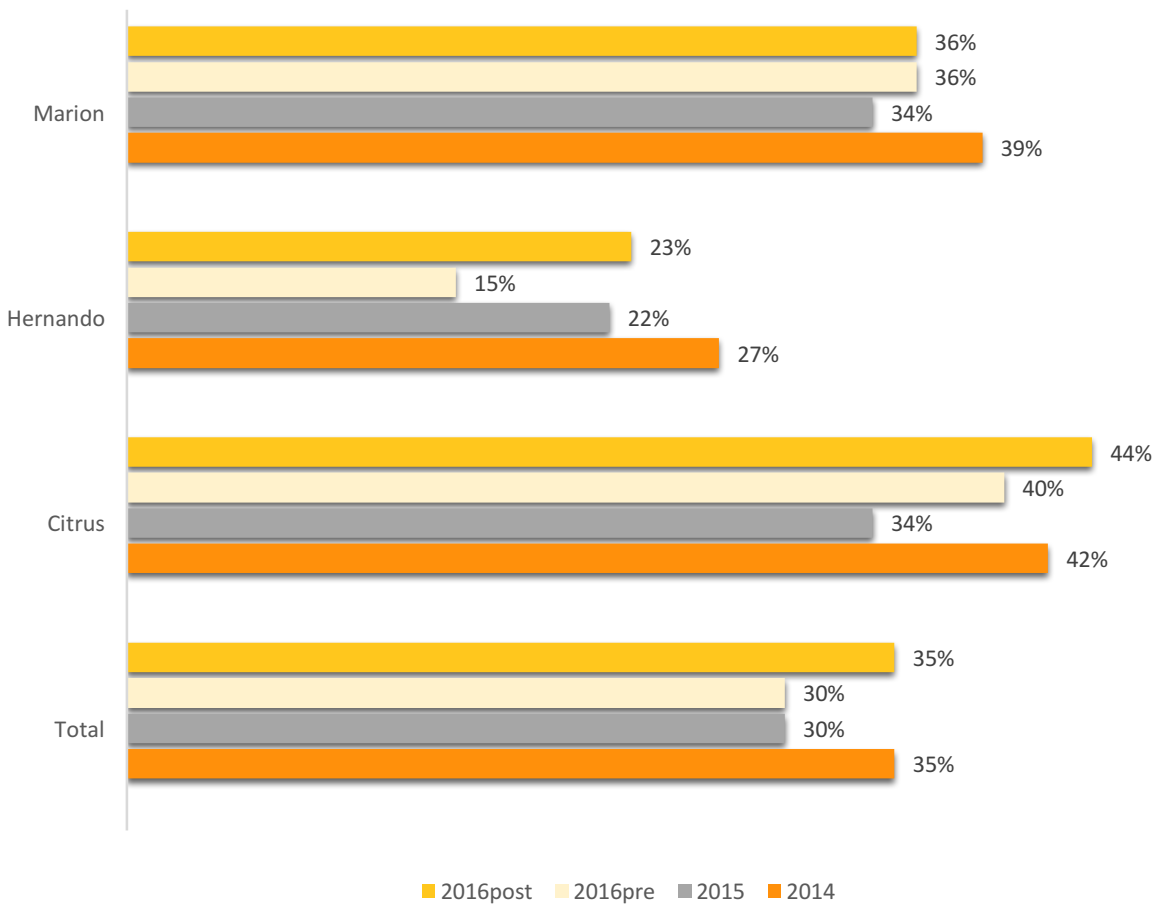


Go Springs & Get Wet
Come and enjoy a fun and informative weekend hosted by UF/IFAS Extension Marion County! Date: Saturday, April 2, 2016 Time: 9:30 a.m. to 3:30 p.m. Location: Rainbow Springs State Park (Headsprings) Pavilion Agenda 9:00 a.m....

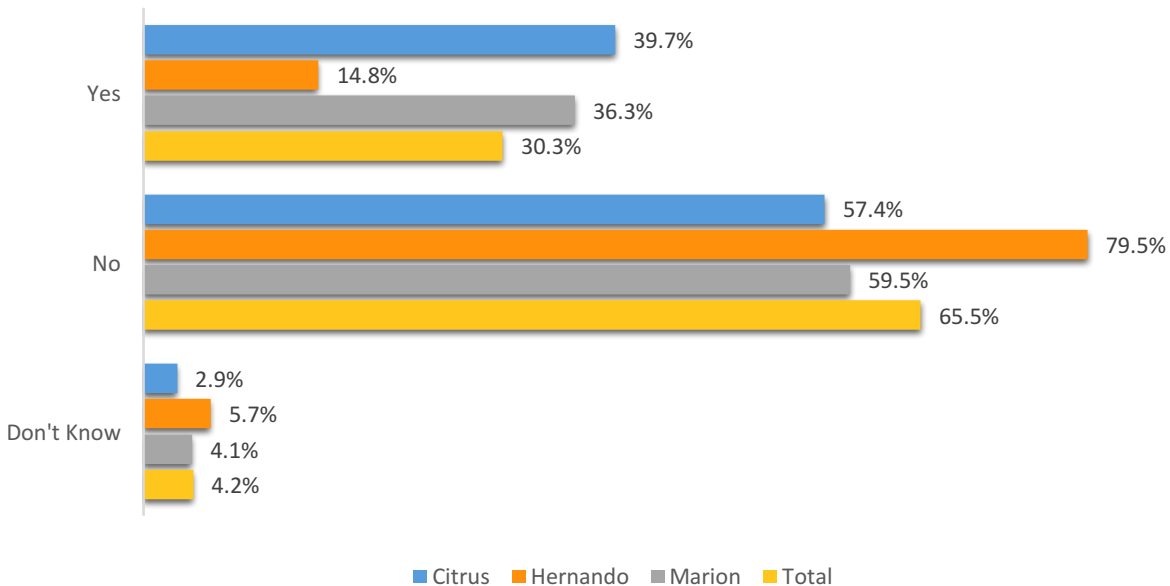
EVENTBRITE.COM

Springs Advertising Recall

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

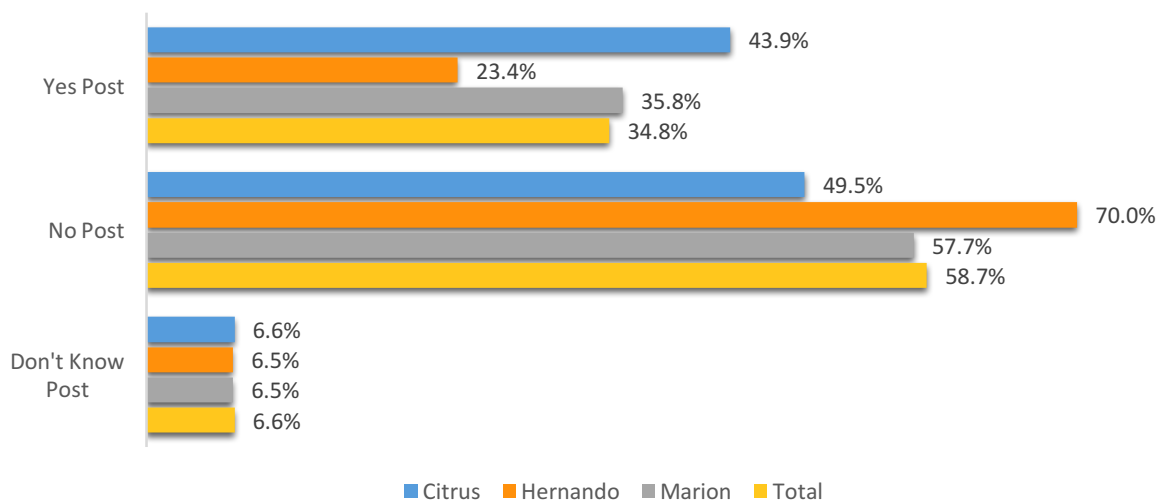


Pre- Have you recently seen or heard advertisements about springs or springs restoration in your area?



Statistical Differences Between the Counties

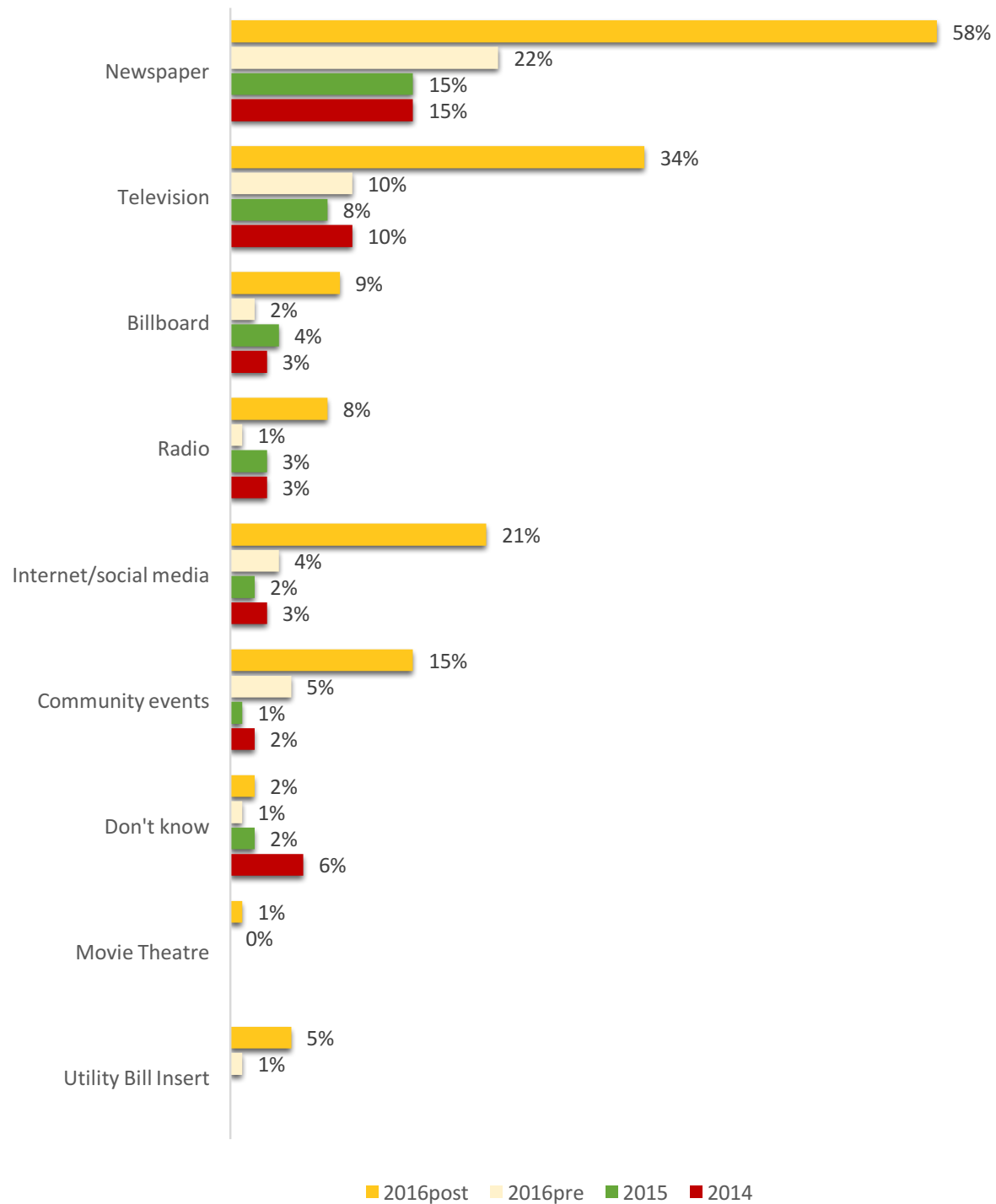
Post- Have you recently seen or heard advertisements about springs or springs restoration in your area?



Statistical Differences Between the Counties and Pre/Post Test

More people in the post mentioned interacting with an ad referring to springs or restoration.

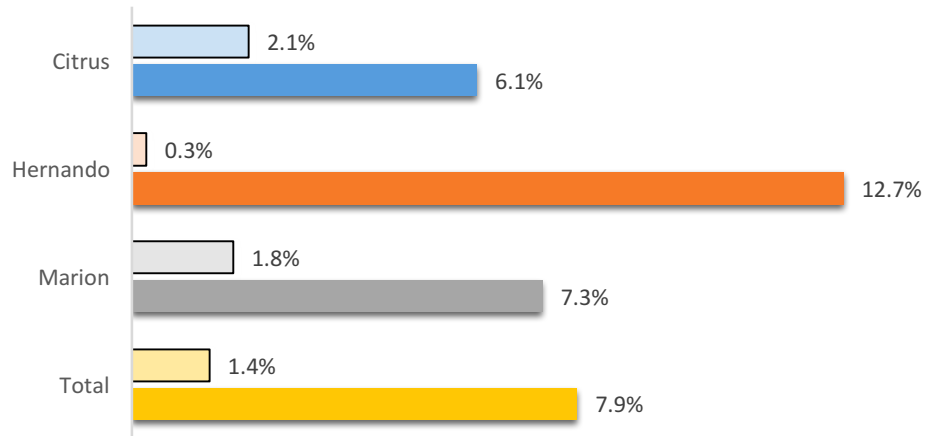
Where did you see or hear this advertising?



*Multiple responses permitted

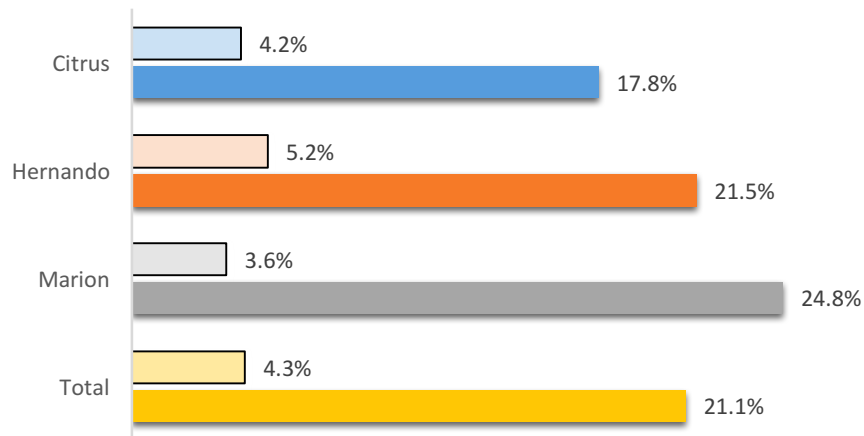
This section will look at each medium individually to better understand where people believe they are receiving the springs advertisements.

Radio



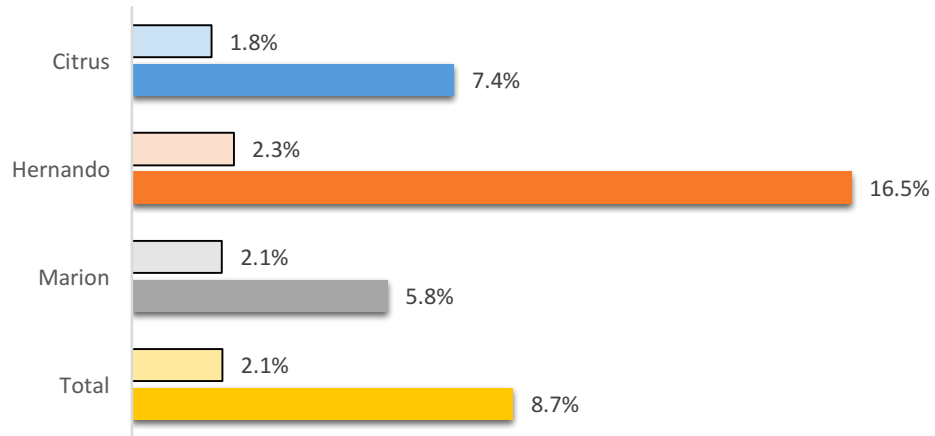
Statistical Differences Between the Counties and Pre/Post Test

Internet/Social Media



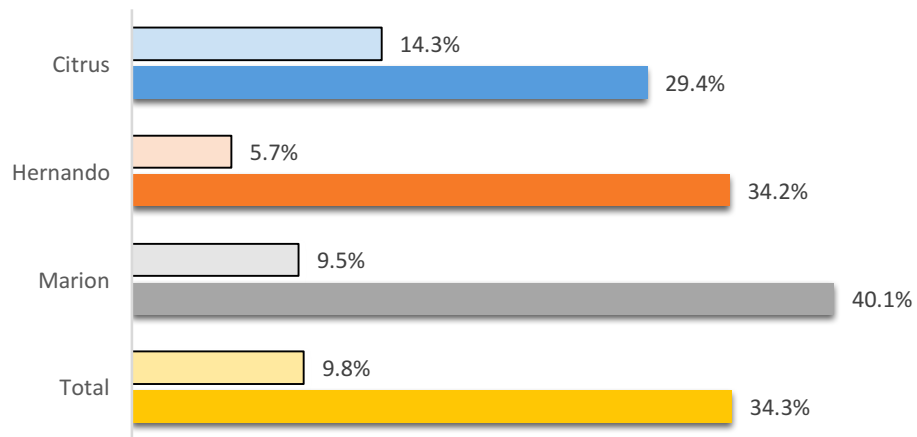
Statistical Differences Between the Counties and Pre/Post Test

Billboard



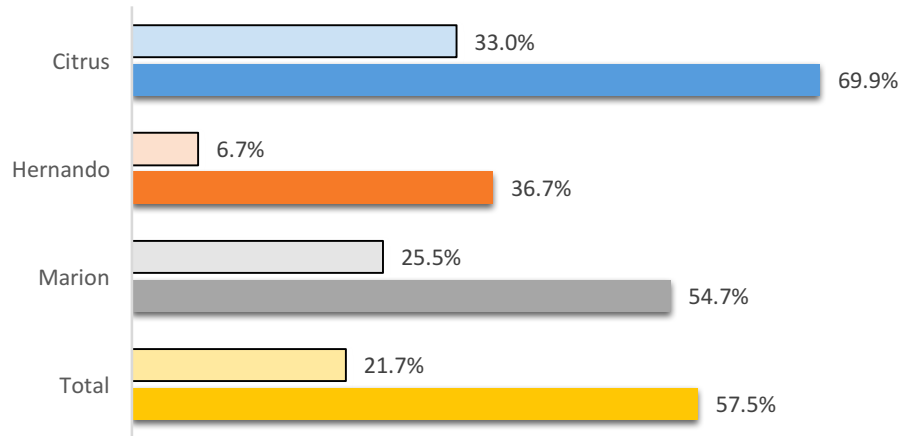
Statistical Differences Between the Counties and Pre/Post Test

Television



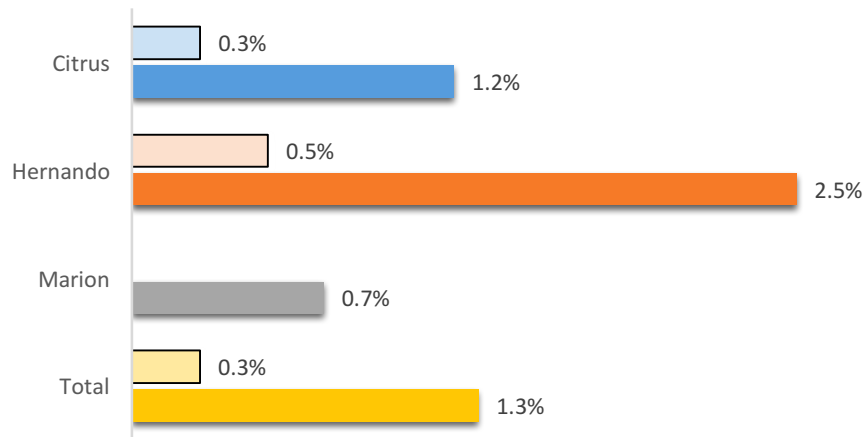
Statistical Differences Between the Counties and Pre/Post Test

Newspaper

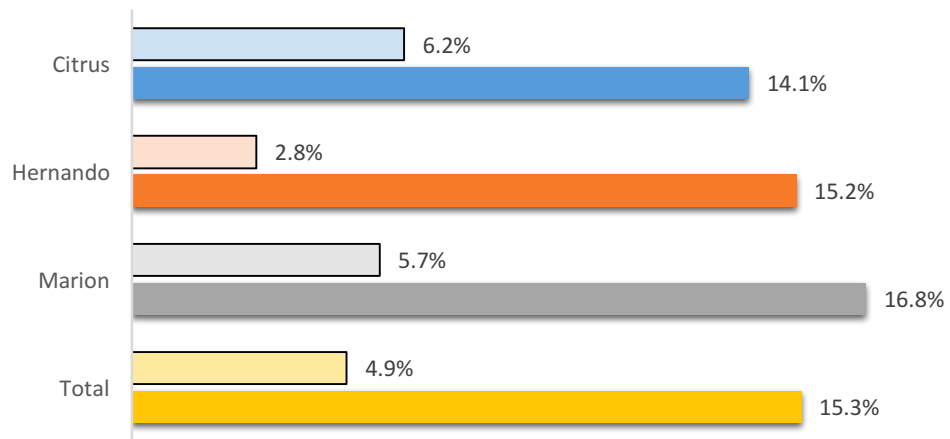


Statistical Differences Between the Counties and Pre/Post Test

Movie theater

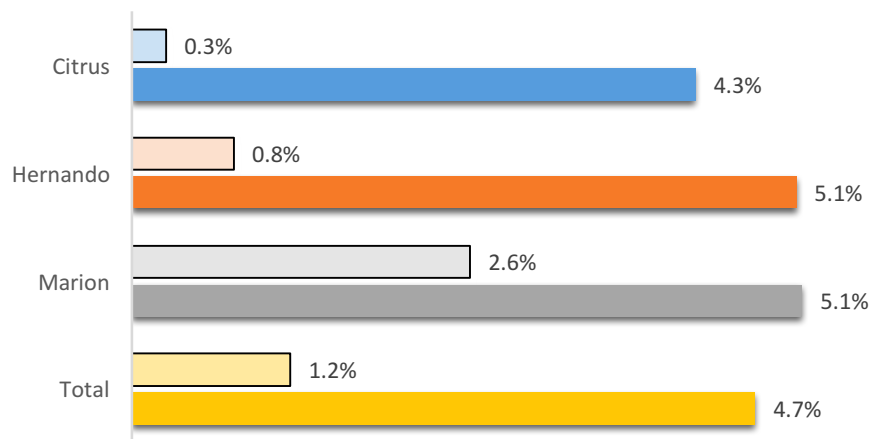


Community events



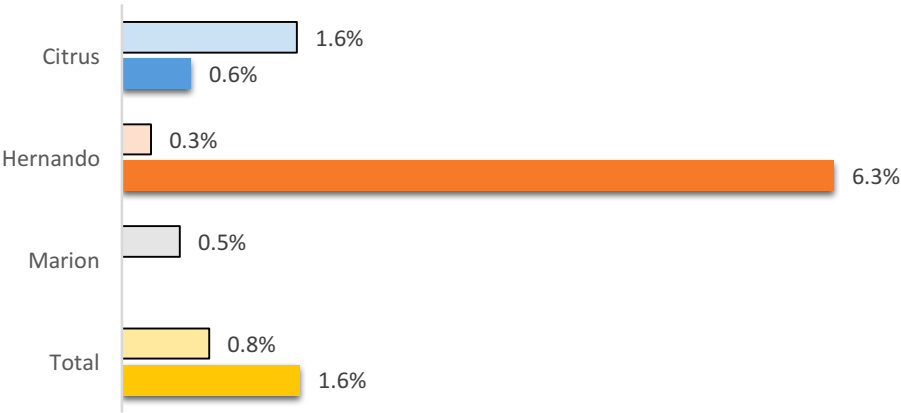
Statistical Differences Between the Counties and Pre/Post Test

Utility bill insert

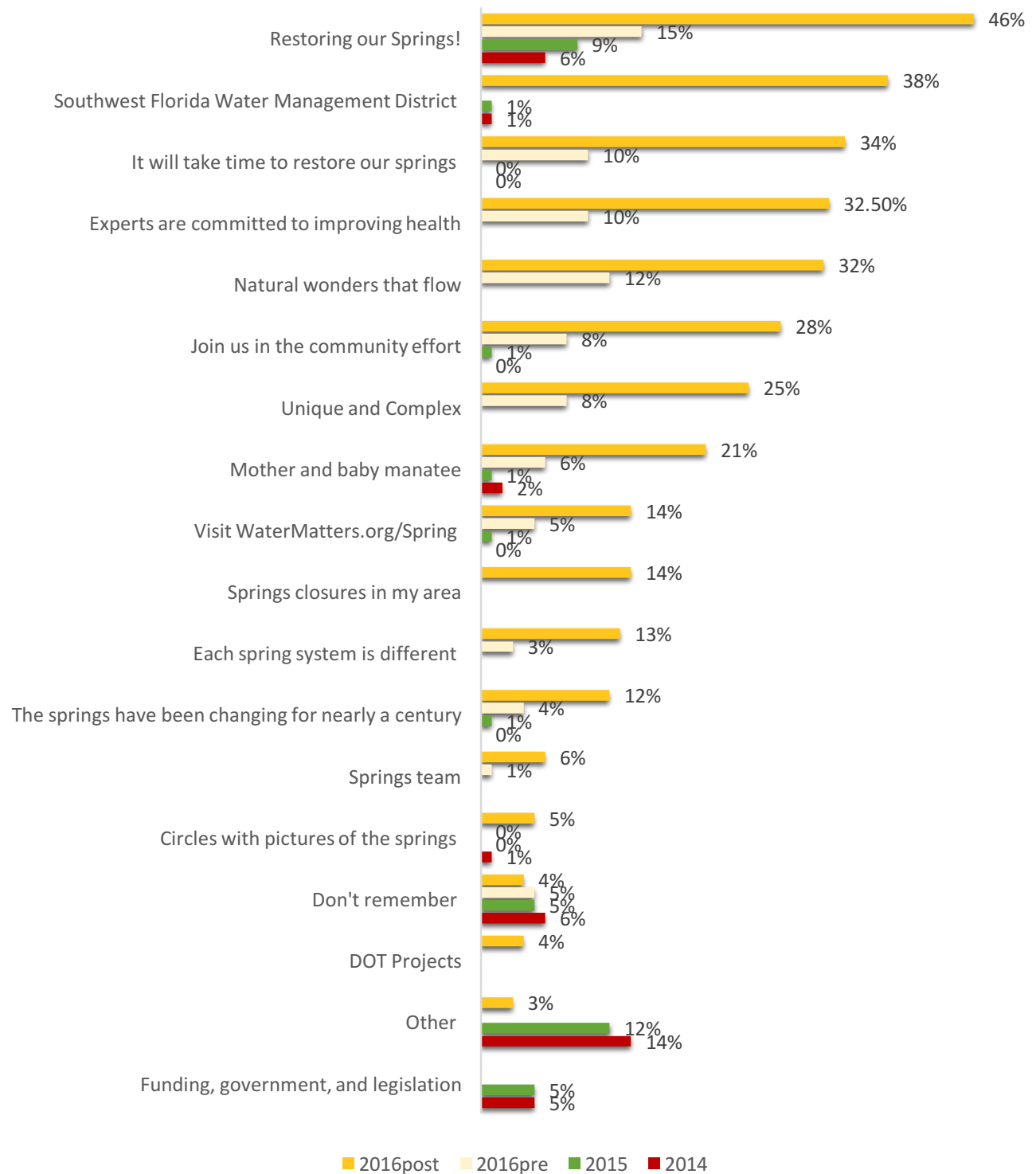


Statistical Differences Between the Counties and Pre/Post Test

Don't know

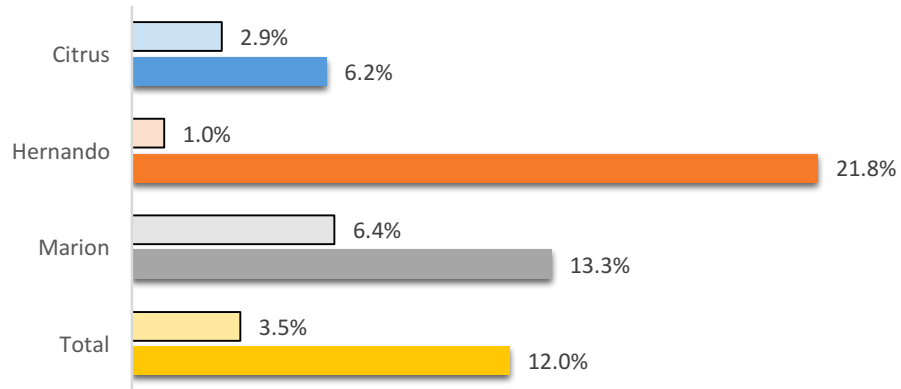


What do you remember about the advertisement?



