



“Restoring Our Springs!” Campaign Pretest Survey Results

District Project Manager: Robin Grantham

This report represents data collected
between March 7 to 24, 2016

Submitted to the District on April 29, 2016 by

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Executive Summary

Introduction & Background

This study is the 2016 “Restoring Our Springs” campaign pretest conducted by Taproot Creative 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.

Project Goals

The Southwest Florida Water Management District is conducting 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 March 7 to 24, 2016, Taproot Creative conducted telephone interviews with 1,152 adult residents of the study area in Citrus County (n=384), Hernando County (n=384) and the District’s portion of Marion County (n=384). Each county’s sample resulted in a margin of error of +/-5% at the 95% confidence level. The overall margin of error for the entire sample is +/-2.9% at the 95% confidence level.

Rather than doing longitudinal comparisons for each county for each year, Taproot Creative chose to focus on the previous year’s total numbers for comparison purposes and statistically analyze the differences between the counties, allowing us to provide actionable recommendations that could potentially affect the “Restoring Our Springs” campaign.

The reader will notice Pearson’s Chi Square notations under some graphs (e.g. $\chi^2 (4)=22.550, p<.05$). The Pearson’s Chi Square test 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) are statistically different from each other. When a Pearson’s Chi Square statistic 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 Creative 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

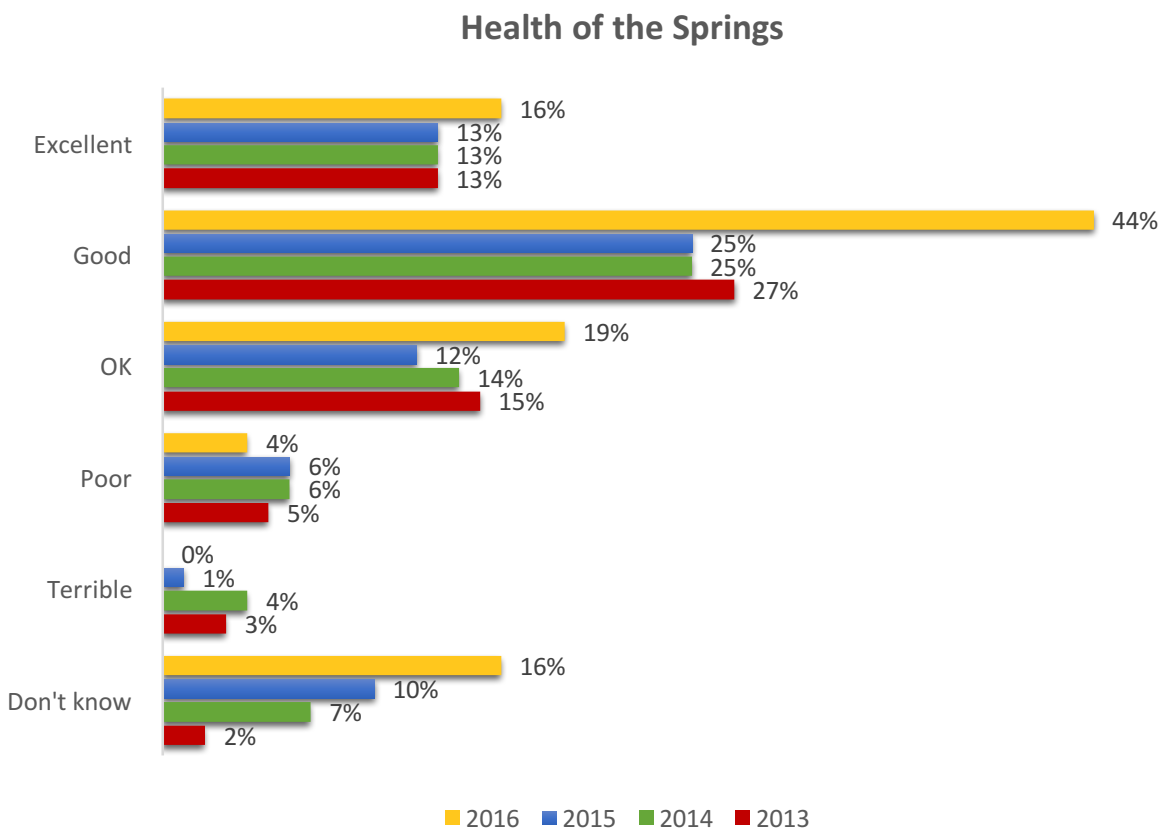
The typical person participating in this survey can be described as:

- Slightly more likely to be female
- Making between \$25,000 and \$49,999 annually
- Living in Florida full-time
- Being between the ages of 35 to 65 years old
- 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 have a connection to the springs in their area. The 2016 campaign pretest saw a significant increase in the number of respondents rating the health of the springs as “excellent” or “good” (60% in 2016 compared to 38% in 2015). At the same time, there was also an increase in the number of residents who reported not knowing the health of the springs (16% in 2016 compared to 10% in 2015). The graph below shows four years of springs health measures from the current and similar samples.



A majority of residents (66.8%) reported having visited a spring in their area in the last five years, though the number decreased from 2015 (69.1%). When asked if the health of springs in their area is important to them, nearly half of respondents (48.7%) “strongly agreed.”

Nearly a quarter (24.2%) of residents listed “more algae (Lyngbya)” as something they know or have heard is wrong with the springs in their area. Other top responses given as issues with local springs were “less clear water” (19.6%) and “more boaters” (20.6%). On the other hand, a plurality of respondents (28.9%) reported that they didn’t know what might be an issue with local springs in their area.

A majority of respondents (66.7%) 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. In a similar vein, nearly two in three respondents (55.9%) “strongly disagreed” or “disagreed” with the statement “too much money is spent on restoring springs in your area.”

However, when residents were asked if they were aware of any restoration projects happening in their area, only 15.9% responded “yes” and 16.7% responded that they didn’t know.

When asked about prospective behaviors they would take related to learning more about local springs, nearly half of respondents reported being very likely to read a pamphlet or brochure mailed to their house by either a government agency (48.1%) or environmental nonprofit organization (47.5%). The reported likelihood of respondents taking those actions was significantly higher than the 32.5% of respondents who reported being “very likely” to visit a website to get more information about local springs. The other behaviors tested that required the person to actually go somewhere or do something beyond reading were significantly less well received.

Key Findings: Southwest Florida Water Management District

Three out of five respondents had heard of the District before taking the survey. Only half of the respondent age 35 to 65 had heard of the District before the survey. In addition, one out of five respondents who made less than \$25,000 a year reported knowing the District before the survey.

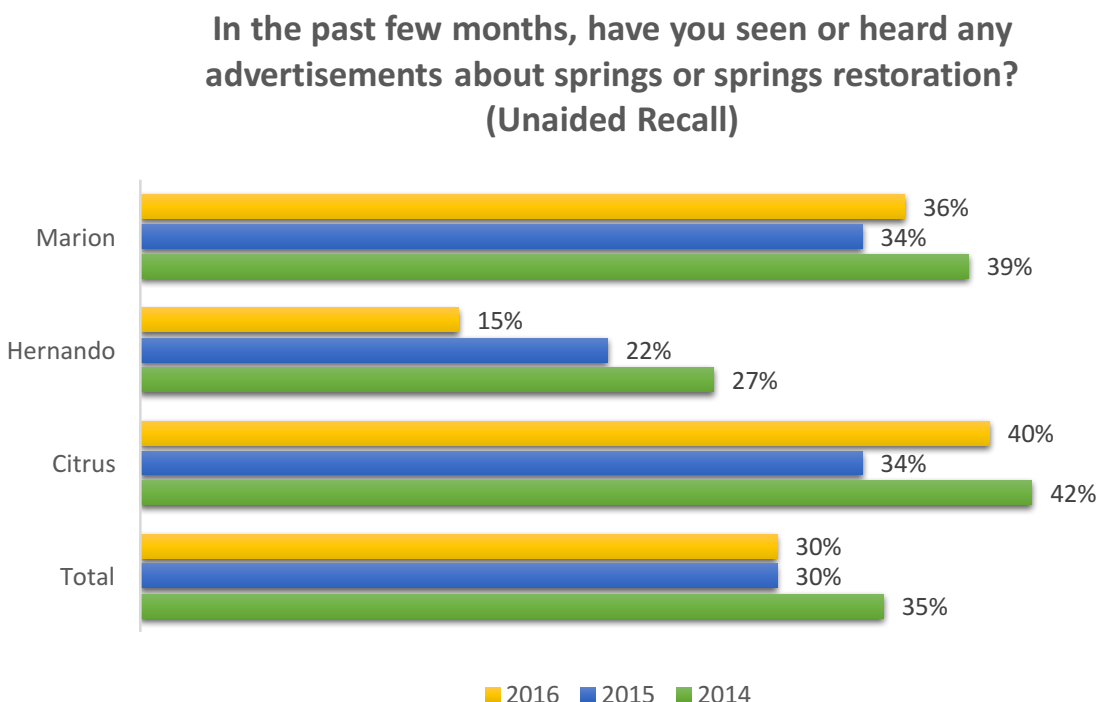
Although two thirds of respondents (71%) believed the District was either credible or somewhat credible, results on longitudinal measures (see the tables below) declined.