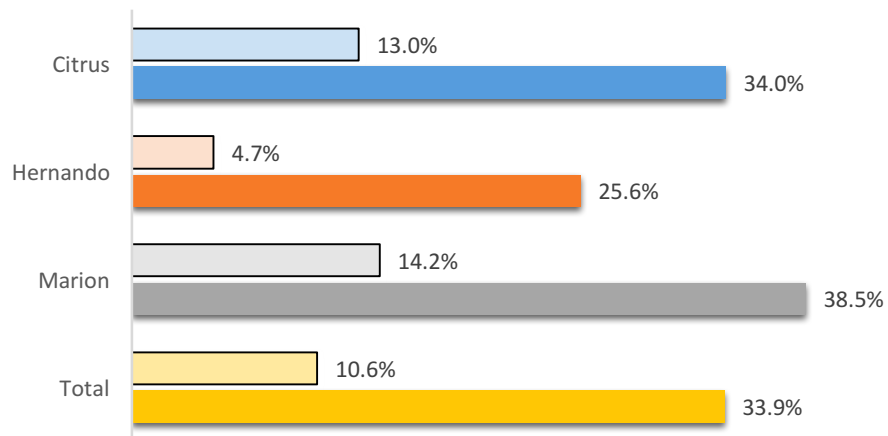
This was unaided recall. The bottom seven choices are new to this year's survey.

The springs have been changing for nearly a century



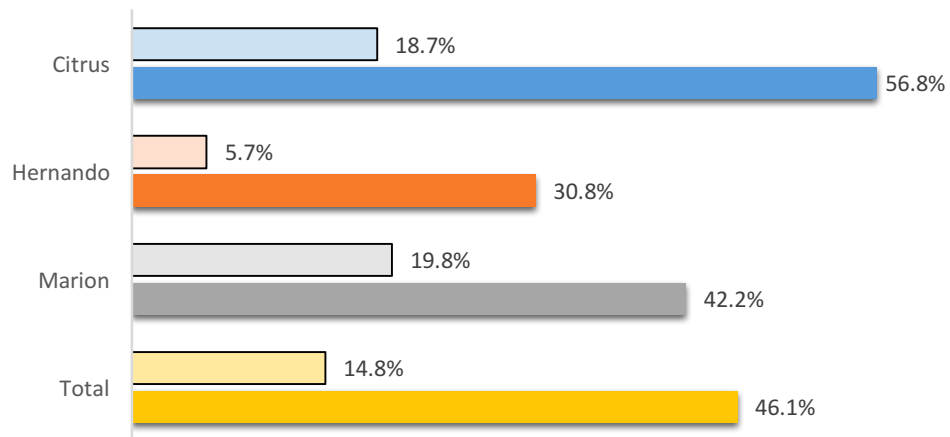
Statistical Differences Between the Counties and Pre/Post Test

It will take time to restore our springs



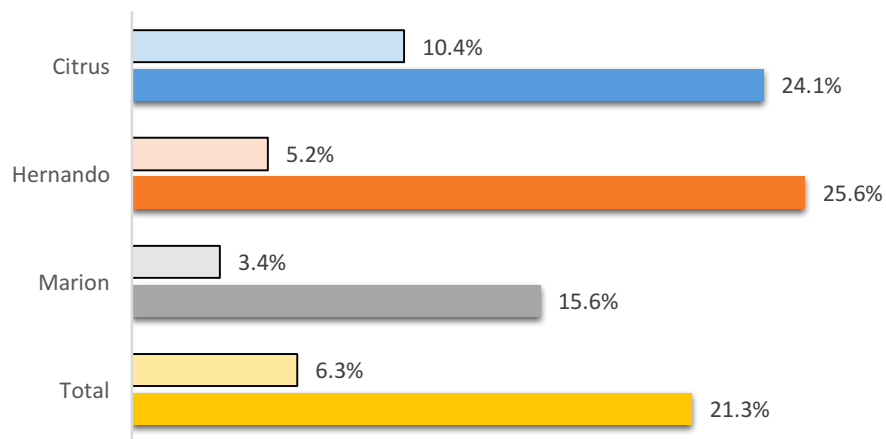
Statistical Differences Between the Counties and Pre/Post Test

Restoring our Springs!



Statistical Differences Between the Counties and Pre/Post Test

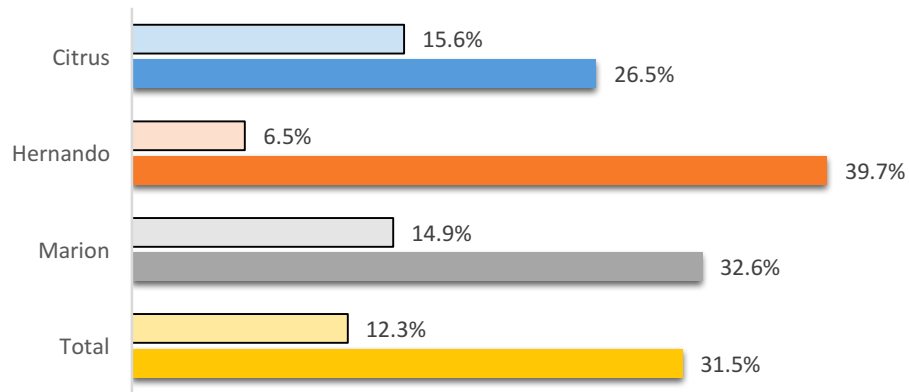
Mother and baby manatee



Statistical Differences Between the Counties and Pre/Post Test

As we mentioned in the pretest report and presentation, we believe that simply identifying manatees is a weak linkage to the District's campaign.

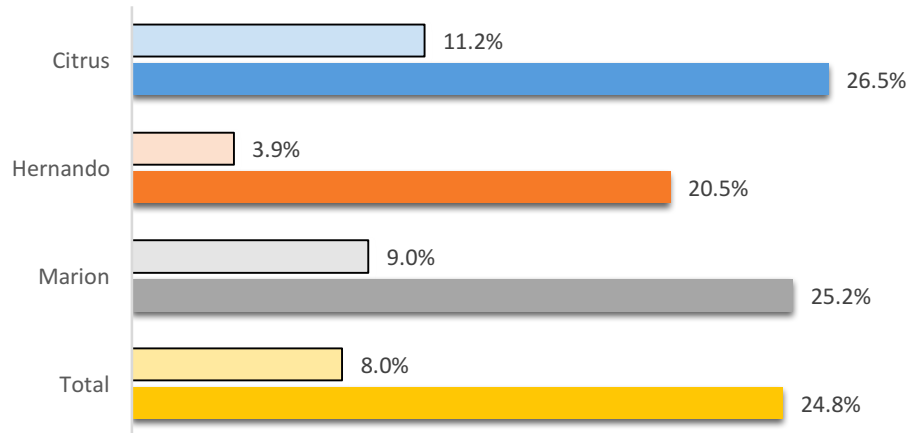
Springs are natural wonders that flow through Florida



Statistical Differences Between the Counties and Pre/Post Test

To be registered here, the respondent had to have used the words “natural wonders.”

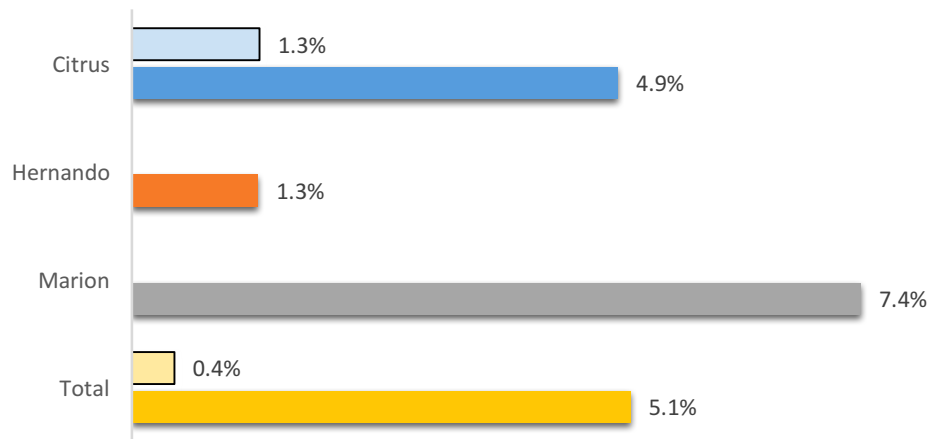
Springs are unique and complex



Statistical Differences Between the Counties and Pre/Post Test

To be registered here, the respondent had to have used the words “unique” or “complex.”

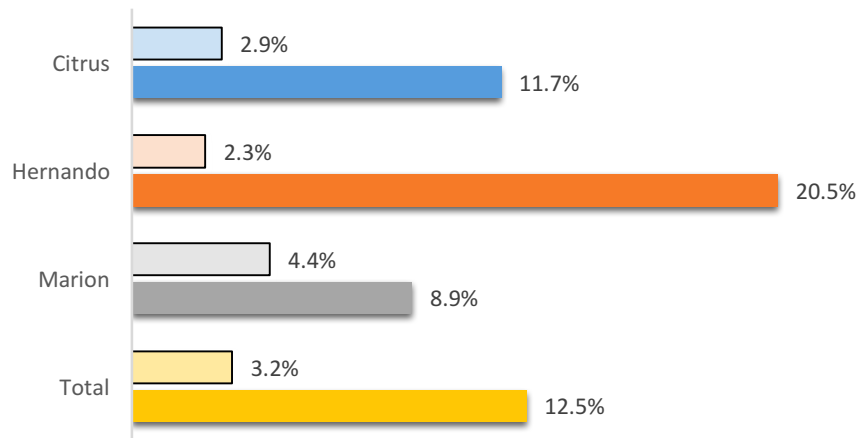
Circles with pictures of the springs



Statistical Differences Between the Counties and Pre/Post Test

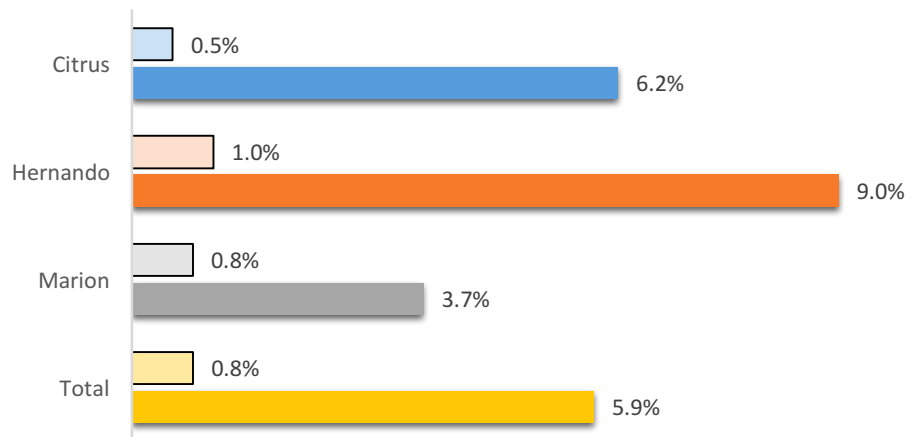
Just as with manatees, we believe that this is a weak link to your campaign.

Each spring system is different



Statistical Differences Between the Counties and Pre/Post Test

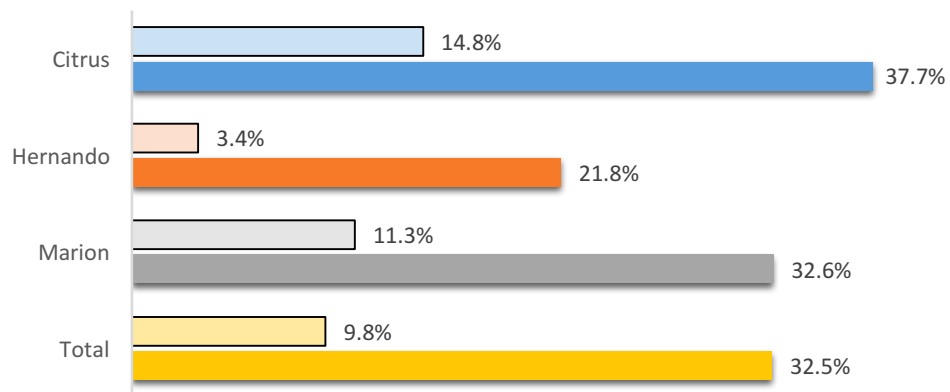
Springs Team



Statistical Differences Between the Counties and Pre/Post Test

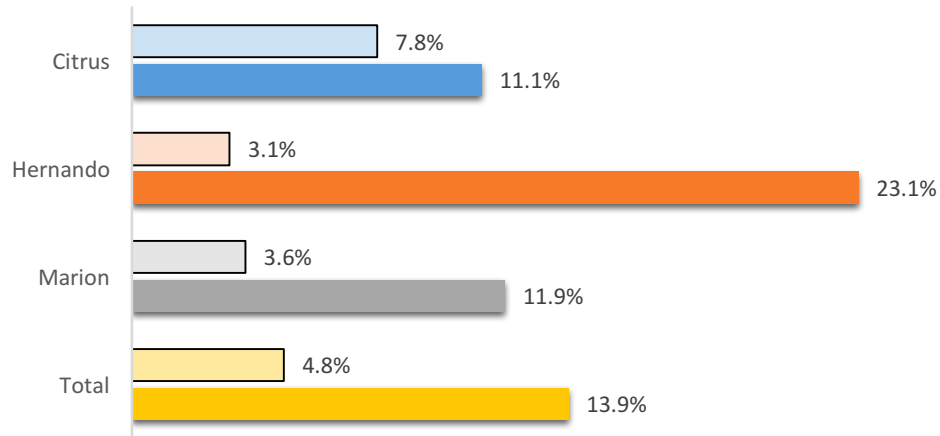
To register here, they had to use the word “team.”

Experts are committed to improving the health of major springs in our region



To register here, they had to use the word “experts.”

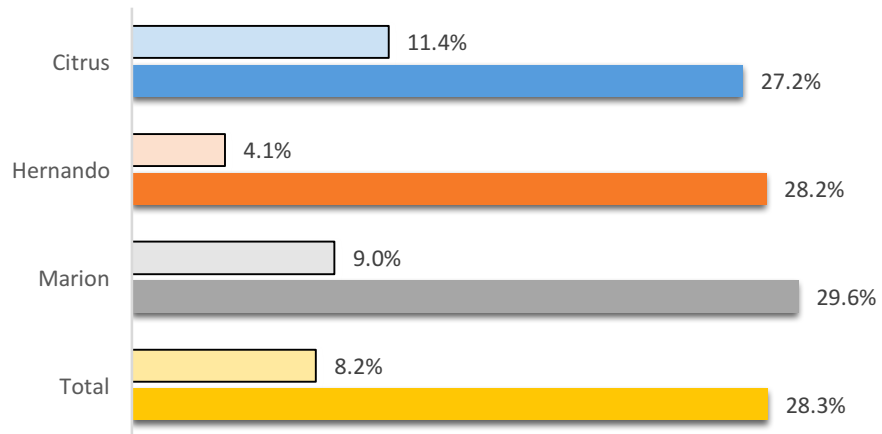
Visit WaterMatters.org/Springs



Statistical Differences Between the Counties and Pre/Post Test

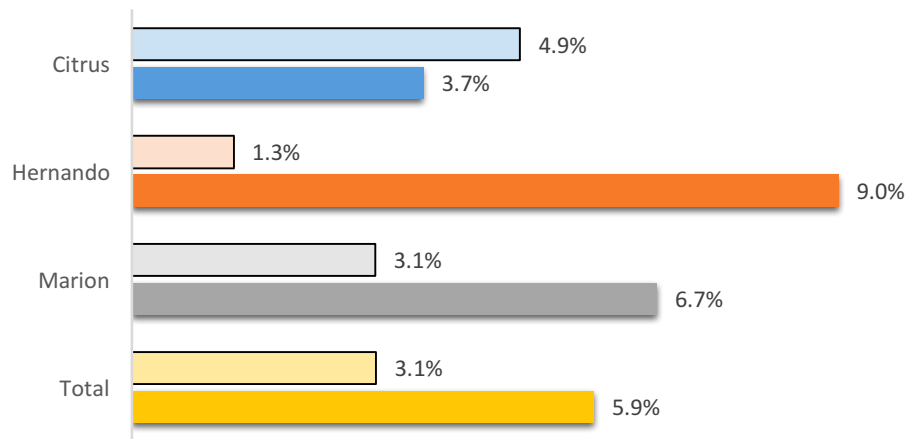
This is a large jump in the post test. We anticipate that the District may have a “home field advantage” that results in the leap in the website recall.

Join us in the community effort



Statistical Differences Between the Counties and Pre/Post Test

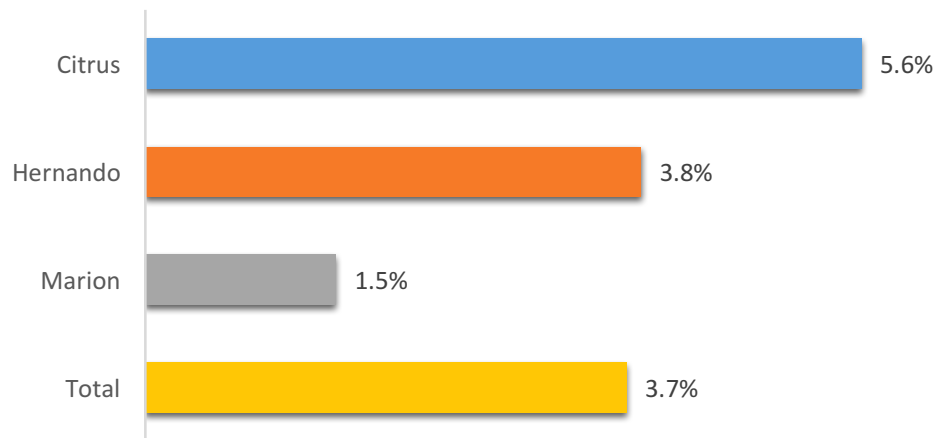
Don't remember anything about the ad



Statistical Differences Between the Counties and Pre/Post Test

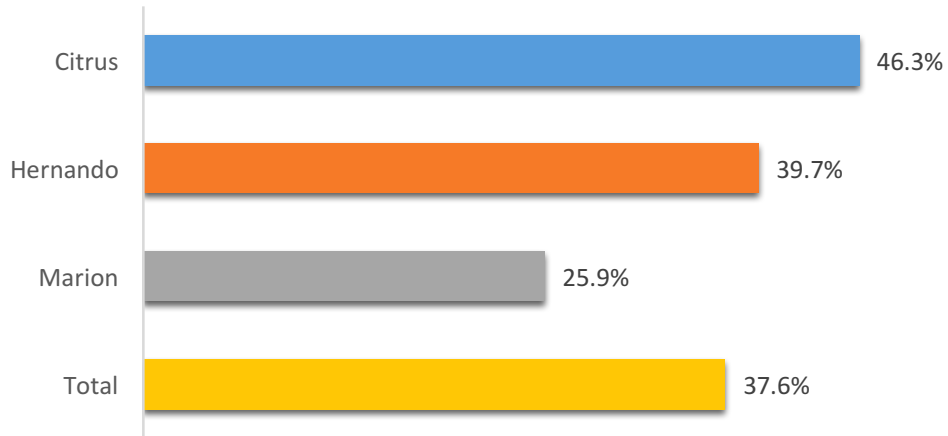
New additions to the post test

Department of Transportation Projects



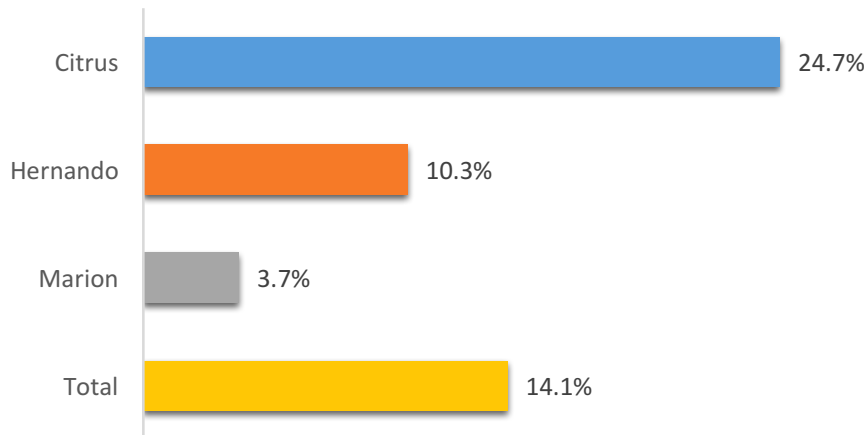
Statistical Differences Between the Counties

Southwest Florida Water Management District



Statistical Differences Between the Counties

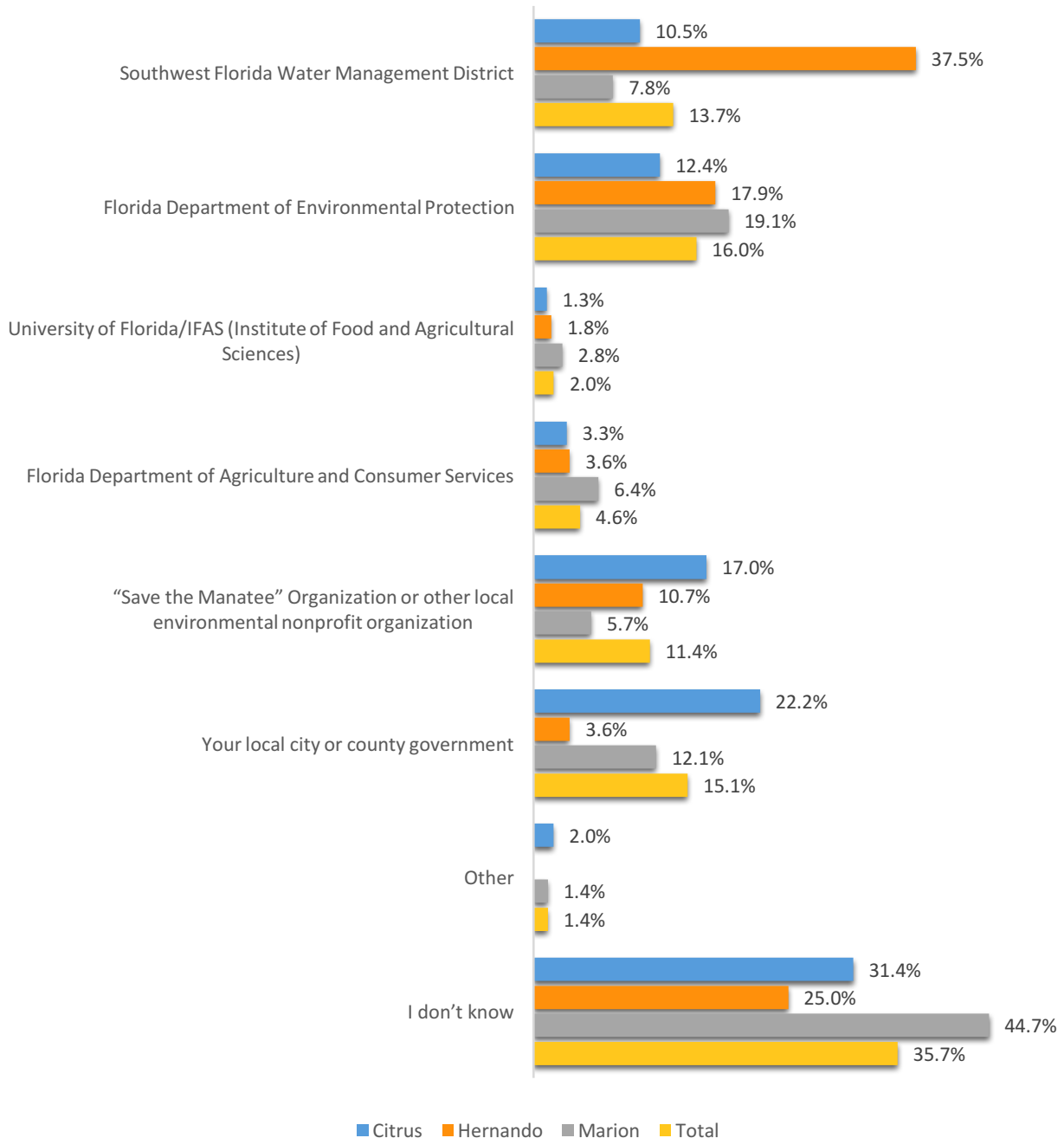
Springs closures in my area



Statistical Differences Between the Counties

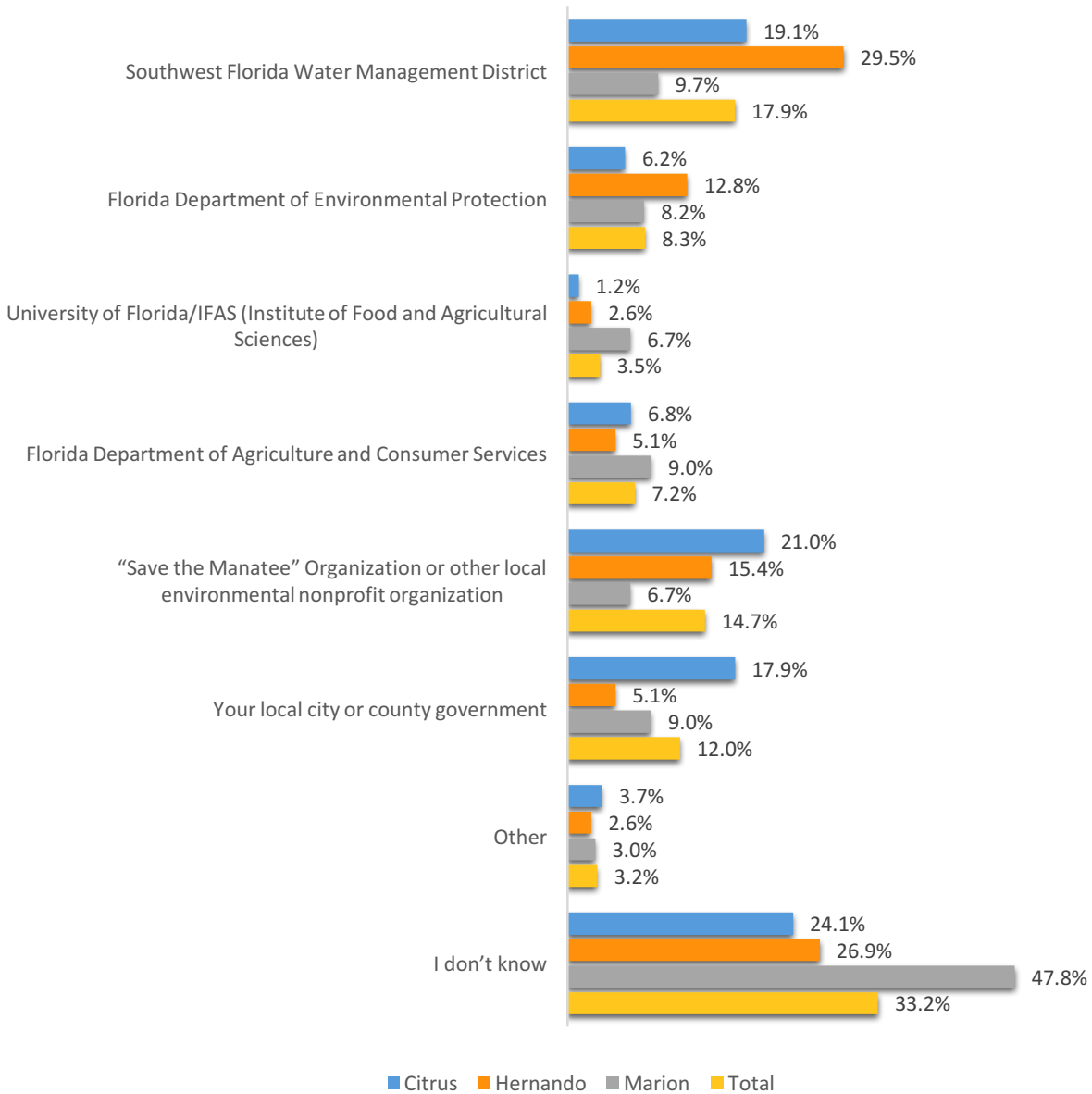
Originally, we were only going to ask this to Citrus residents, but we chose to ask everyone. We believe that citizens don't only visit springs in their area, thus closures could affect them.

Pre- Think about the last advertisement about springs or springs restoration you heard or saw. What organization sponsored the message?



In the pretest, the District was statistically similar to DEP and local/county government. It is not surprising that government entities rose to the top here. Often, people are likely to select government entities that they think “match” the issue to give an educated guess.

Post- Think about the last advertisement about springs or springs restoration you heard or saw. What organization sponsored the message?



Statistical Differences Between the Counties and Pre/Post Test

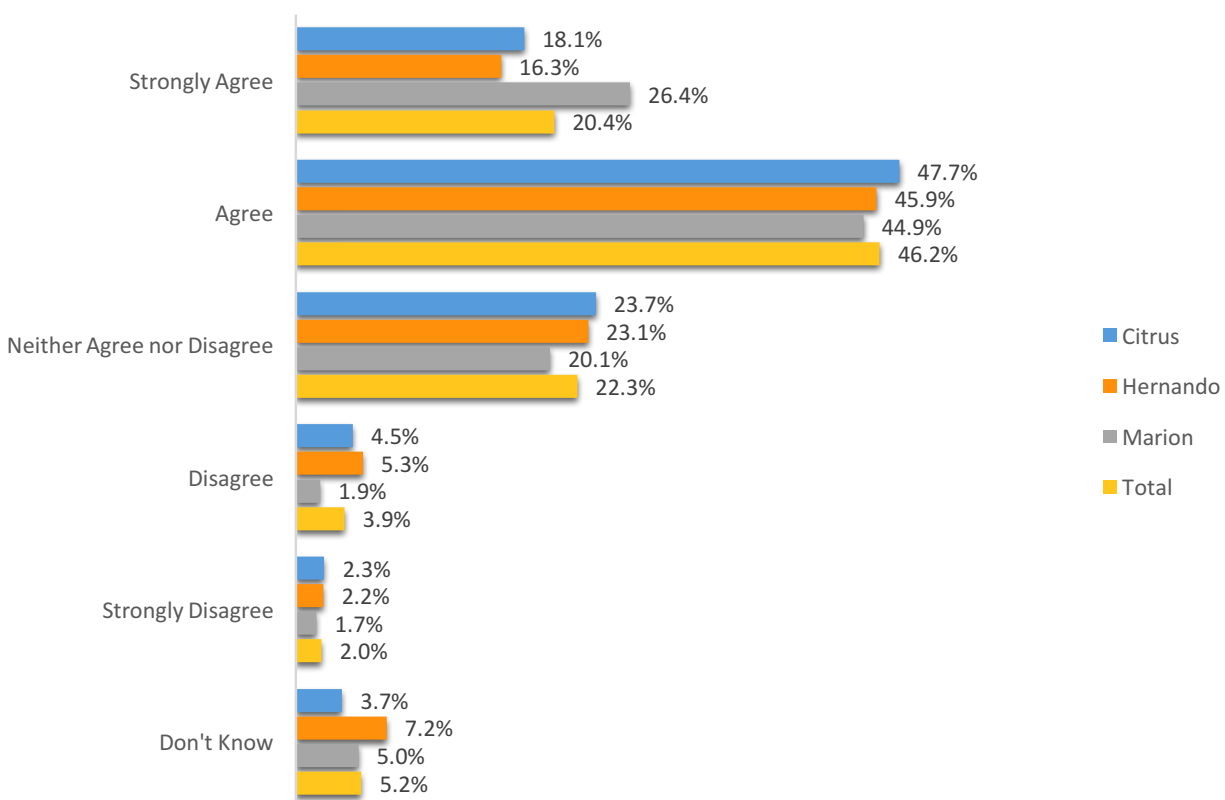
The post showed that more people than the previous survey gave the District credit for the advertisements. While there is still a large portion of respondents who don't know where the messages are coming from, the District is getting kudos for "ads" it didn't place (e.g. those citing television).

The Evolution of the Springs Campaign

Taproot added a few questions to the post survey to gauge some psychographics and emotional components associated with visiting springs. We anticipate using the responses to develop messaging and social media collateral for the next phase of the campaign. As mentioned earlier, simply expecting people to share “springs content” alone may be a big ask for a citizen. We believe that the District can encourage and model positive experiences in association with the springs to make posting pertinent content easier and “normal.”

The following statements begin to explore why people visit the springs and the deeper meaning the visits may have in their lives.

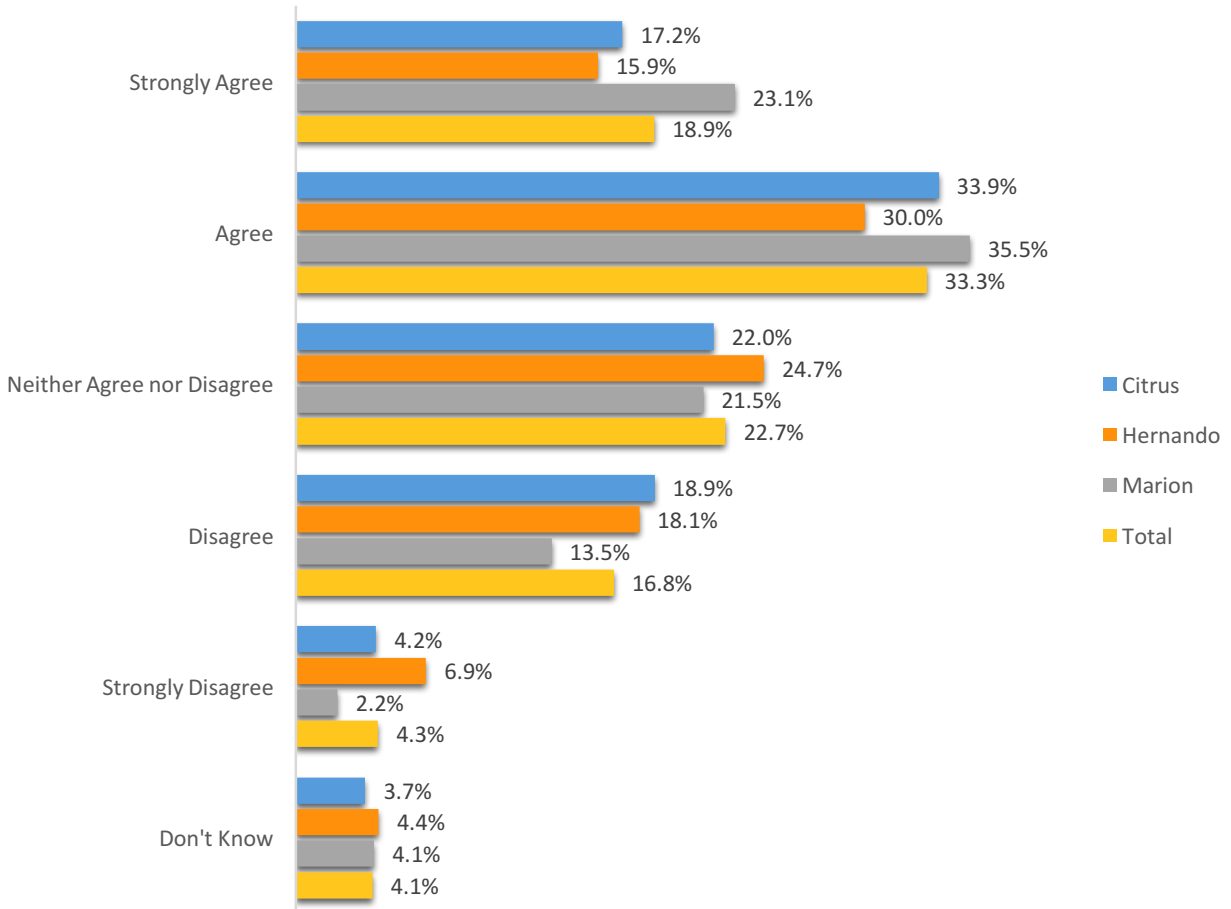
Visiting the springs in your area is a source of relaxation.



Statistical Differences Between the Counties

Overall, respondents agree that visiting the springs is a source of relaxation. When building messages, focus on the springs as a relaxation tool, not simply an environmental space.

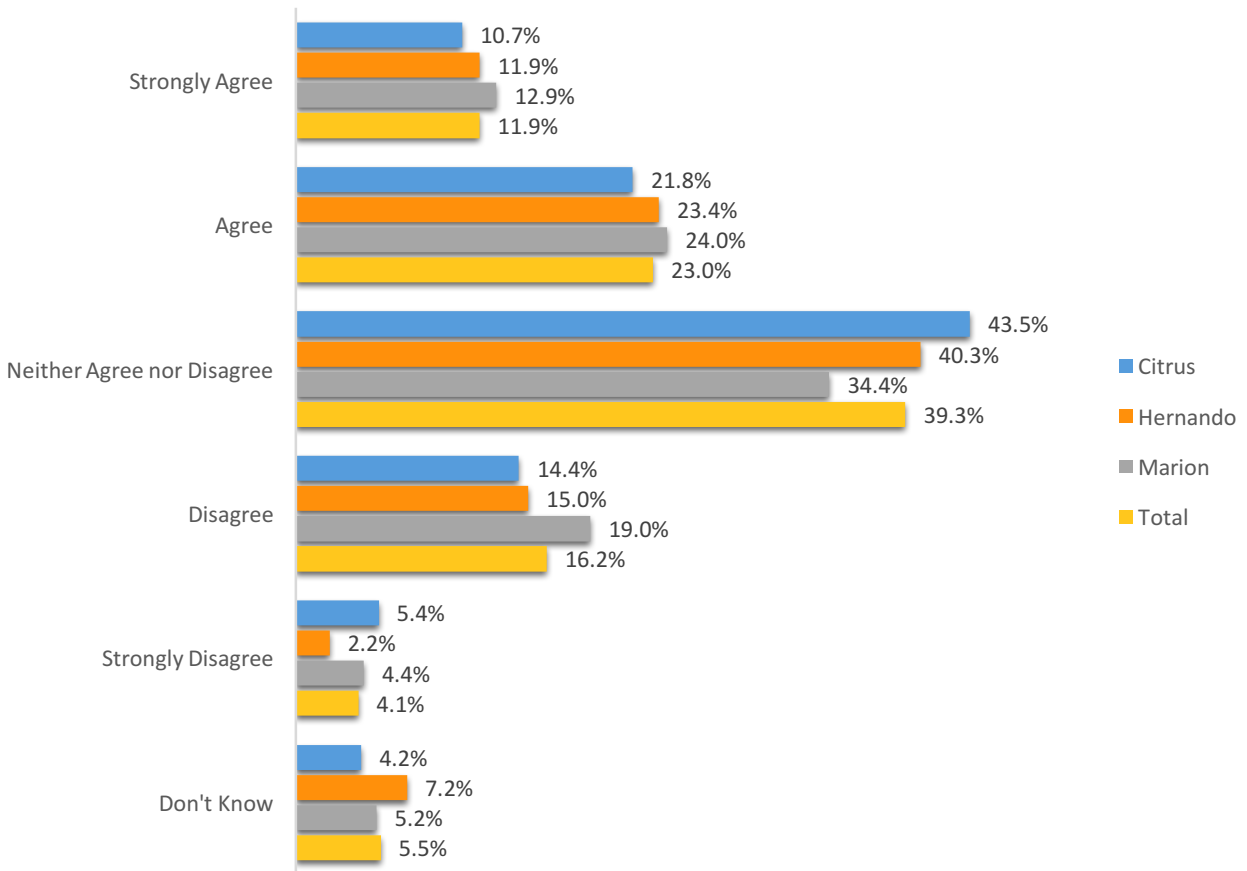
When describing where you live, you are likely to mention the springs in your area.



Statistical Differences Between the Counties

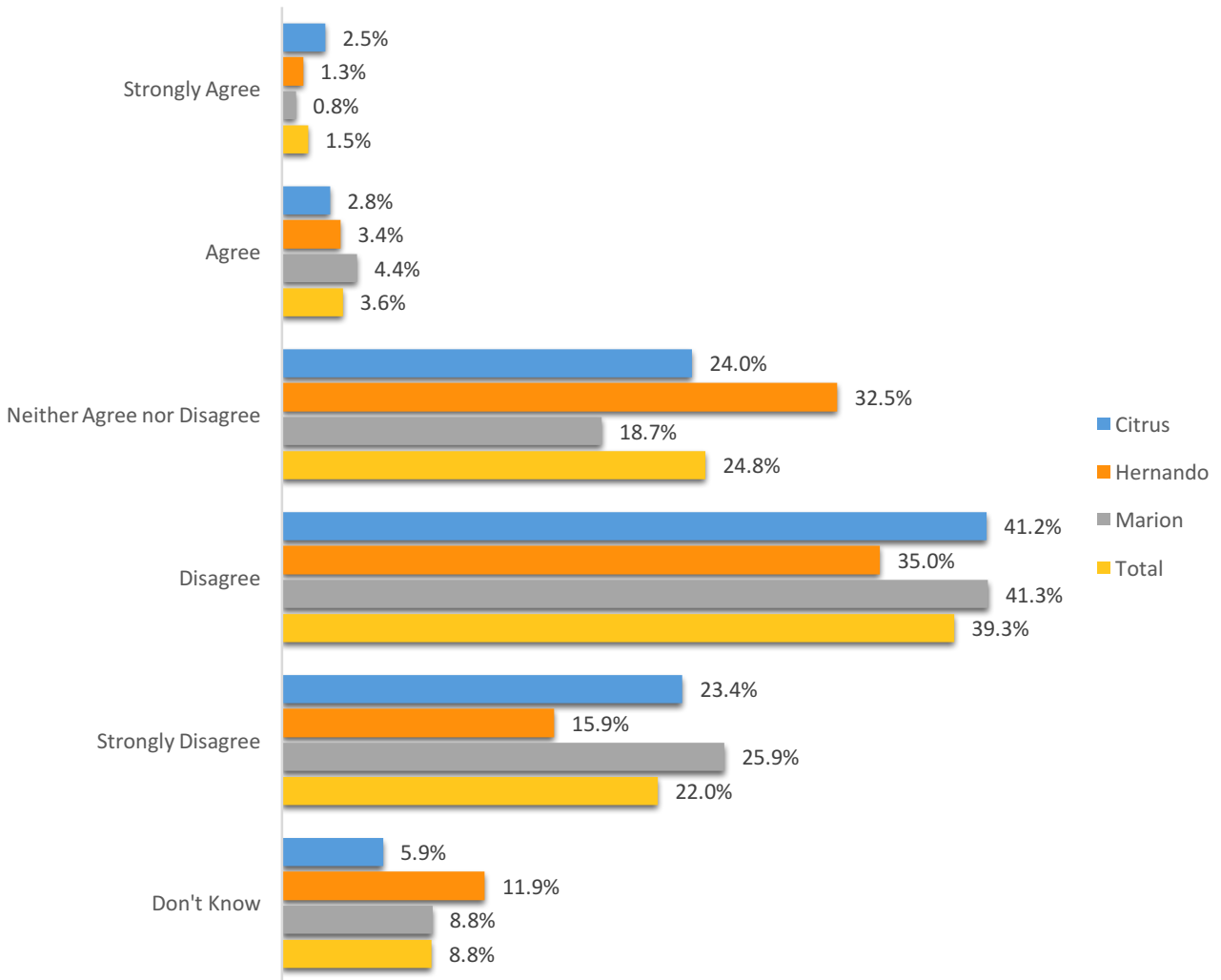
In addition to seeing springs as being important parts to their areas, this table shows that a majority tie springs to their descriptions of home.

Going to the springs in your area is more fun than going to the beach.



We asked this as a test to see if there was any difference in springs and beaches in the minds of the respondents. About a third agreed that springs were more fun than going to the beach.

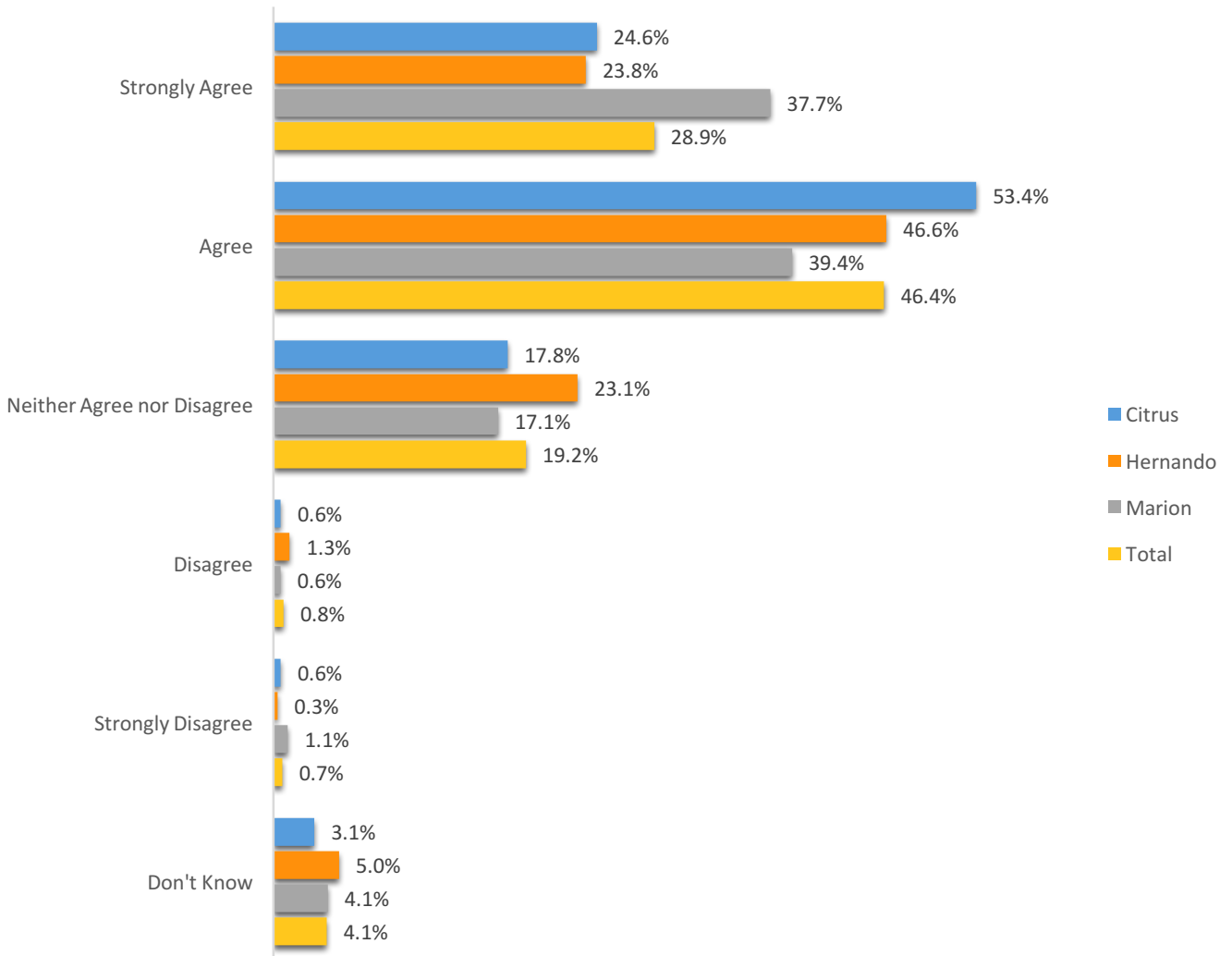
The springs in your area are overrated.