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

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

Key Findings: Springs Advertising

About a third (30%) 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.



Unaided recall of campaign specific language was evident in the population. This could be a factor of a few issues:

- 1) There could be 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 groups using similar messages for their programs.
- 3) The statements being tested as indicators of campaign success are too general. We believe this is what is happening. During the data collection period, our team found news reports and television programming that included some of the same verbiage and graphics being used in the "Restoring Our Springs!" campaign.

Recommendations

In conclusion, Taproot Creative makes 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. The District should use this as a leverage point for messaging. What would happen if the springs went away? What would you do if you couldn't visit the springs? While you could go a variety of directions with this, it is important to do further research to determine what message would resonate with the people you're trying to reach.
- If the District wants to make springs restoration projects more prominent, it should look for ways to publicize them more in media being used by the citizens. We 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.
- The Web is the way to connect to this audience. Seven out of ten 18 to 65 year olds reported visiting Facebook.com, YouTube.com and Weather.com within the past 6 months. Three out of five "over 65" respondents reported doing the same. 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. How can the District develop materials that resonate with the target audience? To encourage behaviors beyond reading, we suggest incorporating springs activities into events or programs that are already prominent in the community.

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

This year's study saw a significant increase in the number of respondents rating the health of the springs as "excellent" or "good" (60% in 2016 compared to 38% in 2015). At the same time, there was also an increase in the number of residents who reported not knowing the health of the springs (16% in 2016 compared to 10% in 2015).

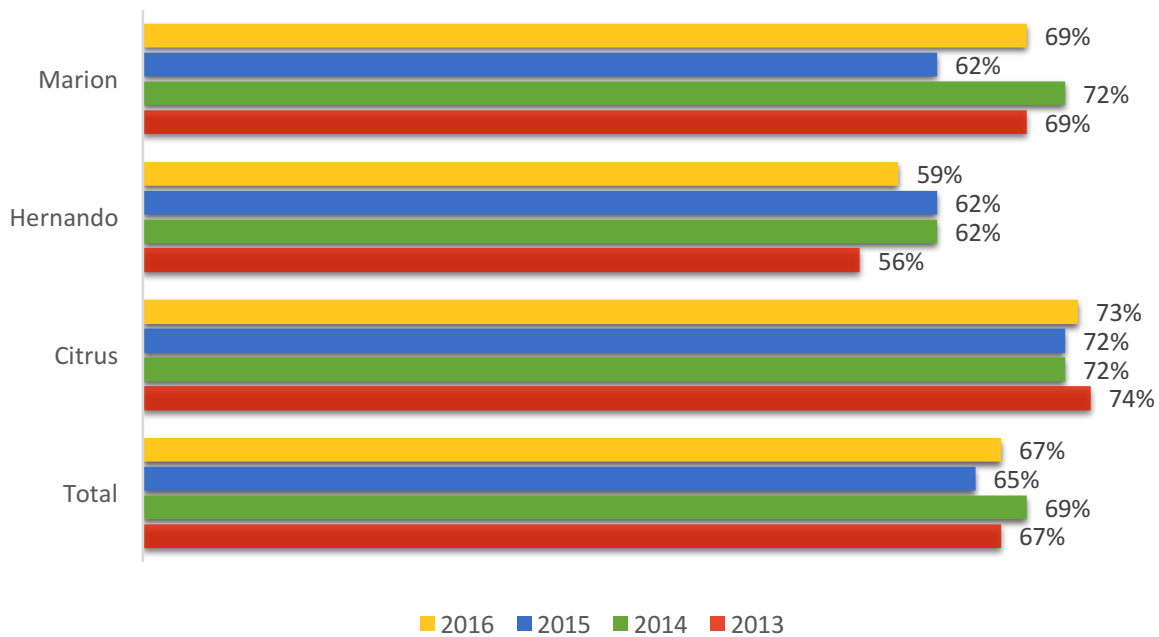
A majority of residents (66.8%) reported having visited a spring in their area in the last five years, though the number decreased from 2015 (69.1%). When asked if the health of springs in their area is important to them, nearly half of respondents (48.7%) "strongly agreed."