Statistical Differences Between the Counties

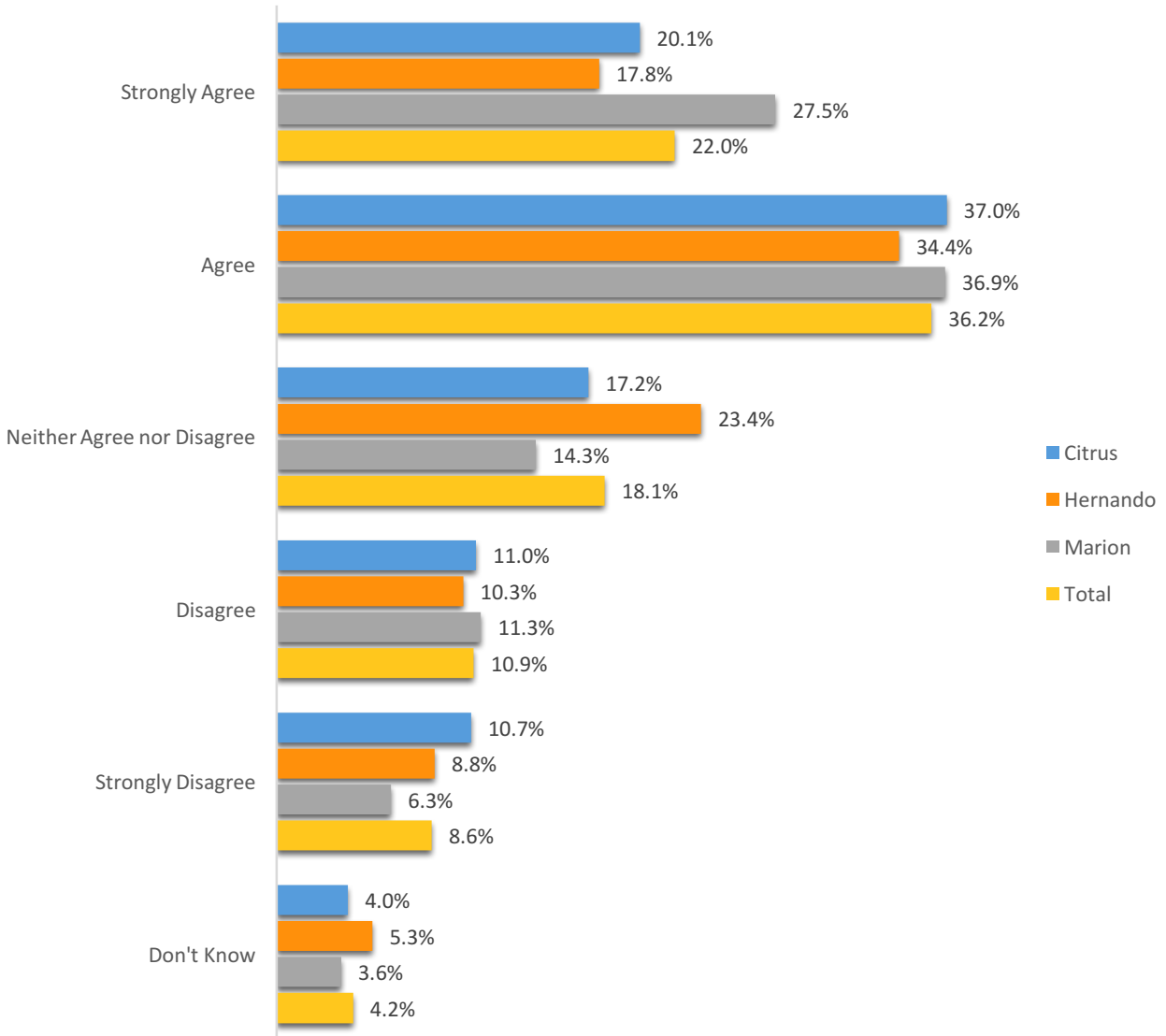
Based on the other answers in the survey, this table was not a surprise. Respondents see the springs as a symbol of their area, their home and their recreation.

A day at the springs is a day well spent.



This table shows that “springs times” are not a waste. When we build messaging, the focus should be on the activities that happen at the springs and not simply the springs alone. For example, focus on the memories that parents can have with their kids at the springs. The place becomes a symbol of connection and not simply a piece of the environment.

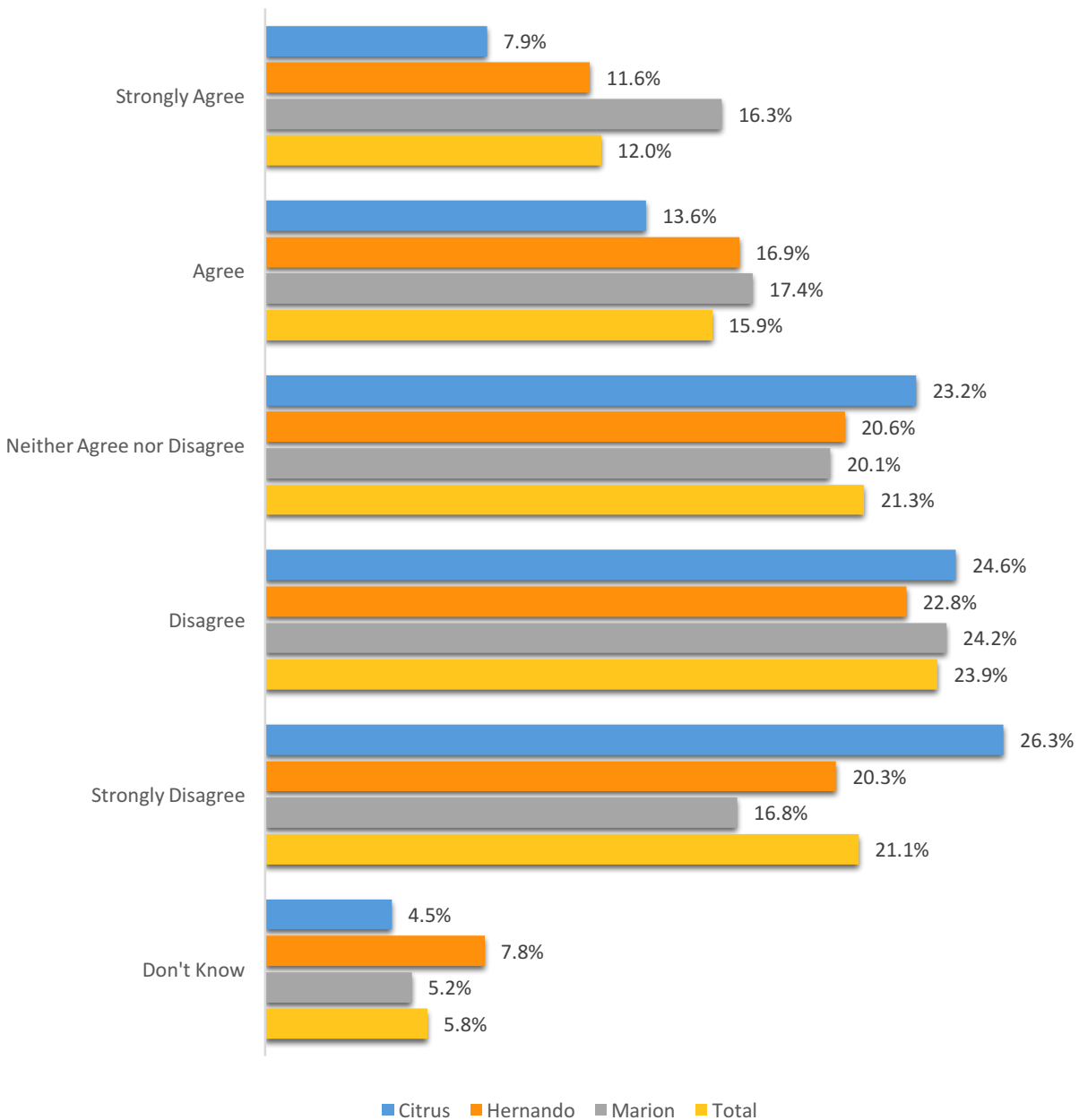
You have many good memories about visiting the springs in your area.



Statistical Differences Between the Counties

Over half of the respondents have had fond memories of their times at the springs. Again, the memories happen because of the activities that happen there, not simply because they go to the springs.

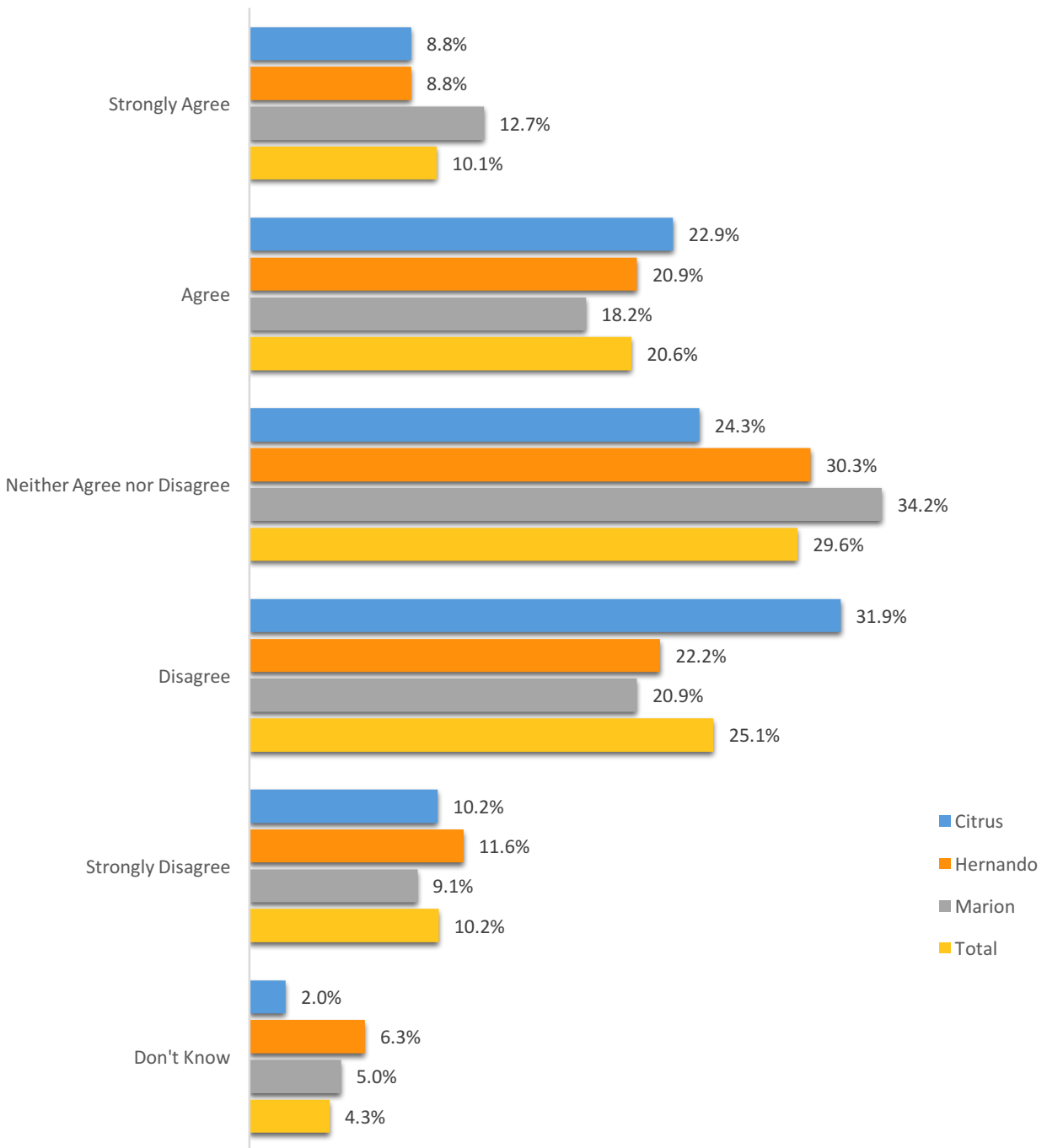
Visiting springs was an important part of your childhood.



Statistical Differences Between the Counties

This was a test phrase to see if there was a childhood connection to the springs. While we know that great memories happen there, talking about visiting springs as a child may not reach a large population segment.

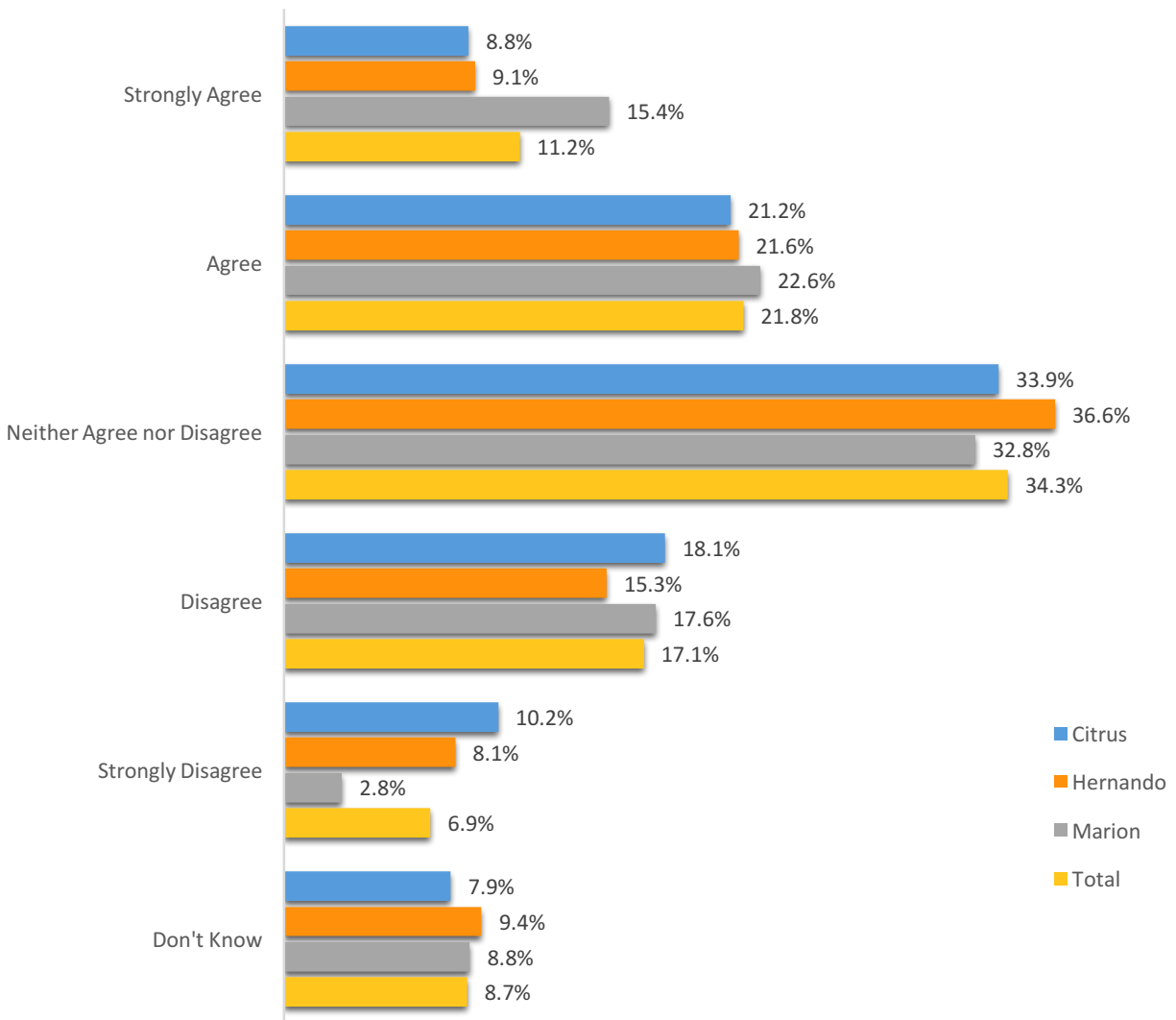
Springs closures in my area put a damper on my recreation plans.



Statistical Differences Between the Counties

As we mentioned earlier with the “closure” statement originally focusing on Citrus County, we believe that springs closures throughout the District could potentially affect residents throughout the area. This table shows that closures do put a damper on recreation plans.

Springs closures in my area affect me personally.



Statistical Differences Between the Counties

This table is a similar distribution as the previous closure question. Not only do closures put a damper on plans, a third of the population report that it affects them “personally.”

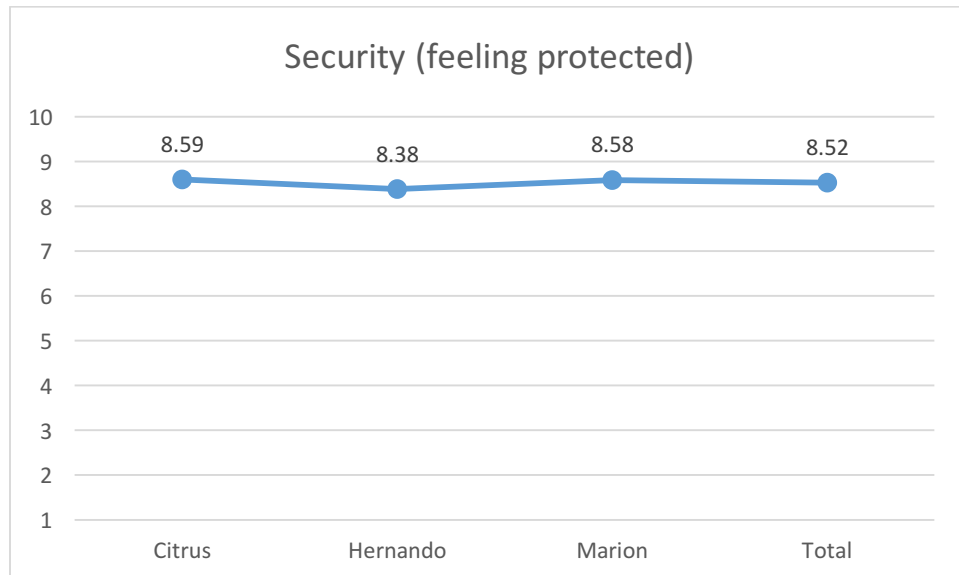
Values Scales

In order to find what the population deems important in their lives, we ask this values scale that has been used on a number of our studies. It allows us to understand the “lens” that people see the world through. For our scale, we asked about 10 “values” that people look for in their daily lives.

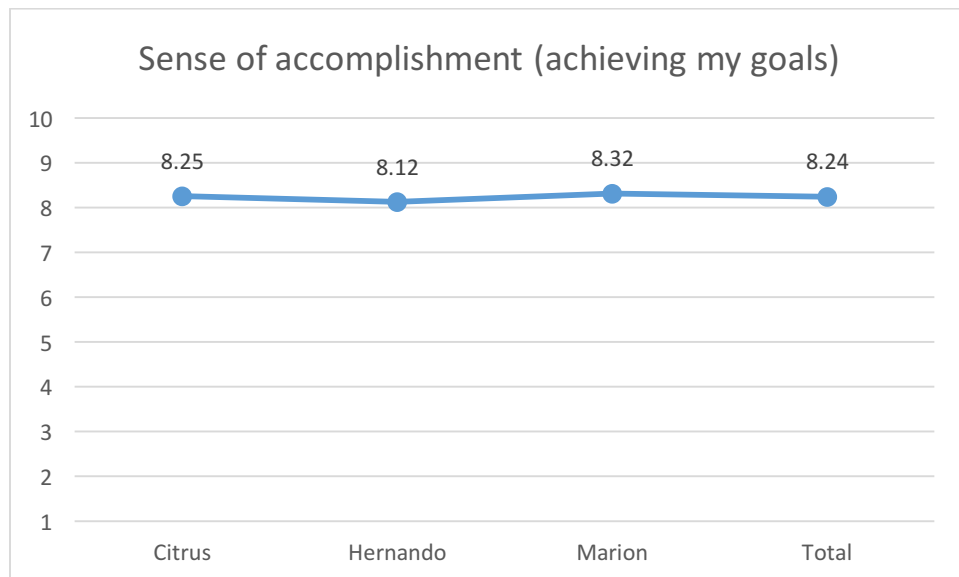
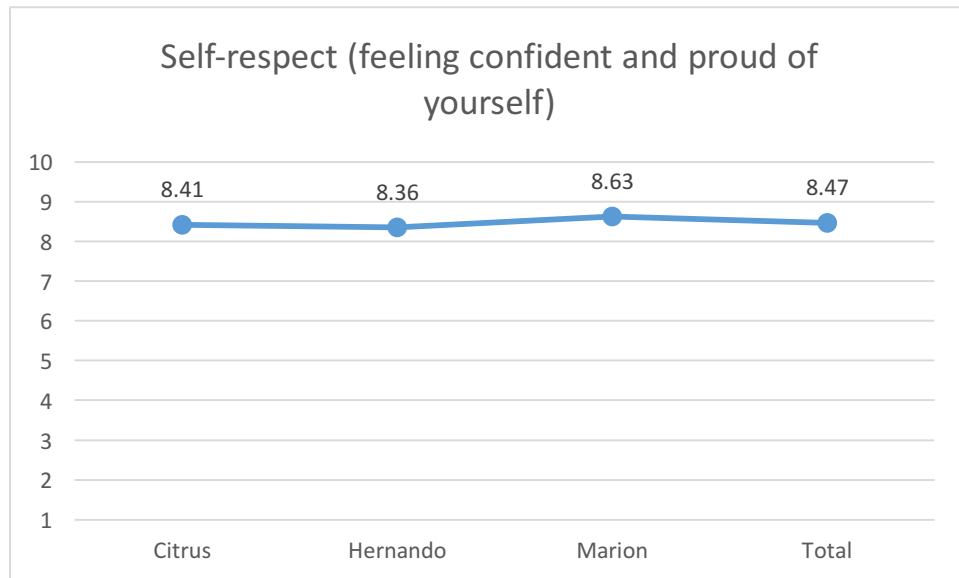
I’m going to read some qualities that people tend to look for in life. I’ll read each quality and would like you to give a rating from 1 to 10 on how important it is in your daily life, with 1 meaning “Not Very Important to Me” to 10 meaning “Extremely Important to Me.”

The higher the number, the more the respondents deem the value as important. We statistically analyzed the scores based on counties and found that there were no statistical differences in the three areas of the District. This is a positive thing because we can use the values to craft messages that will likely resonate across county lines.

The values are presented as 10 separate graphs from the highest score to the lowest. Also, after each graph, a brief explanation of how the value could be used in a message will be presented. Realize that these are only examples and may not be useful in the next phase of the campaign.

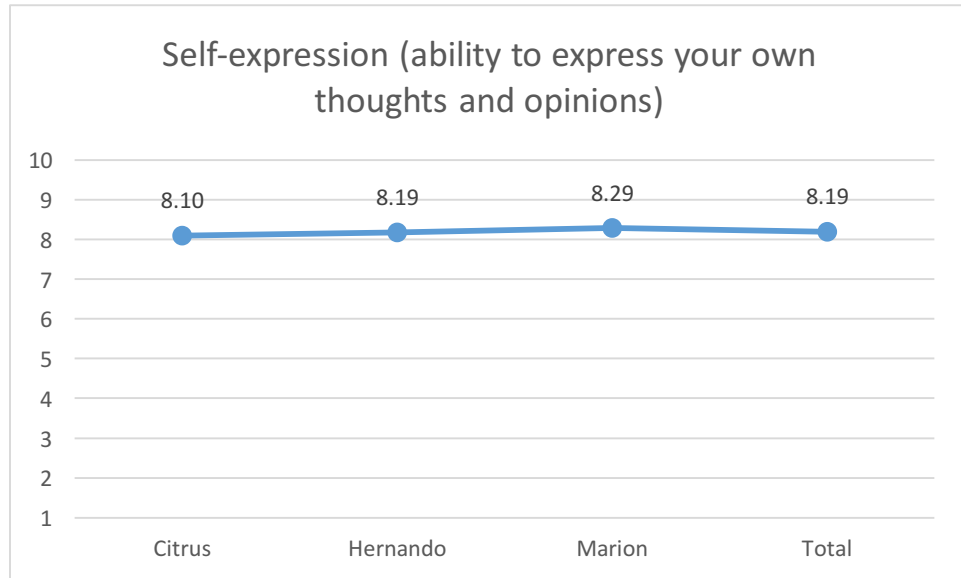


Security seems to always rise to the top with adult populations. People want to feel protected and safe. In terms of messaging, an example may be to position the springs as a safe place to experience nature with your family.

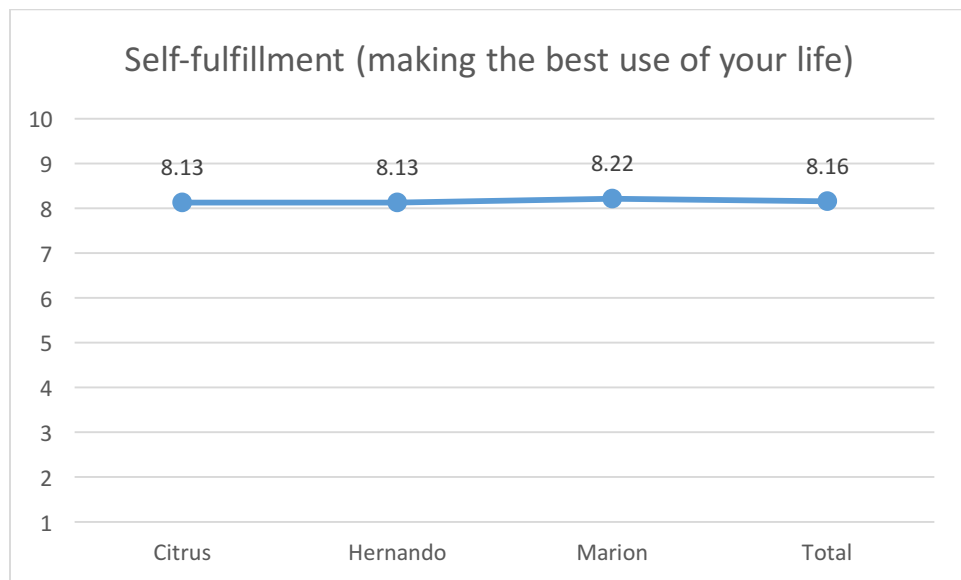


Self-respect and a sense of accomplishment were the next highest values. When thinking of messaging, an example may be “Help save your spring! By spending just a few hours planting at ___ spring, you will be a hero to your community. Just for participating, we’ll highlight your name on our Facebook page and write a letter to your employer highlighting what a credit you are to our area.”

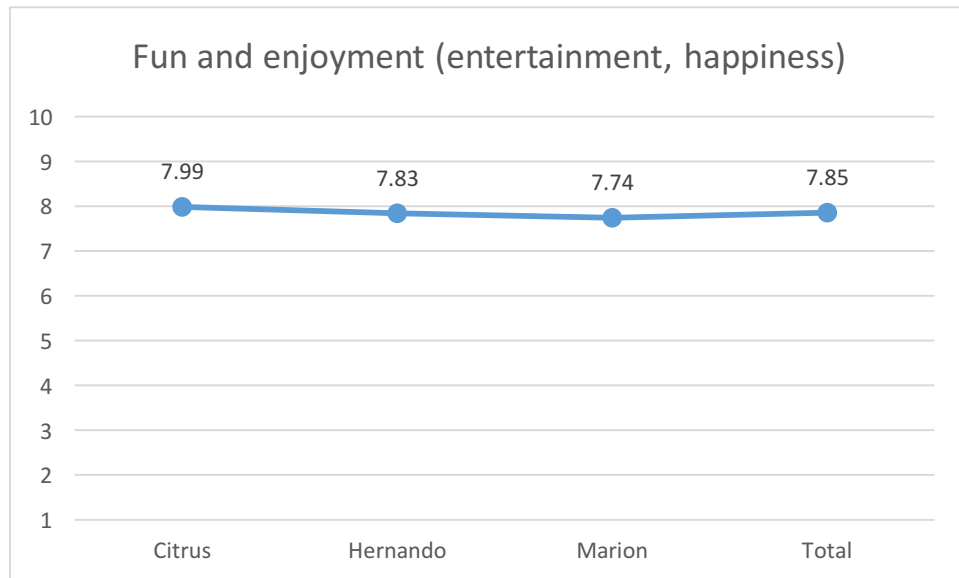
You help them set a goal to meet (sense of accomplishment) and you praise them for achieving it (self-respect).



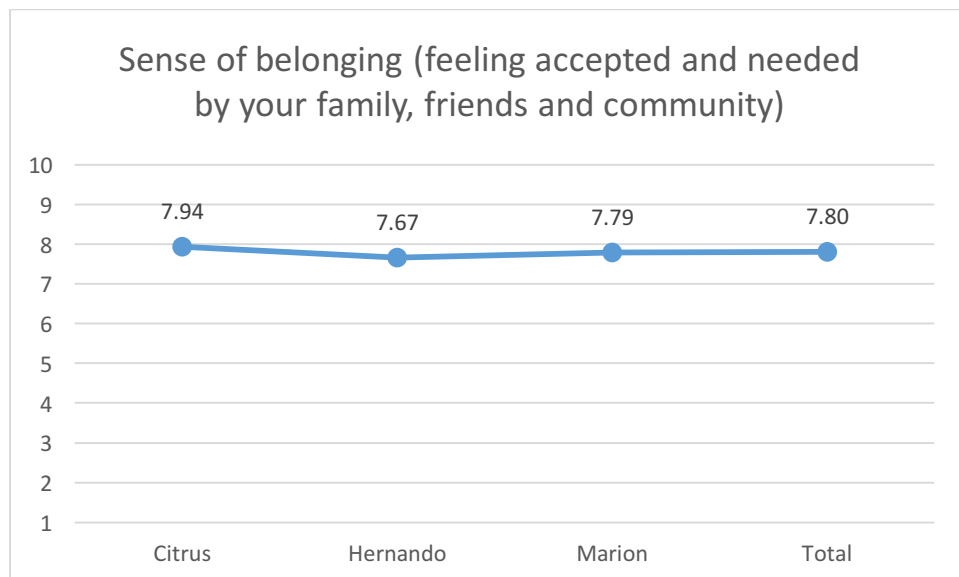
Using the self-expression value will be to help citizens make the springs experience their own. For example, if all the District talk about is canoeing at a spring, then you're only going to reach a small segment of the population. But, if you outline the different ways that a person can make the springs experience their own, there's a higher likelihood they'll interact with the springs and the District.



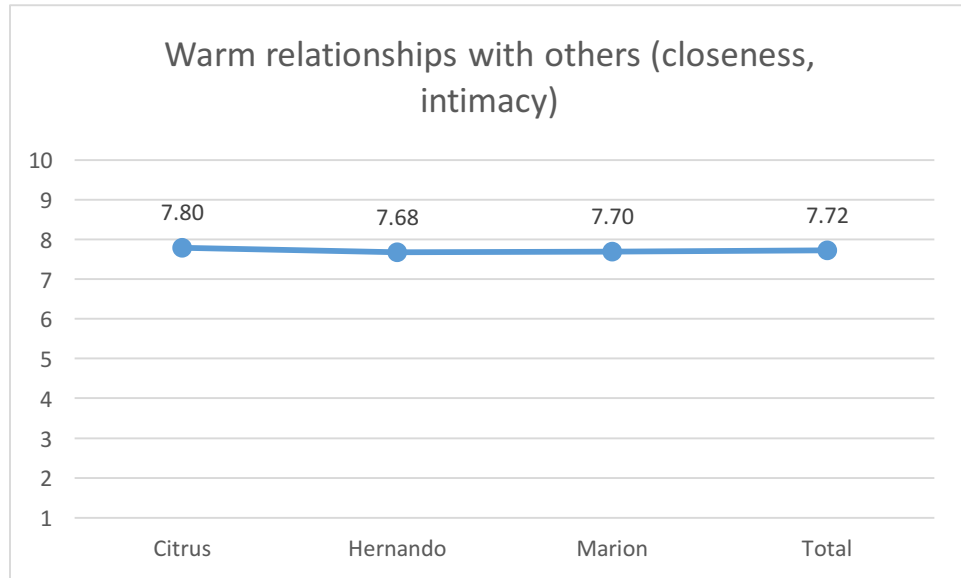
Self-fulfillment can be achieved in tandem with sense of accomplishment. Position the springs as a necessary part of the citizens' lives. "You are missing out if you're not visiting ___ spring. It's a paradise in your own back yard."



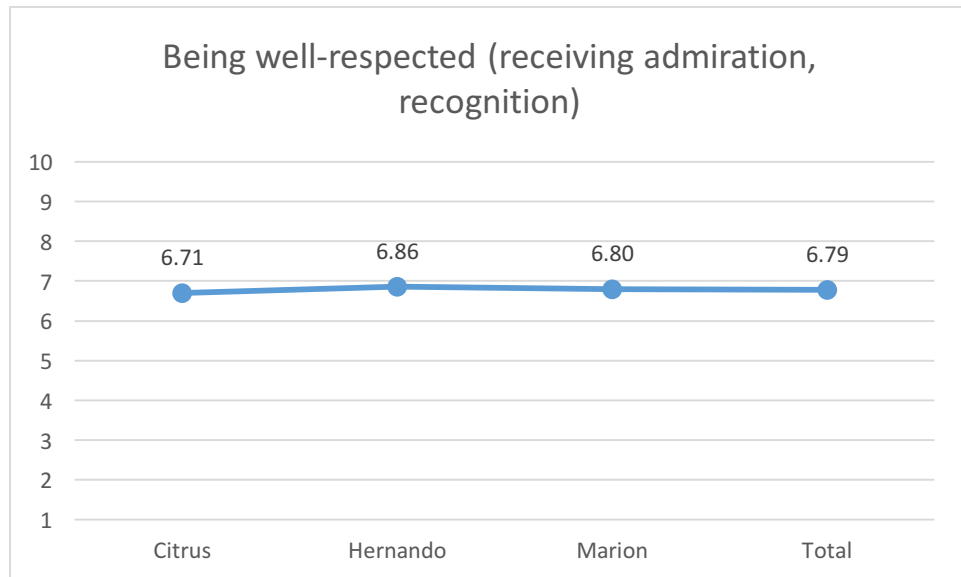
People are looking for fun and enjoyment. If all you “sell” is the environmental impact of the springs (which may seem boring to people), you’ll lose a segment of the population. What kind of fun can occur at the springs? We know people are linking the springs to their memories. It’s our job to show how to incorporate enjoyment into the springs experience.



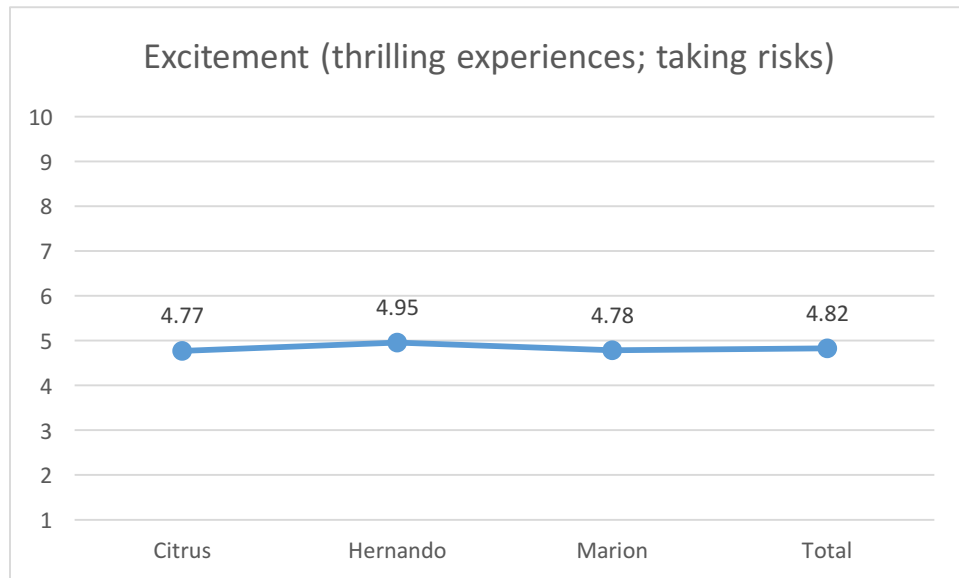
Sense of belonging is a powerful value. Generally, people don’t want to be the first or only person doing something. We need to position the springs as a place for families. A great place for friends to have an important talk. A romantic place for a date. The messages should incorporate a personal connection.



Warm relationships are closely connected with a sense of belonging. Developing messages about experiencing the springs with friends and family will cover this value.



People want recognition. This could be as easy highlighting a person on social media for being a “springs ambassador” (the District can define what that means). Any time you highlight a person in a positive way, you are feeding this value.



Excitement was the lowest value rating, with most of the population finding it unimportant. To highlight this value, the District could focus on the tranquility of the springs.

These values highlight that citizens are often looking for different things in life. By using these, along with the other data, we have developed some research-based messaging that we could later test this fall.

Building Research-Based Messages to Test

This section will build on the discussion that occurred during the face-to-face meeting we had during the pretest presentation. While we anticipate using the hashtags *#mysprings* and *#yoursprings*, these messages could be used as an ongoing social media strategy in the next phase of the campaign.

The message theme will be in bold and the evidence based on why we suggest that approach is presented as bullets below each theme. Again, these are initial themes that can be expanded into a further creative approach.

- **My home/hometown. My springs.**
 - Residents feel connected to the springs. In fact, many mention the springs when talking about where they live. In other words, the springs function as a part of resident's identities.
 - While spring health is important to residents, they are not investing time or money because they do not always feel the direct effect of issues with the springs. This theme challenges by encouraging residents to take ownership of and pride in the springs in their area.
- **Our home/hometown. Our springs.**
 - Sense of belonging is highly valued by the residents. This theme reminds residents that the springs are a way to connect with their community and that damage to the springs hurts everyone.
 - This theme is similar to "My home/hometown. My springs." but has the additional layer of appealing to residents' sense of belonging in their community, and their shared identity in the springs.

- **Protect our springs.**
 - Self respect, self fulfillment, security and accomplishment are highly valued by residents. This theme leverages these needs by inviting residents to take responsibility for the restoration of the springs and for their protection. A healthy spring/environment is something in which residents can take pride.
- **Spend your day well/Your day well spent.**
 - Residents associate the springs with happy memories and days well-spent. A secondary dimension of this theme plays upon the survey respondents' expressed desire for fun and enjoyment in their lives.
 - Finally, this theme could be used to show residents occasions to use the springs they may not currently consider (i.e. certain holidays, an early dismissal day at school, etc.).
- **Your day well spent. Your springs.**
 - In addition to the majority of survey respondents who connect the springs with where they live, respondents overwhelmingly agreed with the statement "a day at the springs is a day well spent."
 - This theme also reminds residents of their proximity to the springs (a majority of respondents lived within five miles of a spring), making the springs a convenient source of low expense entertainment. s their responsibility to maintain this resource for later use.
- **Go local. Go wild. Go to the springs.**
 - The majority of respondents lived within at least five miles of one of the springs. This theme reminds residents of their proximity to the springs while also playing on residents' desires to experience a sense of belonging and have some fun. Here, we are encouraging to live their uniquely-Florida lives.
- **I'd rather be _____. (inserts: tubing, swimming, fishing, tanning, etc.)**
 - This theme appeals to residents' need for fun and relaxation. It suggests residents habitually use the springs as a getaway from the stresses in their life and ties the insight that survey respondents consider a day at the springs a day well spent.
- **Good friends. Good times. (Is that an old beer slogan?)**
 - This theme also plays on residents' desire for fun, relaxation, warm relationships and an overall sense of belonging. Though not necessarily a large part of their childhoods, residents do associate the springs with happy memories.
- **Springs. Where the locals go.**
 - The majority of respondents lived within at least five miles of one of the springs. This theme reminds residents of their proximity to the springs while playing on residents' need to experience a sense of belonging while also expressing themselves.
- **The springs are a part of _____ (inserts: me, my community, my weekend plans, my childhood, my staycation, etc.)**
 - This theme encourages residents to consider how their happy memories at the springs have contributed to their lives. This nostalgia can be used to show residents the importance of the springs in their community.

- **Trade screen time for spring time.**
 - This theme confronts one of the costs of visiting the springs head-on. Potential creative copy and imagery could use photos of families and friends, a couple of the warm relationships that residents desire, to encourage residents to make the trade-off. Or to make their children make the trade-off.
- **Your new memories are waiting.**
 - Residents associate the springs with happy memories and, to a lesser extent, childhood experiences. This theme leverages nostalgia for these experiences to motivate residents to return to the springs. Additionally, this theme encourages residents to seek self-fulfillment by experiencing the springs and creating new memories that will last.
- **Your memories, their future.**
 - The springs are more than an entertainment source for residents; they are an important part of their lives. This theme could be used to show the many ways that maintaining and using the springs fit into the daily lives of residents while also encouraging residents to consider the impact of their actions on the future of the springs.
- **Your memories. Their future. Our springs.**
 - This concept looks to connect the dots between three of the key insights from the post-test survey: many good memories are tied to the springs, the importance of family (expressed in the survey as the value of warm relationships) and the overarching sense of connection to the springs.
- **I respect myself. I respect my springs.**
 - Self respect, self fulfillment, and accomplishment are highly valued by residents. This theme leverages these needs by inviting residents to take responsibility for the restoration of the springs.
- **Hometown pride.**
 - Sense of belonging is highly valued by the residents. This theme reminds residents that the springs are a way to connect with their community. It also encourages residents to take more ownership of the restoration process as something that affects their community and its reputation.
- **The ___ county lifestyle.**
 - Sense of belonging is highly valued by the residents. This theme reminds residents that the springs are a way to connect with their community and express what makes their home so special.
 - It can be used with images that show residents using and improving the springs. This implies that community members should take an active part in the restoration process. Alternatively, scenes of relaxation and fun could be incorporated.
- **The springs life.**
 - The springs are a place of relaxation and fun for residents. However, it is also a place where a community comes together to preserve something great. This theme could be used as a rallying cry to create a community dedicated to both using and improving the springs.
 - Additionally, this theme is a call to action for residents to express themselves. We are asking them “what does your spring life look like?”

- **Springtime? Anytime.**
 - Residents live in extremely close proximity to the springs (usually less than 5 miles) yet do not get involved with their maintenance nor do they visit regularly. This theme can remind them that no special occasion is needed to visit such a close and inexpensive entertainment option.
- **My springs staycation.**
 - This theme encourages residents to share their memories at the spring through three ideas. First, “my” communicates that the springs belong to local communities and therefore need to be maintained by residents. Second, it reminds residents that the springs are a close to home source of entertainment. Third, it encourages residents to make their own occasions to use the springs.

Next Creative Steps

As we move forward, Taproot will continue to develop some of these concepts into “social media campaigns” that we can test with members of the target population.

For the in-person presentation of these results, we will include a mini creative workshop that will help us build a campaign that the District can execute in-house. We will present:

- A social media conversation calendar – a planning tool that the District can use to schedule the upcoming springs campaign.
- Personas of your target population – a persona is a tool that creates an exemplar of the population segment you’re trying to reach. It includes lifestyle data, personal aspirations, and an assumption on how/why they will visit the springs.
- Social media creative collateral – our creative department will develop visual pieces that can be used on social media to promote the springs messaging.
- Our plan for the best way to test the campaign messaging and collateral.

Survey Sample Description

Our survey sample was drawn from adults in Citrus, Hernando and the District's portion of Marion. Since time was tight in this survey, we culled down the traditional demographics questions to only those that we would need for classification purposes:

- I'm going to list some websites. Please tell me if you have visited each website in the past six months.
 - VisitFlorida.com
 - WaterMatters.org
 - Facebook.com
 - Twitter.com
 - YouTube.com
 - Weather.com
- About how far from a water body (river, lake, stream, springs) do you live?
- Which category best fits your age?
- Do you live full-time or part-time in Florida?
- Which of the following best represents your total household income in 2015 from all sources?
- Was the respondent male or female?

While a little over half of the sample had heard of WaterMatters.org, only a small portion had visited the site in the past 6 months. This was consistent in both the pre and post test. Just as with the last survey, Facebook.com, YouTube.com or Weather.com were the most popular with the respondents.

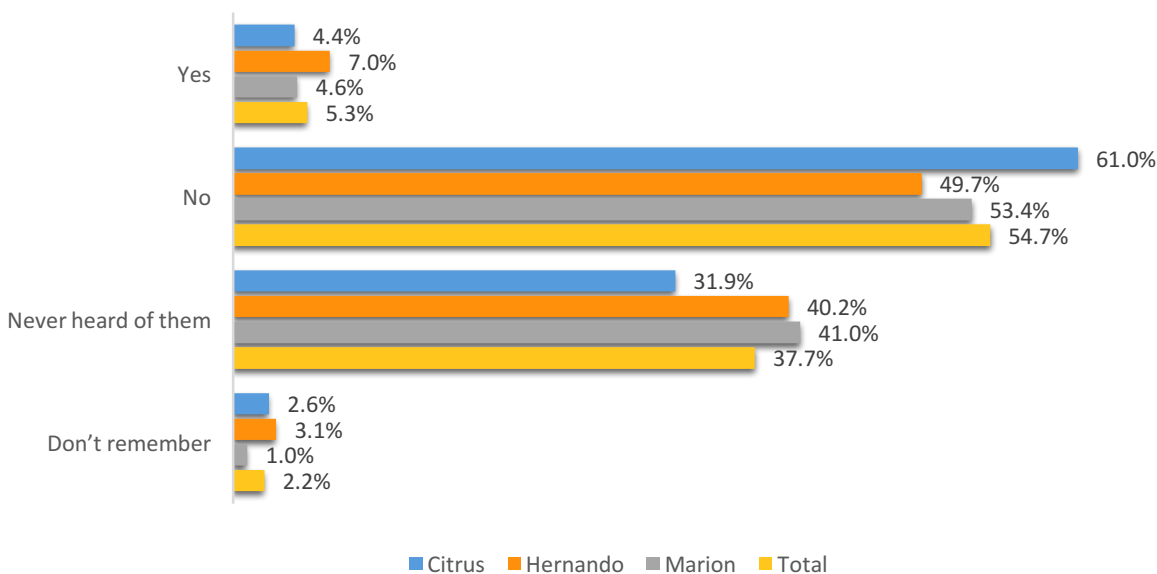
We still suggest the District put resources to telling the springs story. In addition to free updates that can be posted by an employee, we recommend looking at purchasing advertising to target your specific springs champions.

As alluded to in the previous section, Taproot will be putting together a sample conversation calendar to plan the springs story. A positive aspect of the District's audience is that social media use is consistent with all age groups and socioeconomic segments. If the District creates messages that resonate with the population, then the likelihood of spreading the messages will highly increase.

Online Media Use

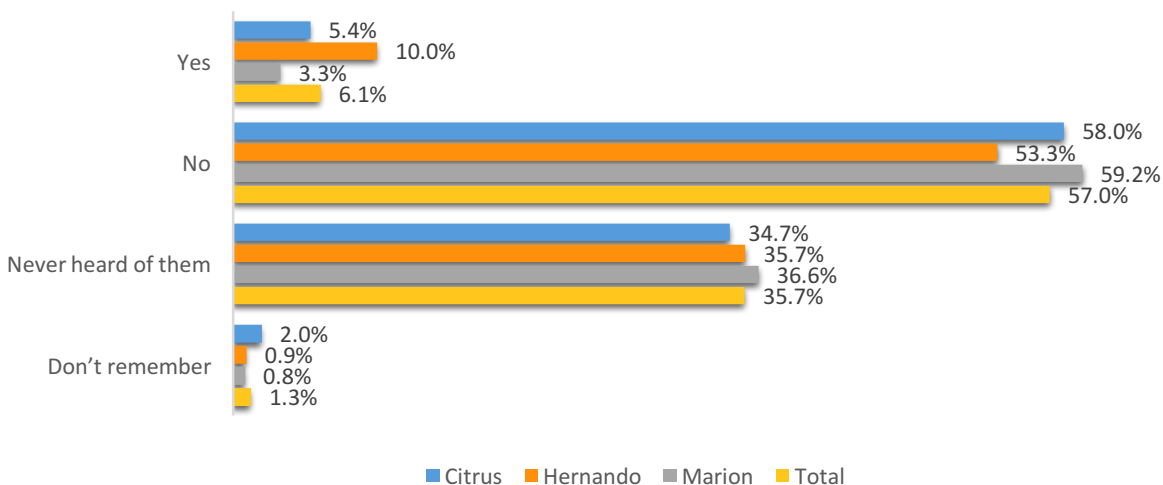
I'm going to list some websites. Please tell me if you have visited each website in the past six months.

Pre- WaterMatters.org

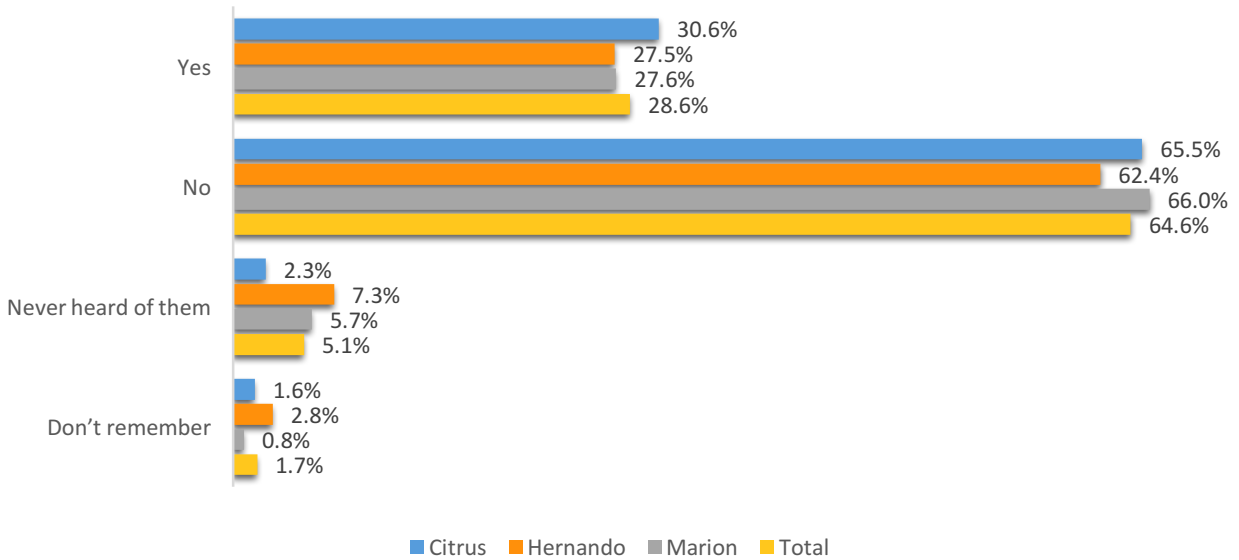


Statistical Differences Between the Counties

Post- WaterMatters.org

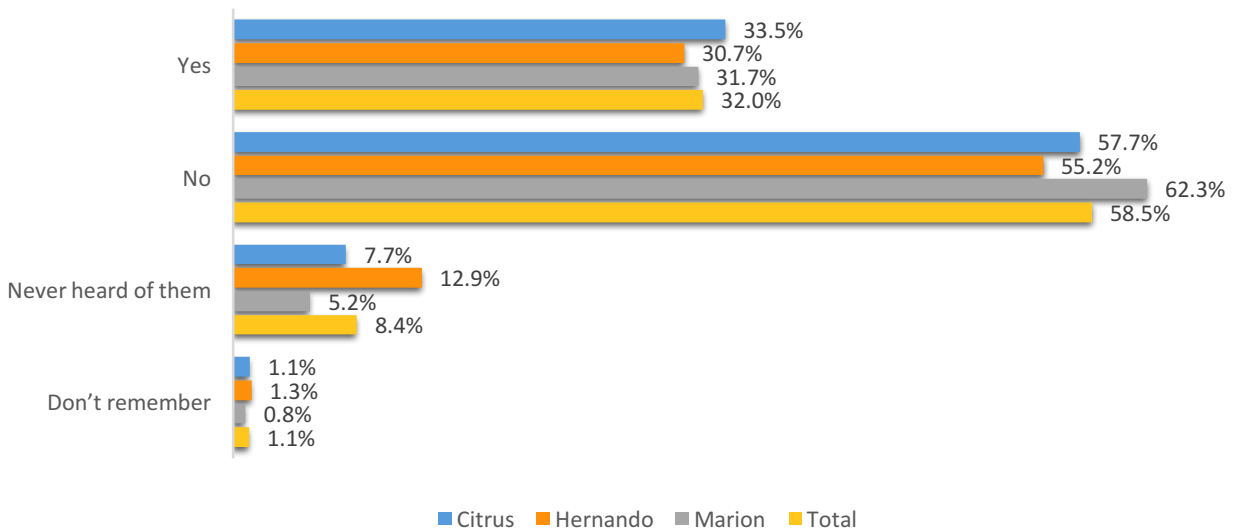


Pre- VisitFlorida.com



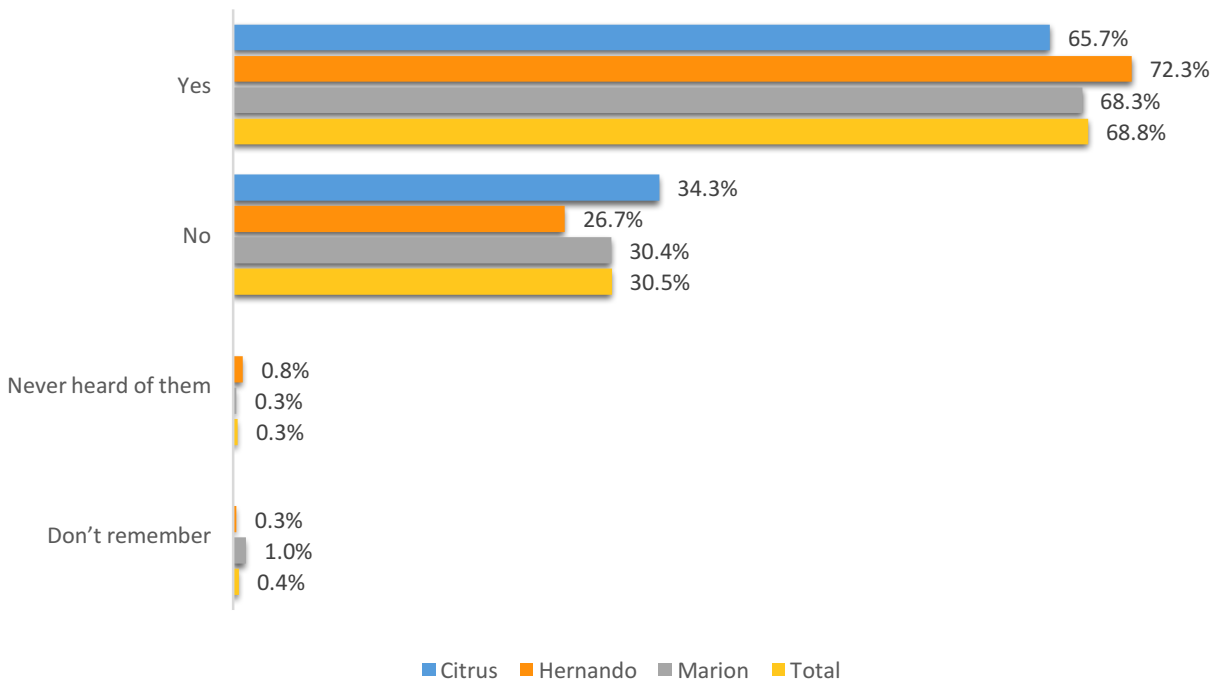
Statistical Differences Between the Counties