Nearly a quarter (24.2%) of residents listed "more algae (*Lyngbya*)" as something they know or have heard is wrong with the springs in their area. Other top responses given as issues with local springs were "less clear water" (19.6%) and "more boaters" (20.6%). On the other hand, a plurality of respondents (28.9%) reported that they didn't know what might be an issue with local springs in their area.

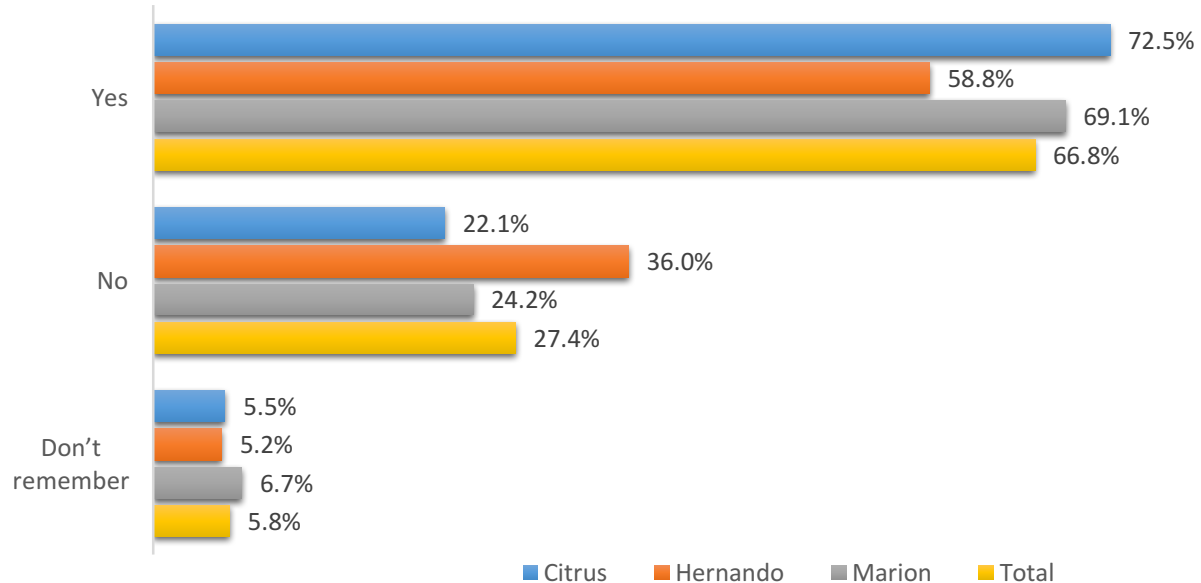
When it came to behaviors related to learning more about local springs, a near majority of respondents reported being very likely to read a pamphlet or brochure mailed to their house by either a government agency (48.1%) or environmental nonprofit organization (47.5%). The reported likelihood of respondents taking those actions was significantly higher than the 32.5% of respondents who reported being "very likely" to visit a website to get more information about local springs.

Respondents reported being not likely at all to engage in more time and effort intensive activities like attending a community meeting (62.9%), calling the government office in charge of protecting the springs (75.2%), volunteering at a springs cleanup, planting or *Lyngbya* removal (65.1%). Residents reported a slightly increased likelihood of attending a community or springs event with 46.2% saying they are "somewhat likely" and 43.1% saying they are "not likely at all."