Post- VisitFlorida.com

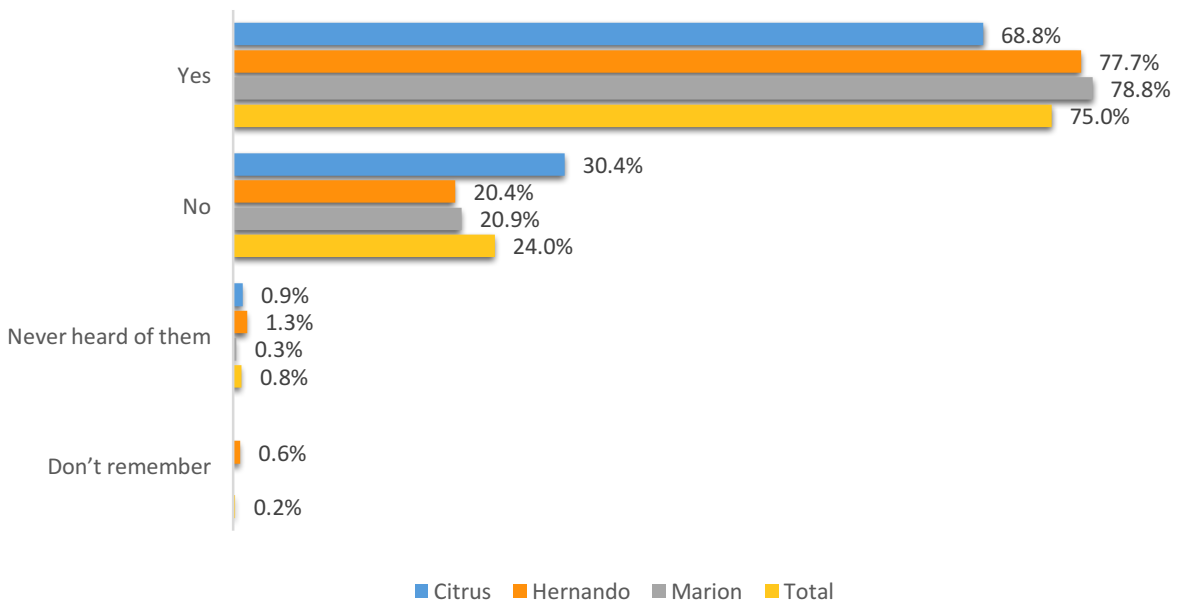


Statistical Differences Between the Counties

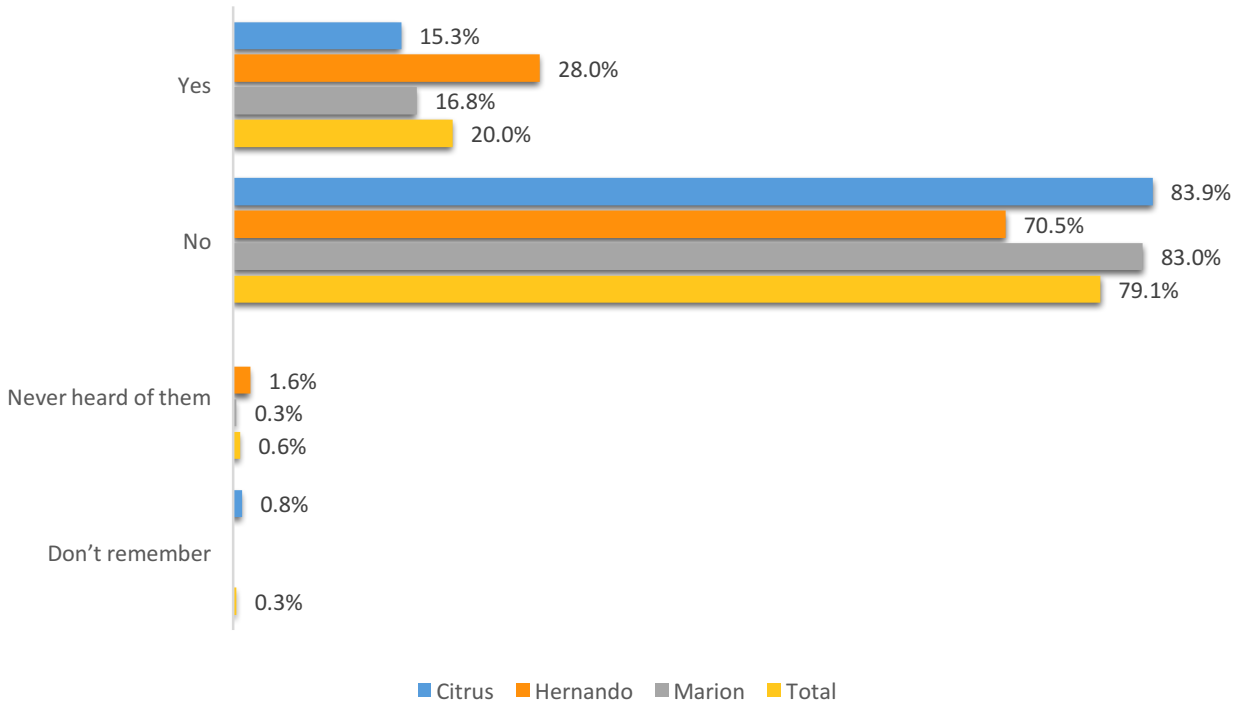
Pre- Facebook.com



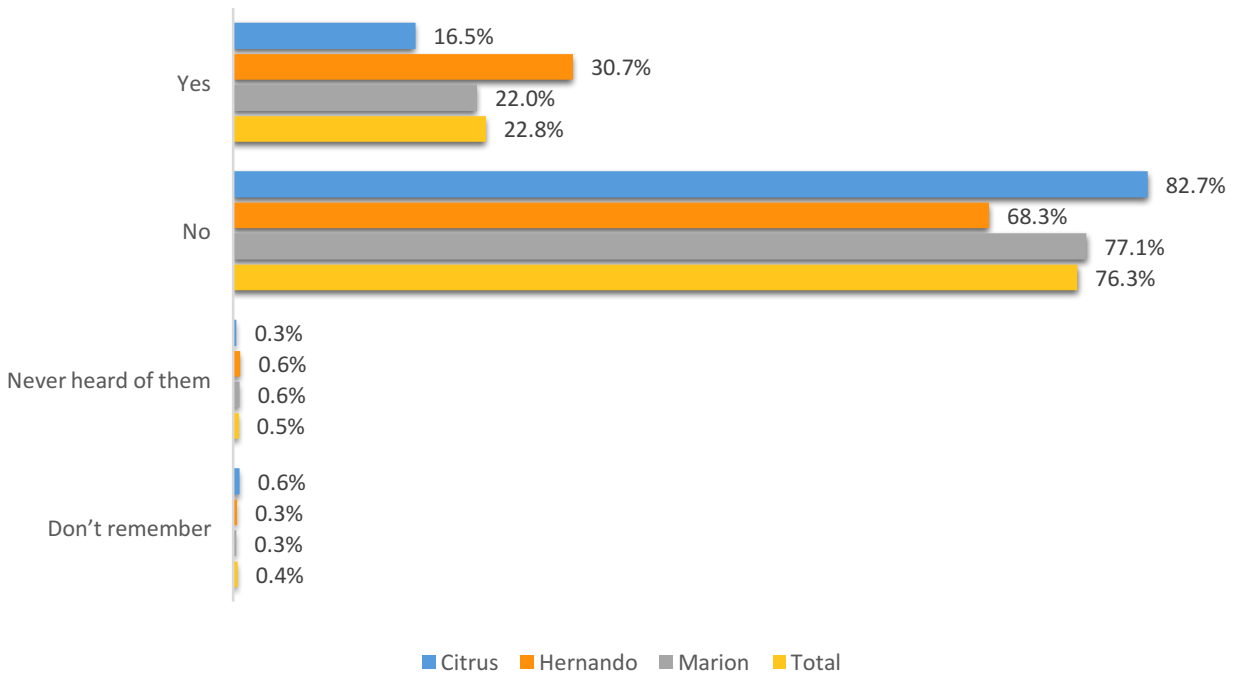
Post- Facebook.com



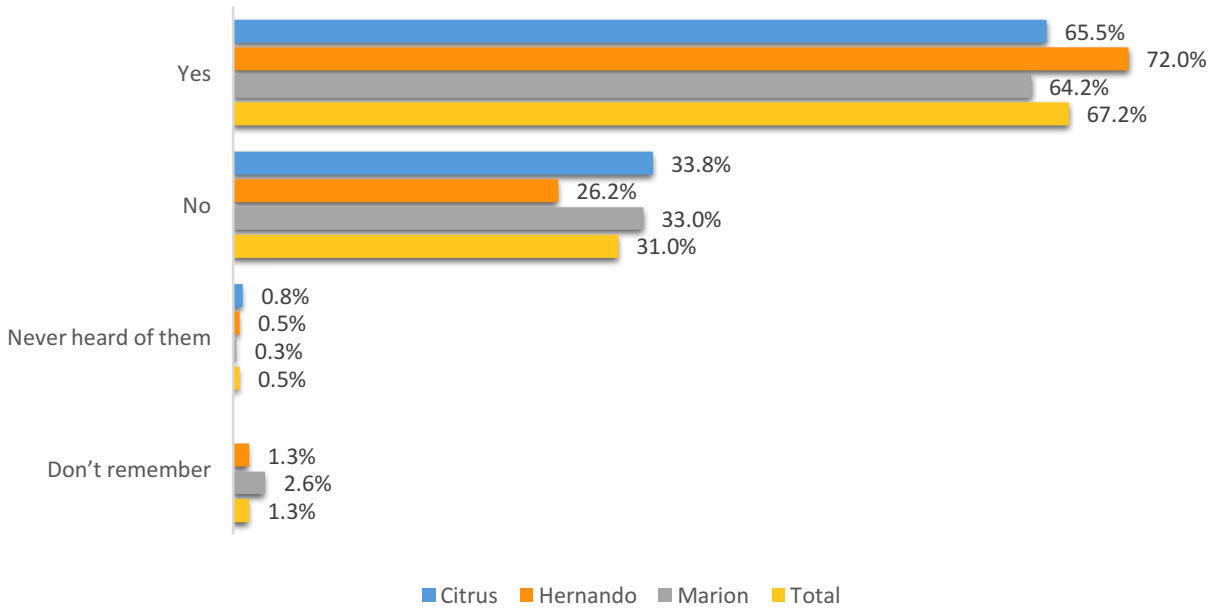
Pre- Twitter.com



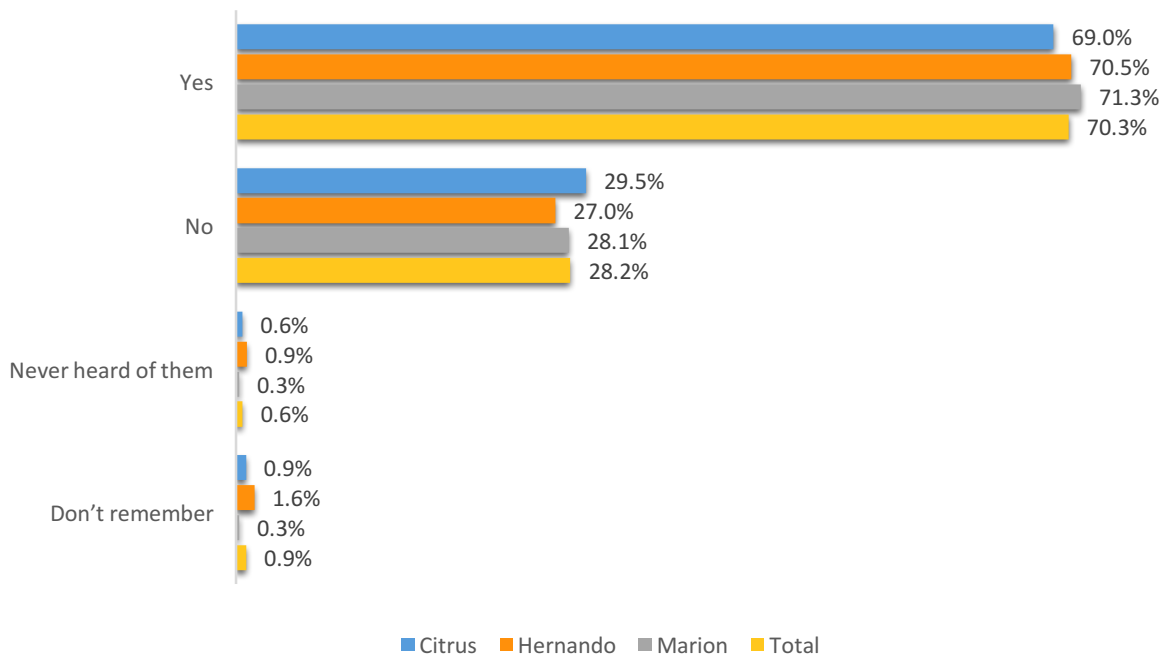
Post- Twitter.com



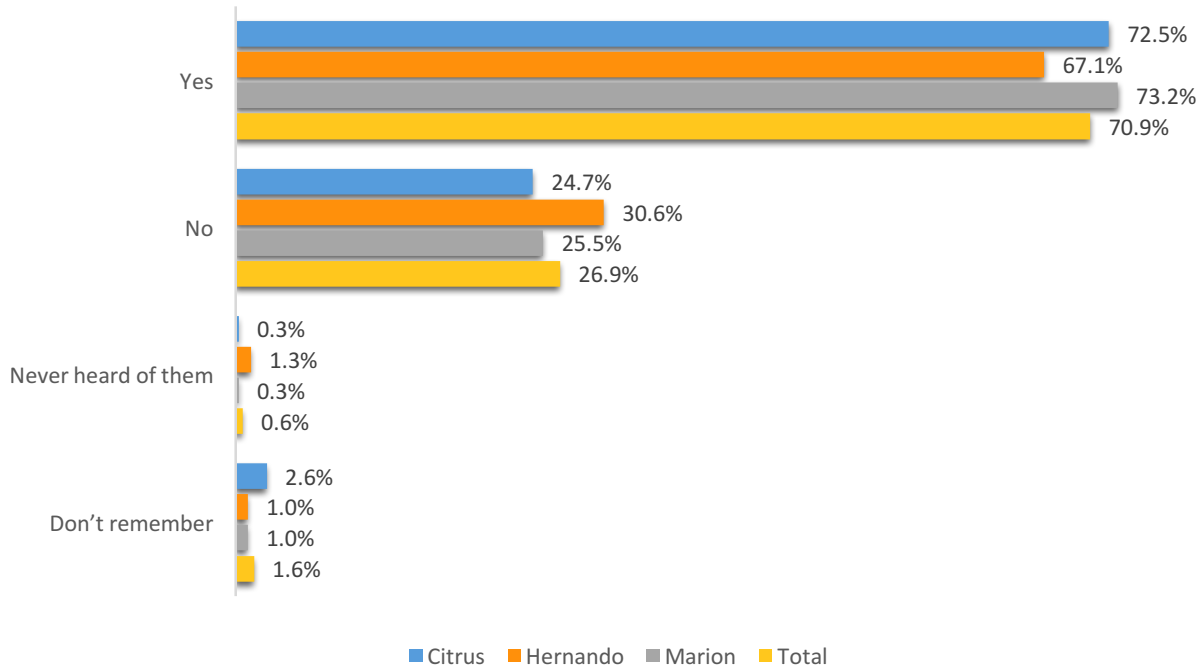
Pre- YouTube.com



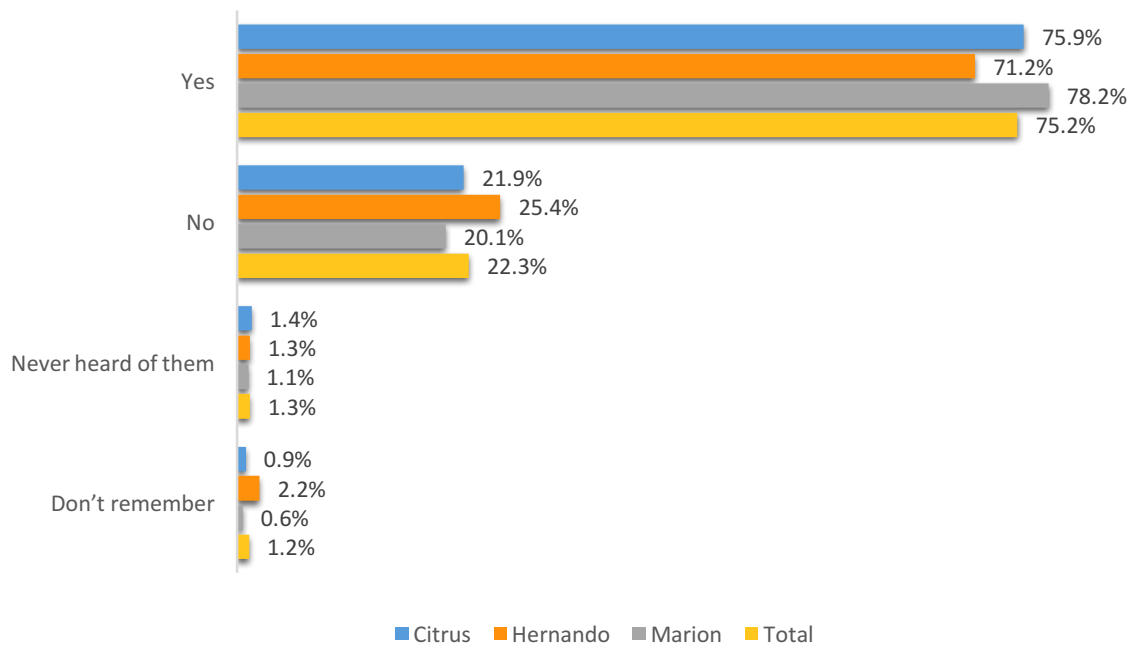
Post- YouTube.com



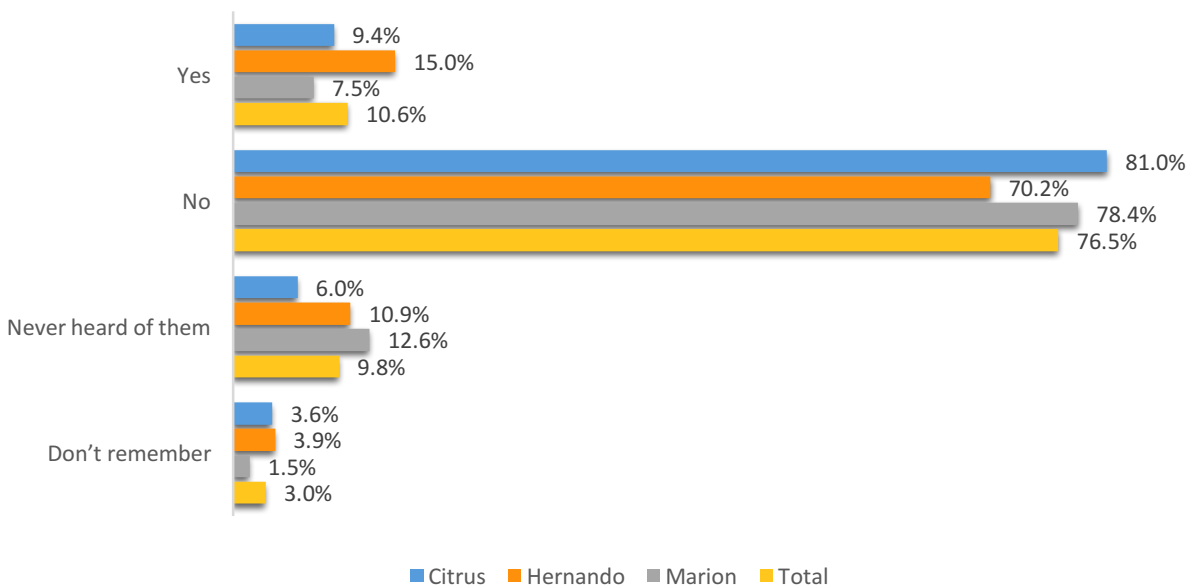
Pre- Weather.com



Pre- Weather.com

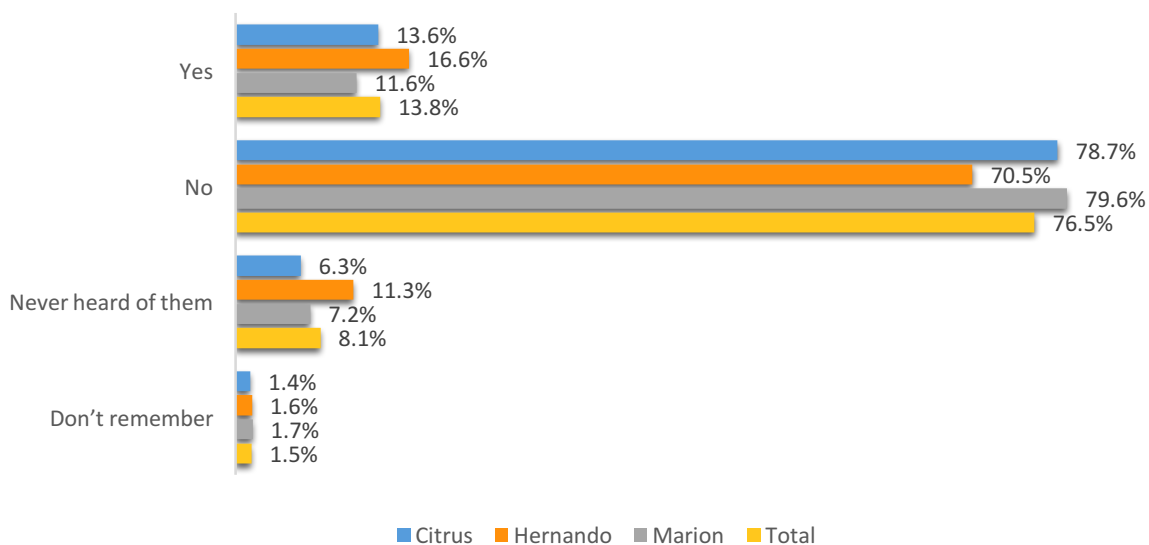


Pre- SaveTheManatee.org

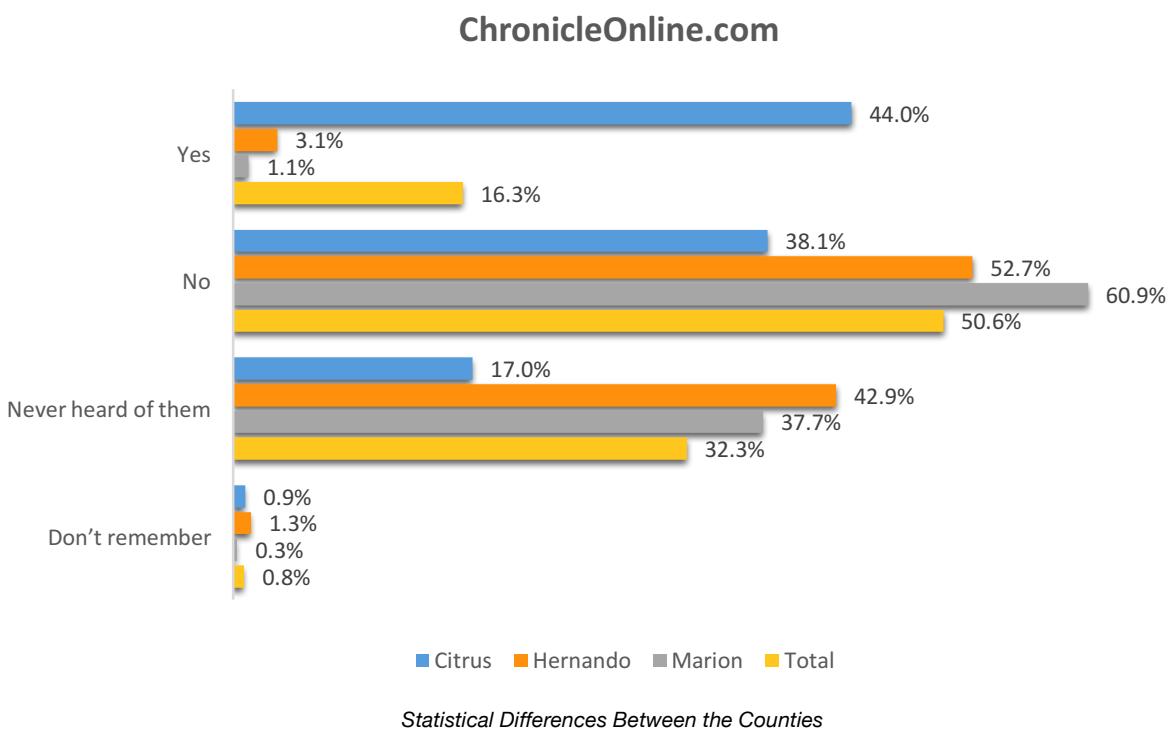
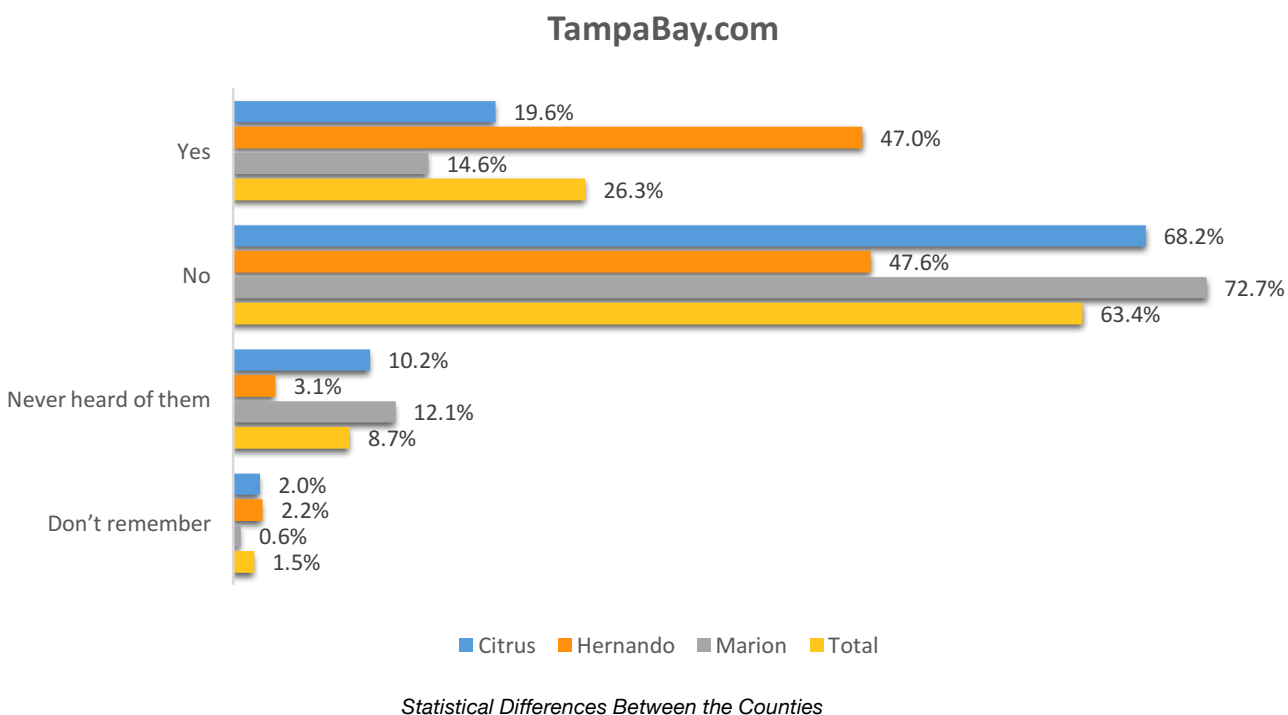


Statistical Differences Between the Counties

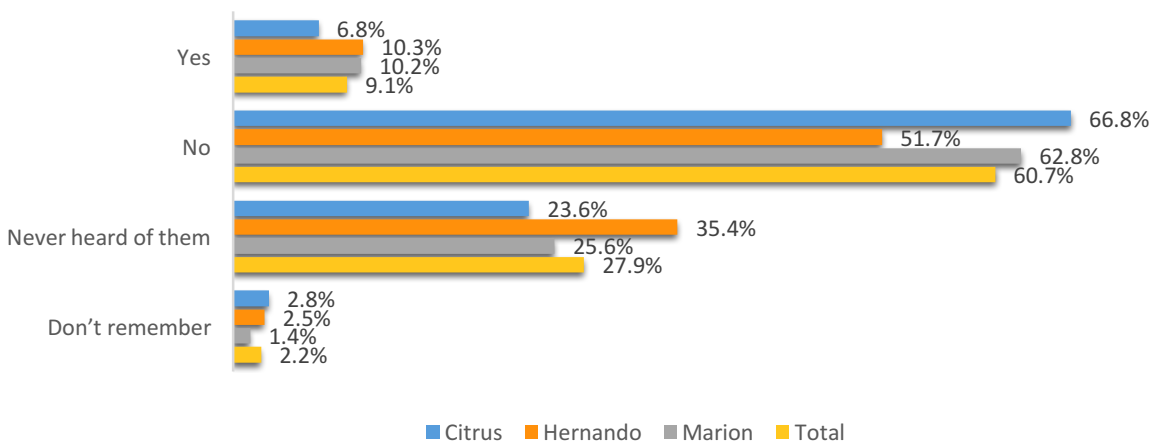
Post- SaveTheManatee.org



New additions to the post test.

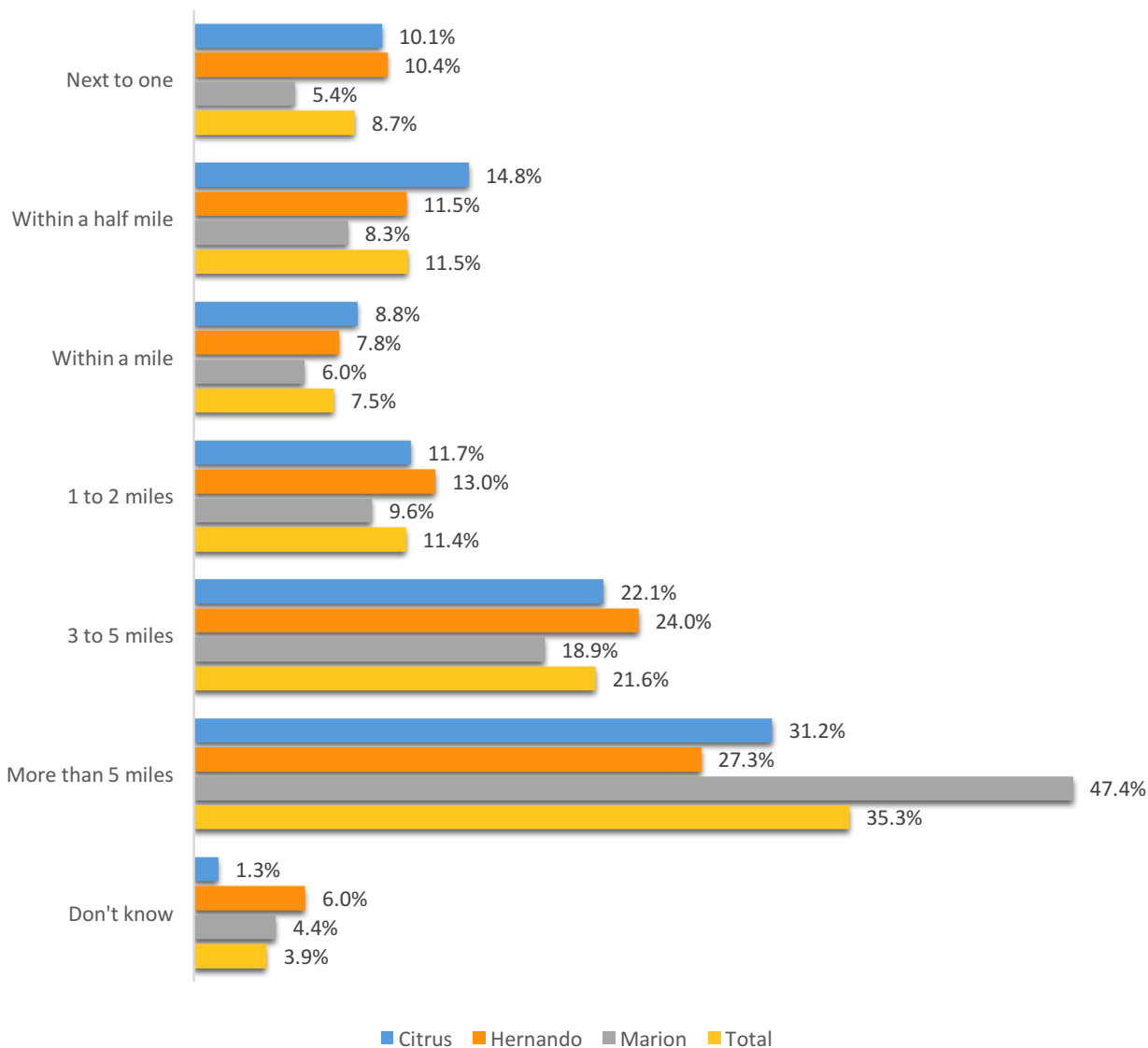


FloridaSprings.org



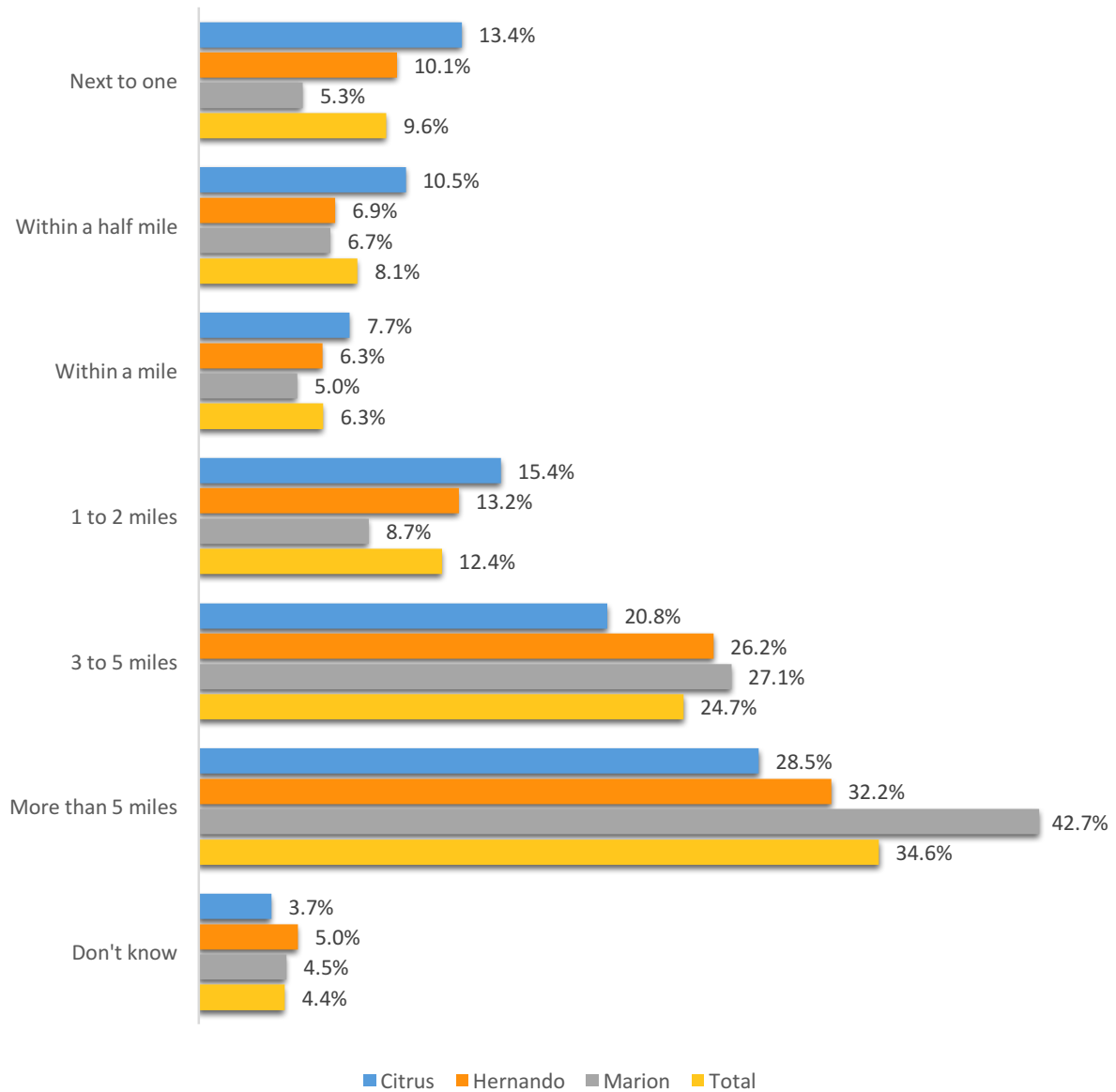
Demographics

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



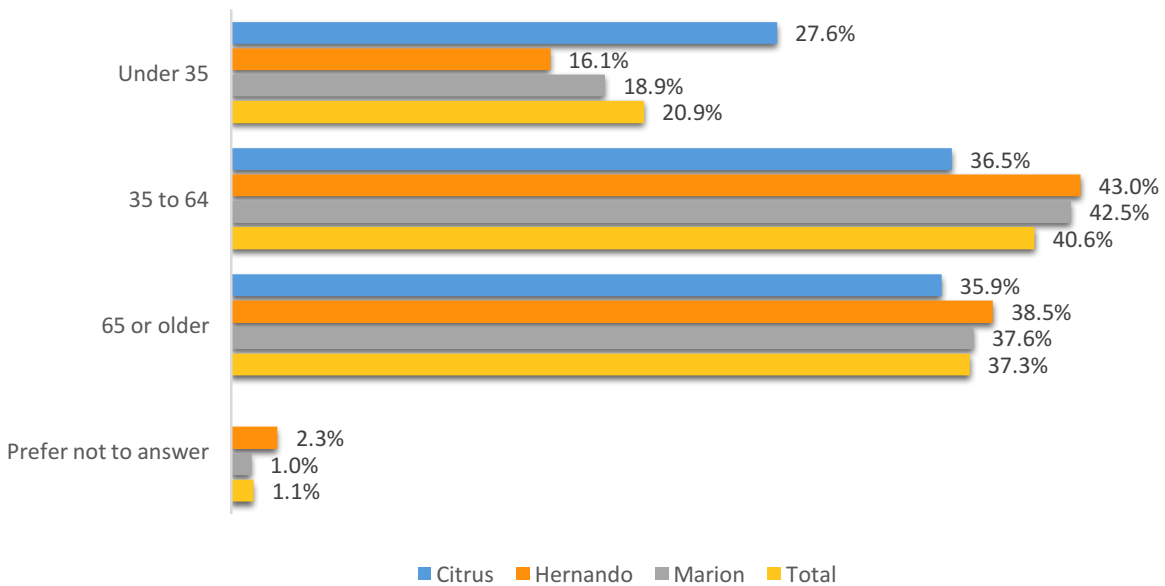
Statistical Differences Between the Counties

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

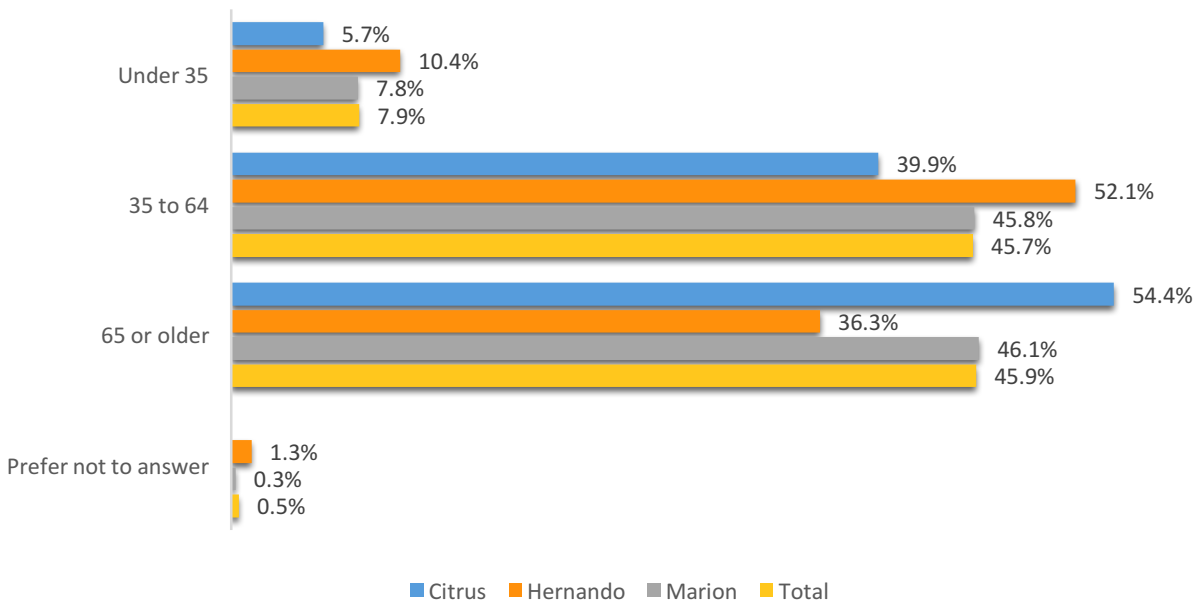


Statistical Differences Between the Counties

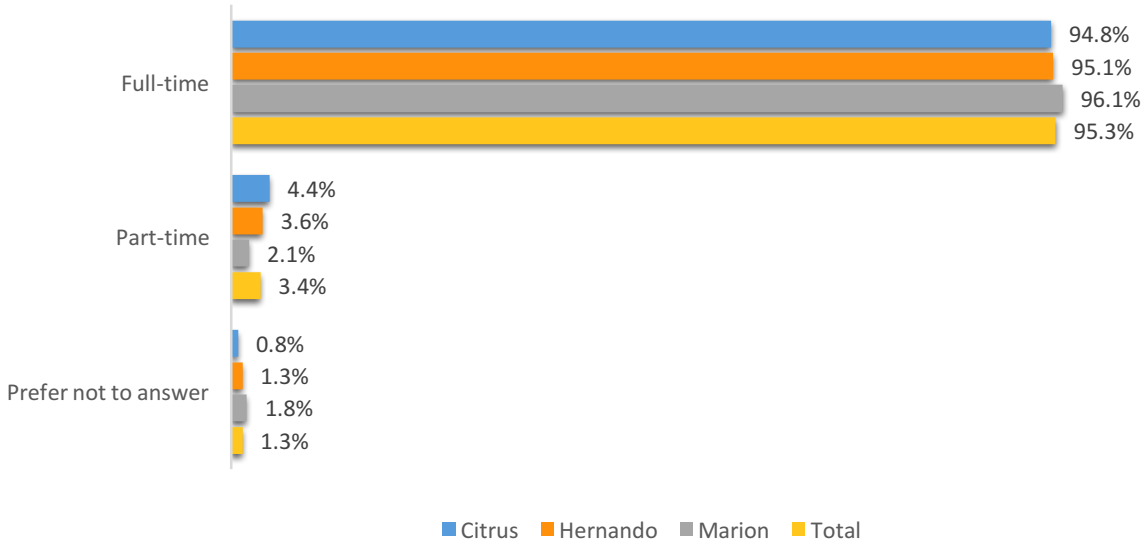
Pre- Which category best fits your age?



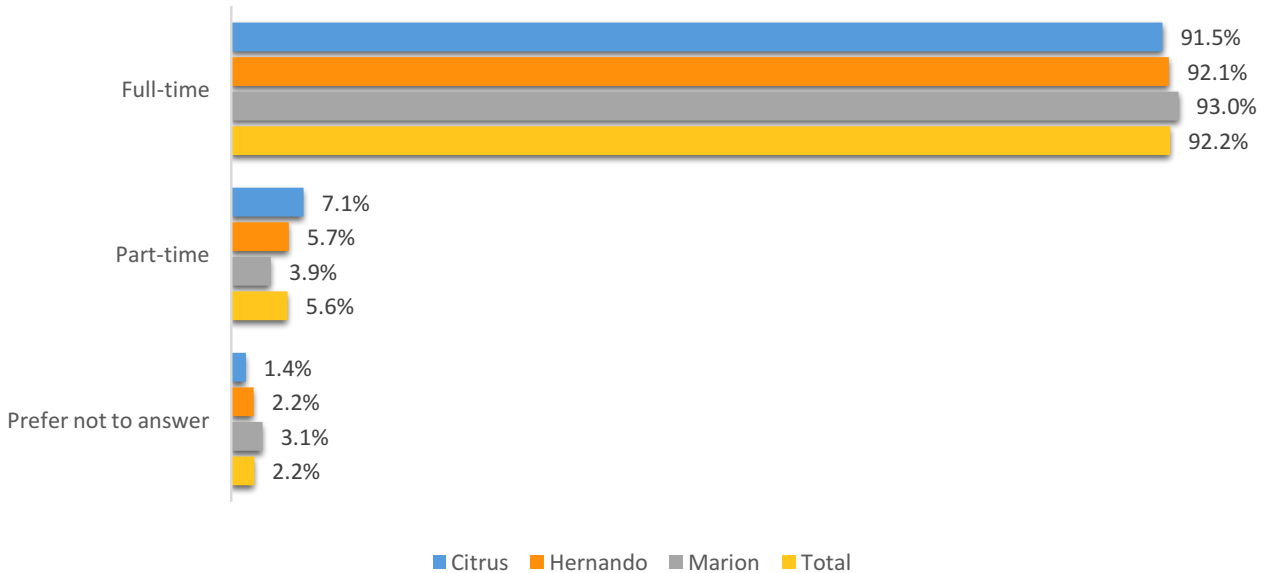
Post- Which category best fits your age?



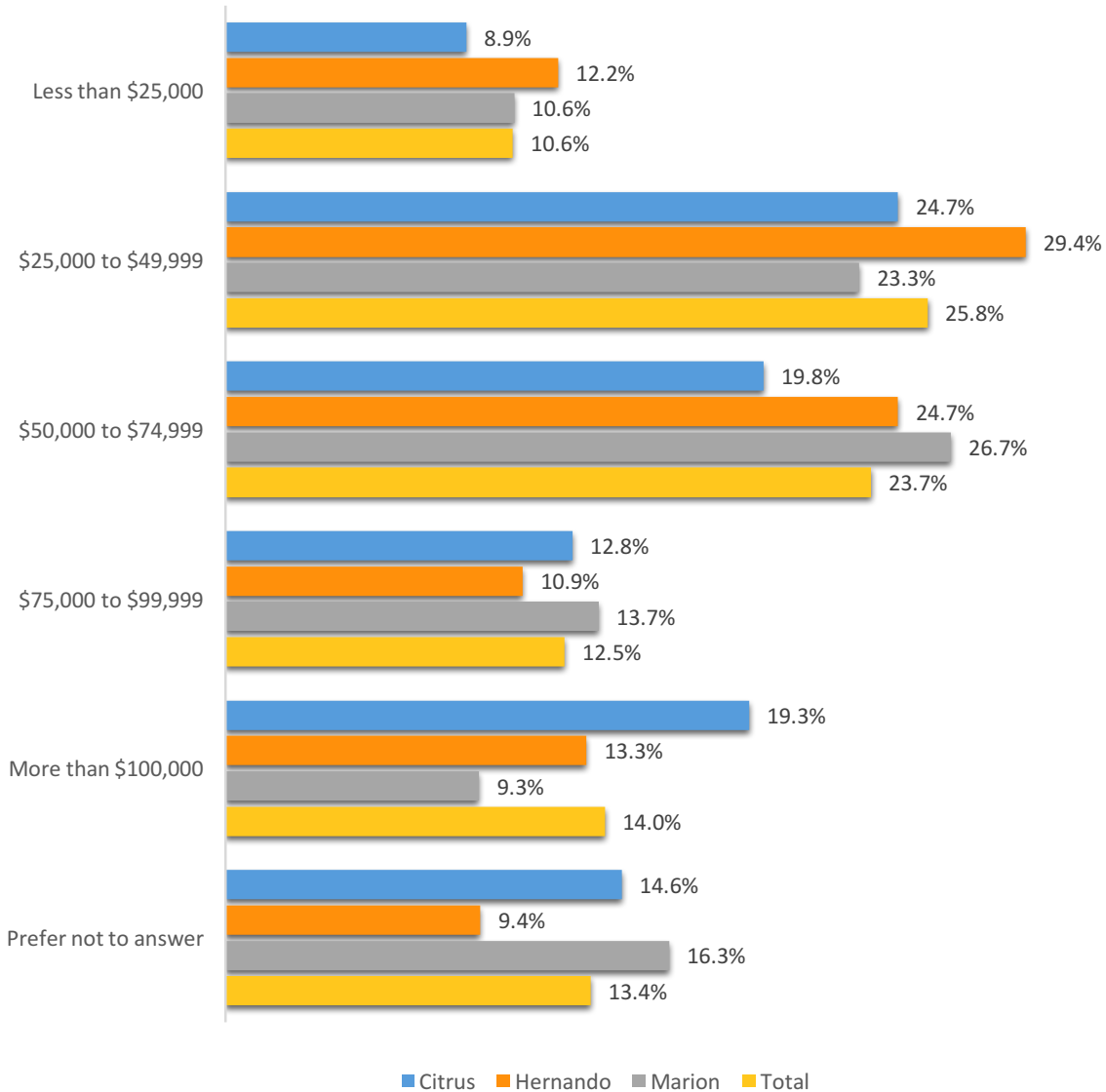
Pre- Do you live full-time or part-time in Florida?



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

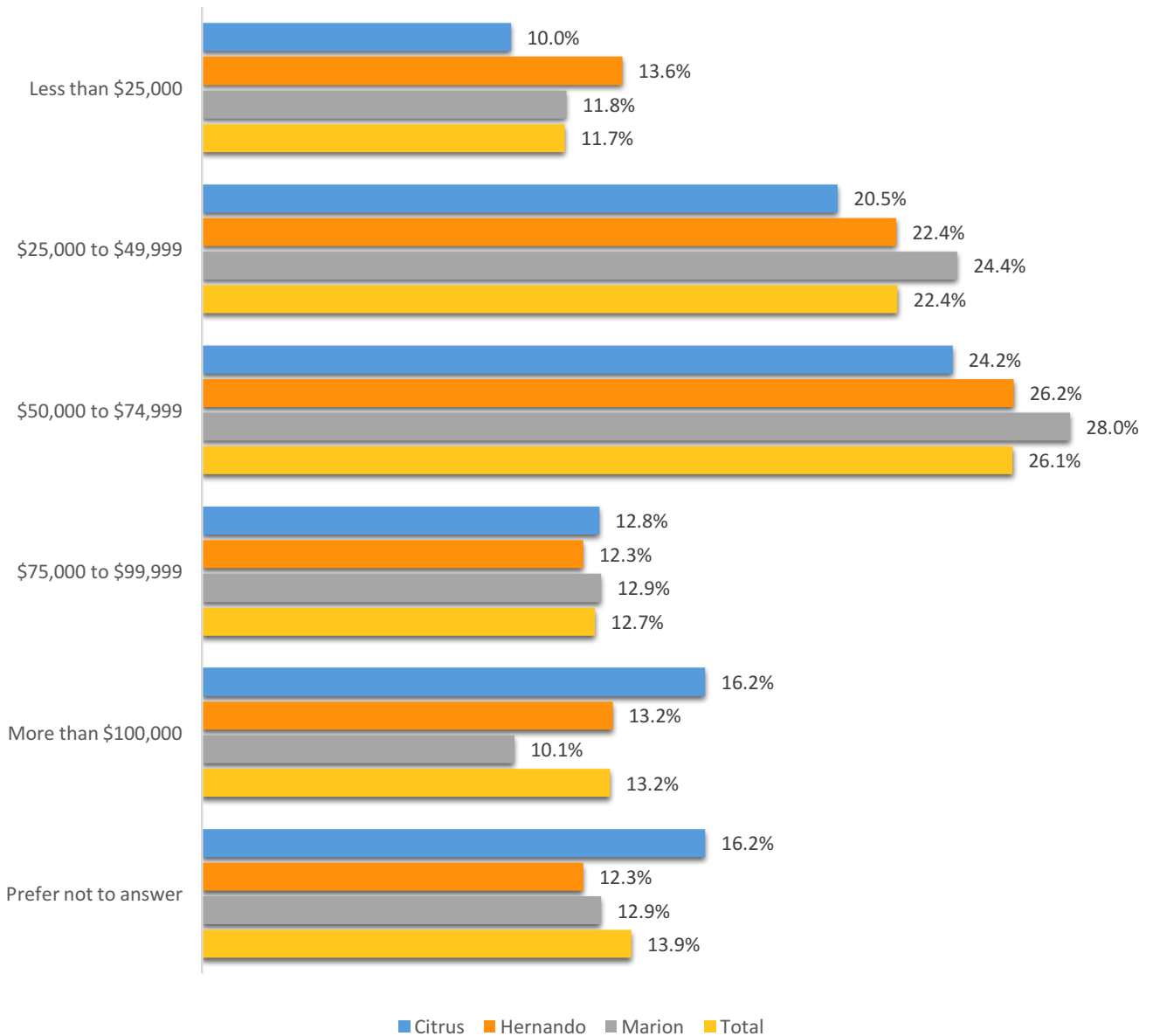


Pre- Which of the following best represents your total household income in 2015 from all sources?

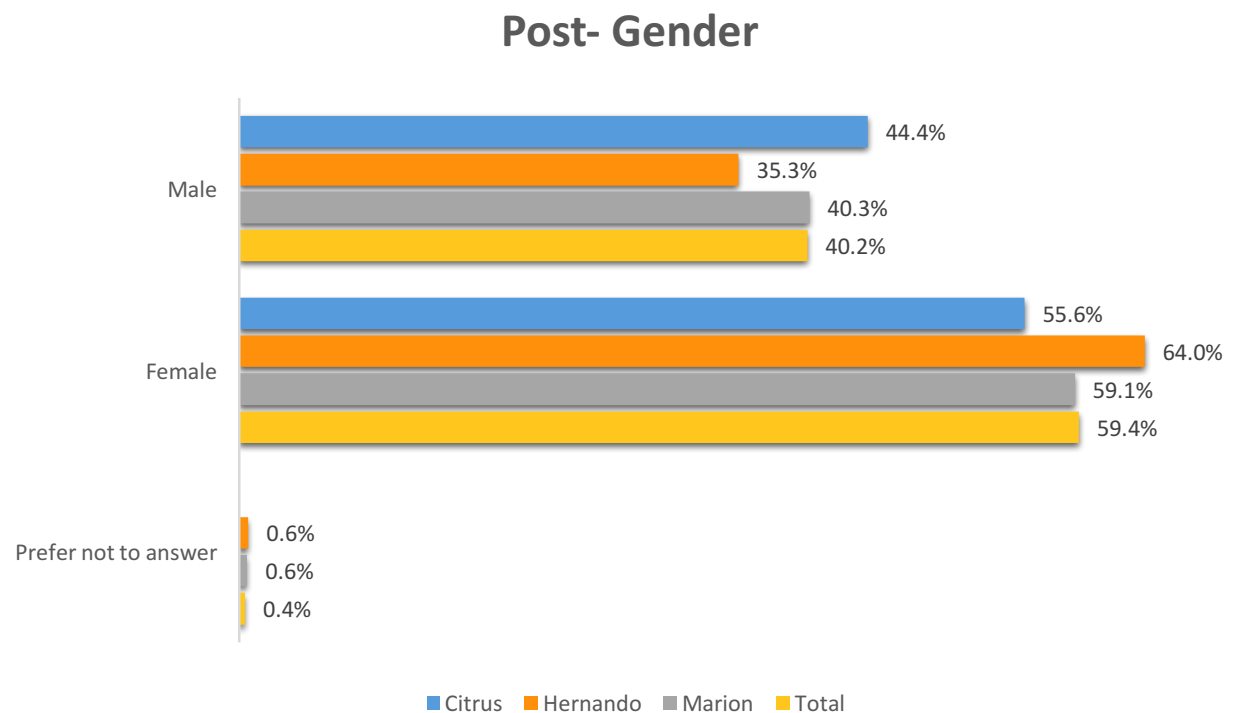
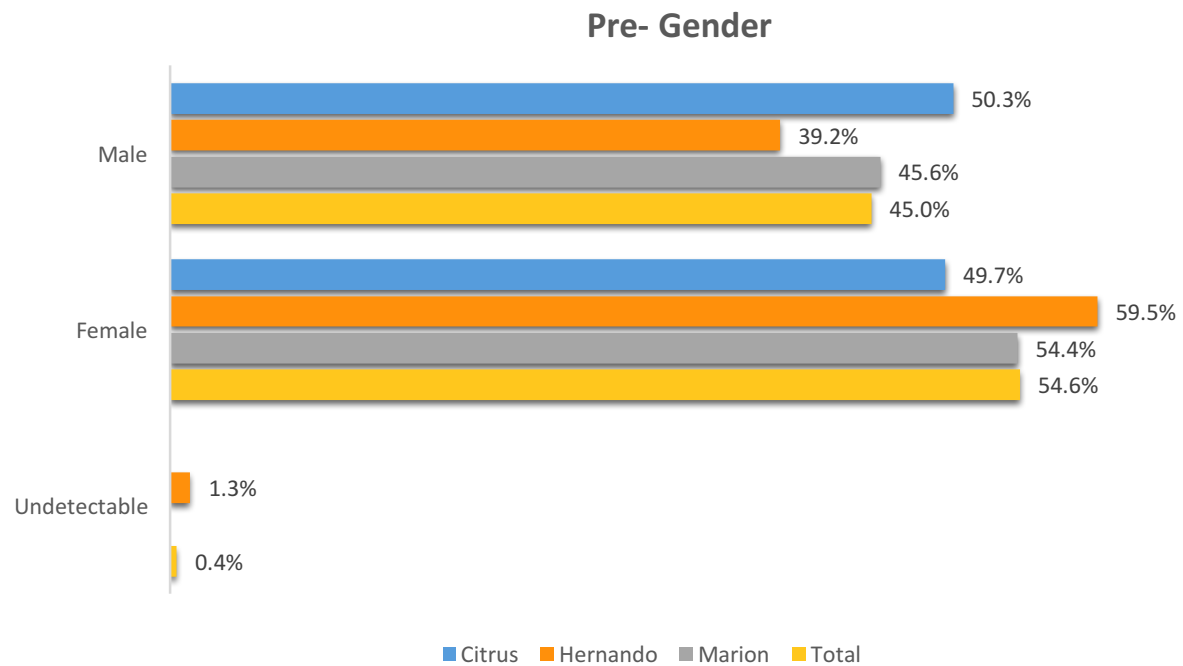


Statistical Differences Between the Counties

Post- Which of the following best represents your total household income in 2015 from all sources?



Statistical Differences Between the Counties



Appendix

Pretest Survey Instrument

2016 “Restoring Our Springs” Pretest

Final 3/4/2016

Q1. In which county do you live?

1. Citrus
2. Hernando
3. Marion
4. Other [Terminate]

Q2. Have you visited any springs in your area in the last 5 years?

1. Yes
2. No
3. Don't know - DO NOT READ

Q3. How would you rate the health of the springs in your area - would you say they are:

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

Q4. Based on what you know or might 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

- | | |
|----------------------------------------|------------------------------|
| 1. Lower water levels/lack of rainfall | 9. Fewer underwater plants |
| 2. Less flow | 10. More boaters |
| 3. More algae (Lyngbya) | 11. More recreation |
| 4. Less clear water | 12. More manatees |
| 5. Greener water | 13. Nothing is wrong |
| 6. Dead trees | 14. Other [Record] |
| 7. Saltier water/sea-level rise | 15. Don't know - DO NOT READ |
| 8. Fewer fish | |

Q5. Have you recently seen or heard advertisements about springs or springs restoration in your area?

1. Yes
2. No [GO TO Q9]
3. Don't Know - DO NOT READ [GO TO Q9]

Q6. Where did you see or hear this advertising? (Select all that apply)

DO NOT READ

PROBE FOR UP TO 3

- | | |
|---------------|-----------------------------|
| 1. Radio | 6. Movie theater |
| 2. Internet | 7. Community events |
| 3. Billboard | 8. Utility bill insert |
| 4. Television | 9. Don't know - DO NOT READ |
| 5. Newspaper | |

Q7. What do you remember about the advertisement?

DO NOT READ

CATEGORIZE

PROBE FOR UP TO 3

1. The springs have been changing for nearly a century
2. It will take time to restore our springs
3. Restoring our Springs!
4. Mother and baby manatee
5. Southwest Florida Water Management District
6. Springs are natural wonders that flow through Florida
7. Springs are unique and complex
8. Circles with pictures of the springs
9. Each spring system is different
10. Springs Team
11. District experts are committed to improving the health of major springs in our region
12. Visit WaterMatters.org/Springs
13. Join us in the community effort
14. Other [Record]
15. Don't remember anything about the ad

Q8. Think about the last advertisement about springs or springs restoration you heard or saw. What organization sponsored the message? [Do not read]

- a) Southwest Florida Water Management District
- b) Florida Department of Environmental Protection
- c) University of Florida/IFAS (Institute of Food and Agricultural Sciences)
- d) Florida Department of Agriculture and Consumer Services
- e) "Save the Manatee" Organization or other local environmental nonprofit organization
- f) Your local city or county government
- g) Other [Record]
- h) I don't know

Q9. How likely are you to do the following to find out more about the springs in your area? For each one of the items on the list, tell me Very Likely, Somewhat Likely or Not Likely at All. [Randomize]

How likely are you to:

1. Very Likely
 2. Somewhat Likely
 3. Not Likely At All
-
- a) Visit a website to get information about local springs
 - b) Read a pamphlet/brochure from a government agency mailed to your house
 - c) Read a pamphlet/brochure from an environmental nonprofit organization mailed to your house
 - d) Attend a community meeting
 - e) Call the government office in charge of protecting the springs
 - f) Volunteer at a springs cleanup, planting or *Lyngbya* removal
 - g) Attend a community or springs event

Q10. I'm going to read a list of groups you may have heard of. Please tell me if you believe they are Very Credible, Somewhat Credible, or Not at all Credible. If you have never heard of them, let me know that too.

1. Very Credible
 2. Somewhat Credible
 3. Not At All Credible
 4. Never Heard of Them
-
- | | |
|-----------------------------------------------------------------------------|------------------------------------------------------|
| a) Southwest Florida Water Management District | g) "Save the Manatee" Organization |
| b) Florida Department of Environmental Protection | h) US Environmental Protection Agency |
| c) Florida Citizens for Cleaner Springs [Red Herring] | i) The Sierra Club |
| d) University of Florida/IFAS (Institute of Food and Agricultural Sciences) | j) Florida Springs Institute |
| e) Florida Department of Agriculture and Consumer Services | k) Florida Fish and Wildlife Conservation Commission |
| f) U.S. Fish and Wildlife Service | l) Your local city or county government |

Q11. Next, I'm going to read a list of statements. I want you to tell me how much you agree or disagree with each statement. Use the scale Strongly Agree, Agree, Neither Agree nor Disagree, Disagree, or Strongly Disagree after I finish each statement. If you don't know, simply say so. [Randomize]

1. Strongly Agree
 2. Agree
 3. Neither Agree nor Disagree
 4. Disagree
 5. Strongly Disagree
-
- a) The health of springs in your area is important to you.
 - b) Too much water from the aquifer is being pumped out of the ground for various uses.
 - c) It is important for your tax dollars to be used to improve the health of the springs in your area.
 - d) The Southwest Florida Water Management District is the leader in taking the right actions to improve the health of the springs in your area.
 - e) The Southwest Florida Water Management District has the scientific knowledge necessary to improve the health of the springs in your area.
 - f) The Southwest Florida Water Management District is committed to improving the health of the springs in your area.
 - g) Too much money is spent on restoring springs in your county.

Q12. Are you aware of any springs restoration projects happening in your area?

1. Yes
2. No [Go to Q14]
3. Don't know - DO NOT READ [Go to Q14]

Q13. Where is the springs restoration project taking place? [Do not read]

1. Weeki Wachee Springs
2. Chassahowitzka Springs
3. Crystal River/Kings Bay
4. Rainbow Springs
5. Homosassa Springs
6. Three Sisters Springs
7. Hunter Spring
8. Other [Record]
9. Don't know or don't recall [Do not read]

Q14. I'm going to list some websites. Please tell me if you have visited each website in the past six months.

[Randomize]

1. Yes
2. No
3. Never heard of them
4. Don't remember - **DO NOT READ**

- | | |
|---------------------|-----------------------|
| a) VisitFlorida.com | e) YouTube.com |
| b) WaterMatters.org | f) Weather.com |
| c) Facebook.com | g) SaveTheManatee.org |
| d) Twitter.com | |

Q15. Before today's survey, had you ever heard of the Southwest Florida Water Management District, sometimes called Swiftmud?

1. Yes
2. No **[GO TO Q17]**
3. Don't know - DO NOT READ **[GO TO Q17]**

Q16. Using a scale of Excellent, Good, OK, Poor and Terrible, how would you rate the Southwest Florida Water Management District's performance in:

1. Excellent
2. Good
3. OK
4. Poor
5. Terrible
6. Don't know

- a) Protecting springs in your area
- b) Educating people about the condition of the springs
- c) Educating people about what they can do to help protect the springs
- d) Ensuring that not too much water is drawn out of the ground for various uses
- e) Listening to community input that may benefit the springs in your area

Q17. These last few questions are to ensure that we are talking to a wide range of people. Your answers will remain anonymous.

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**

Q18. Which category best fits your age?

1. Under 35
2. 35 to 64
3. 65 or older
4. Refused **DO NOT READ**

Q19. Do you live full-time or part-time in Florida?

1. Full-time
2. Part-time
3. Don't know - **DO NOT READ**

Q20. Which of the following best represents your total household income in 2015 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**

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

Q21. Was the respondent male or female?

1. Male
2. Female
3. Indeterminate

Post Test Survey Instrument

2016 “Restoring Our Springs” Post Test

Final 7/1/2016

Q1. In which county do you live?

1. Citrus
2. Hernando
3. Marion
4. Other [Terminate]

Q2. Have you visited any springs in your area in the last 5 years?

1. Yes [Go to Q2a]
2. No [Go to Q3]
3. Don't know - DO NOT READ

Q2a. When was your last visit to a spring in your area?

DO NOT READ

1. Within the last month
2. 2 to 6 months ago
3. 7 to 12 months ago
4. 2 years ago
5. 3 years ago
6. 4 years ago
7. 5 years ago
8. Don't specifically remember/Don't know

Q3. How would you rate the health of the springs in your area - would you say they are:

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

Q4. Based on what you know or might 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

1. Lower water levels/lack of rainfall
2. Less flow
3. More algae (Lyngbya)
4. Less clear water
5. Greener water
6. Dead trees
7. Saltier water/sea-level rise
8. Fewer fish
9. Fewer underwater plants
10. More boaters
11. More recreation
12. More manatees
13. Nothing is wrong
14. Other [Record]
15. Don't know - DO NOT READ

Q5. Have you recently seen or heard advertisements about springs or springs restoration in your area?

1. Yes
2. No **[GO TO Q9]**
3. Don't Know - DO NOT READ **[GO TO Q9]**

Q6. Where did you see or hear this advertising? (Select all that apply)

DO NOT READ

PROBE FOR UP TO 3

1. Radio
2. Internet [May respond as Online or Social Media]
3. Billboard
4. Television
5. Newspaper
6. Movie theater
7. Community events
8. Utility bill insert
9. Don't know - **DO NOT READ**

Q7. What do you remember about the advertisement?

DO NOT READ

CATEGORIZE

PROBE FOR UP TO 3

The springs have been changing for nearly a century
It will take time to restore our springs
Restoring our Springs!
Mother and baby manatee
Southwest Florida Water Management District
Springs are natural wonders that flow through Florida
Springs are unique and complex
Circles with pictures of the springs
Each spring system is different
Springs Team
District experts are committed to improving the health of major springs in our region
Visit WaterMatters.org/Springs
Join us in the community effort
Department of Transportation Projects - New addition in post test
Springs closures in my area - New addition in post test
Other **[Record]**
Don't remember anything about the ad

Q8. Think about the last advertisement about springs or springs restoration you heard or saw. What organization sponsored the message? **[Do not read]**

1. Southwest Florida Water Management District
2. Florida Department of Environmental Protection
3. University of Florida/IFAS (Institute of Food and Agricultural Sciences)
4. Florida Department of Agriculture and Consumer Services
5. "Save the Manatee" Organization or other local environmental nonprofit organization
6. Your local city or county government
7. Other **[Record]**
8. I don't know

Q9. How likely are you to do the following? For each one of the items on the list, tell me Very Likely, Somewhat Likely or Not Likely at All. [Randomize]

How likely are you to:

Very Likely

Somewhat Likely

Not Likely At All

1. Visit a website to get information about local springs
2. Read a brochure mailed to your house - Combined the pamphlet statements
3. Subscribe to an online newsletter or mailing list - New addition in post test
4. Share a story about your local springs on social media - New addition in post test
5. Send a text message to a friend about your local springs - New addition in post test
6. Attend a community meeting
7. Call the government office in charge of protecting the springs
8. Volunteer at a springs cleanup, planting or *Lyngbya* removal
9. Attend a community or springs event

Q10. I'm going to read a list of groups you may have heard of. Please tell me if you believe they are Very Credible, Somewhat Credible, or Not at all Credible. If you have never heard of them, let me know that too.

Very Credible

Somewhat Credible

Not At All Credible

Never Heard of Them

1. Southwest Florida Water Management District
2. Florida Department of Environmental Protection
3. Florida Citizens for Cleaner Springs [Red Herring]
4. University of Florida/IFAS (Institute of Food and Agricultural Sciences)
5. Florida Department of Agriculture and Consumer Services
6. U.S. Fish and Wildlife Service
7. "Save the Manatee" Organization
8. US Environmental Protection Agency
9. The Sierra Club
10. Florida Springs Institute
11. Florida Fish and Wildlife Conservation Commission
12. Your local city or county government

Q11. Next, I'm going to read a list of statements. I want you to tell me how much you agree or disagree with each statement. Use the scale Strongly agree, Agree, Neither Agree nor Disagree, Disagree, or Strongly Disagree after I finish each statement. If you don't know, simply say so. [Randomize]

**Strongly Agree
Agree**

**Neither Agree nor
Disagree**

**Disagree
Strongly Disagree**

1. The health of springs in your area is important to you.
2. Too much water from the aquifer is being pumped out of the ground for various uses.
3. It is important that your tax dollars be used to improve the health of the springs in your area.
4. The Southwest Florida Water Management District is the leader in taking the right actions to improve the health of the springs in your area.
5. The Southwest Florida Water Management District has the scientific knowledge necessary to improve the health of the springs in your area.
6. The Southwest Florida Water Management District is committed to improving the health of the springs in your area.
7. Too much money is spent on restoring springs in your county.
8. The Southwest Florida Water Management District scientists have the expertise to maintain the springs in our area.

New statements in post test

9. [Citrus County Only] Springs closures in my area affected me personally.
10. [Citrus County Only] Springs closures in my area put a damper on my recreation plans.

Testing emotional connections/Springs Usefulness

1. Visiting springs was an important part of your childhood.
2. You have many good memories about visiting the springs in your area.
3. A day at the springs is a day well spent.
4. The springs in your area are overrated.
5. Going to the springs in your area is more fun than going to the beach.
6. When describing where you live, you are likely to mention the springs in your area.
7. Visiting the springs in your area is a source of relaxation.

Q12. Are you aware of any springs restoration projects happening in your area?

- a) Yes
- b) No [Go to Q14]
- c) Don't know - DO NOT READ [Go to Q14]

Q13. Where is the springs restoration project taking place? [Do not read]

- Weeki Wachee Springs
- Chassahowitzka Springs
- Crystal River/Kings Bay
- Rainbow Springs
- Homosassa Springs
- Three Sisters Springs
- Hunter Spring
- Silver Springs
- Other [Record]
- Don't know or don't recall [Do not read]

Q14. When you hear the phrase, "springs restoration," what do you think it means?

DO NOT READ - Code the verbatim responses

1. The springs are in trouble and the government is trying to fix them
2. The springs are going through routine maintenance
3. The springs are being improved
4. The springs are being returned to their original condition
5. The springs are being cleaned up
6. The springs will be healthier
7. Other [Record]

Q15. Before today's survey, had you ever heard of the Southwest Florida Water Management District, sometimes called Swiftmud?

1. Yes
2. No [GO TO Q17]
3. Don't know - DO NOT READ [GO TO Q17]

Q16. Using a scale of Excellent, Good, OK, Poor and Terrible, how would you rate the Southwest Florida Water Management District's performance in:

**Excellent
Good
OK**

**Poor
Terrible
Don't know**

1. Protecting springs in your area
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4. Ensuring that not too much water is drawn out of the ground for various uses
5. Listening to community input that may benefit the springs in your area

Q17. I'm going to list some websites. Please tell me if you have visited each website in the past six months.

[Randomize]

Yes

No

Never heard of them

Don't remember - **DO NOT READ**

1. VisitFlorida.com
2. WaterMatters.org
3. Facebook.com [Go to Q17a]
4. Twitter.com [Go to Q17a]
5. Youtube.com [Go to Q17a]

6. Weather.com
7. SaveTheManatee.org
8. TampaBay.com
9. ChronicleOnline.com
10. FloridaSprings.org

Q17. Removed as requested by the District

Q18. These last few questions are to ensure that we are talking to a wide range of people. Your answers will remain anonymous.

I'm going to read some qualities that people tend to look for in life. I'll read each quality and would like you to give a rating from 1 to 10 on how important it is in your daily life, with 1 meaning "Not Very Important to Me" to 10 meaning "Extremely Important to Me."

1. Sense of belonging (feeling accepted and needed by your family, friends and community)
2. Excitement (thrilling experiences; taking risks)
3. Warm relationships with others (closeness, intimacy)
4. Self-fulfillment (making the best use of your life)
5. Being well-respected (receiving admiration, recognition)
6. Fun and enjoyment (entertainment, happiness)
7. Security (feeling protected)
8. Self-respect (feeling confident and proud of yourself)
9. Sense of accomplishment (achieving my goals)
10. Self-expression (ability to express your own thoughts and opinions)

Q19. About how far from a water body (river, lake, stream, springs) do you live?

[READ IF NECESSARY]

1. Next to one
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3. Within a mile
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7. Don't know - **DO NOT READ**

Q18. Which category best fits your age?

1. Under 35
2. 35 to 64
3. 65 or older
4. Refused **DO NOT READ**

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1. Full-time
2. Part-time
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4. \$75,000 to \$99,999
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That concludes our survey. Thank you very much for your time and opinions!

Q21. Was the respondent male or female?

1. Male
2. Female
3. Indeterminate