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



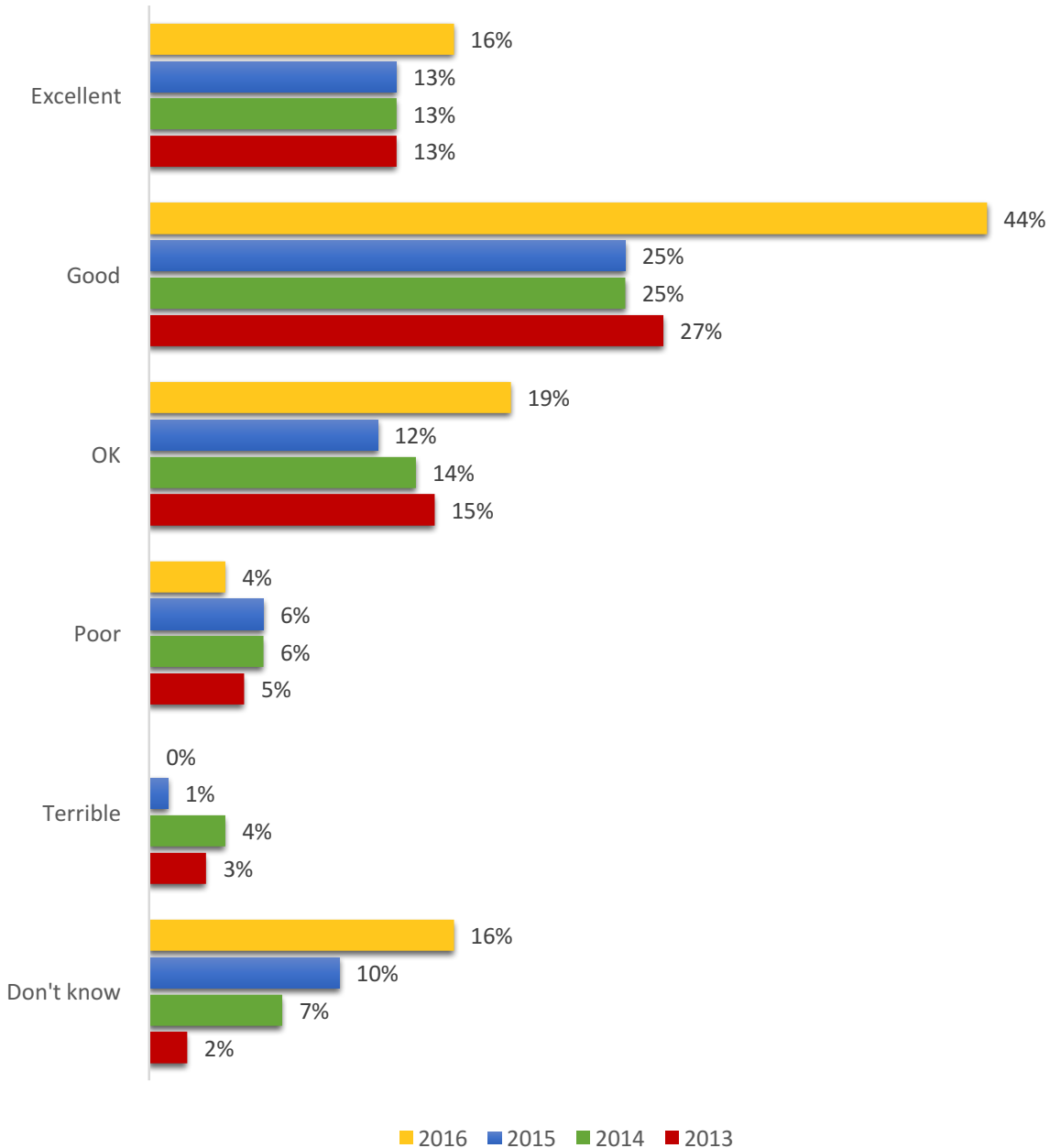
Have you visited any springs in your area in the last 5 years?



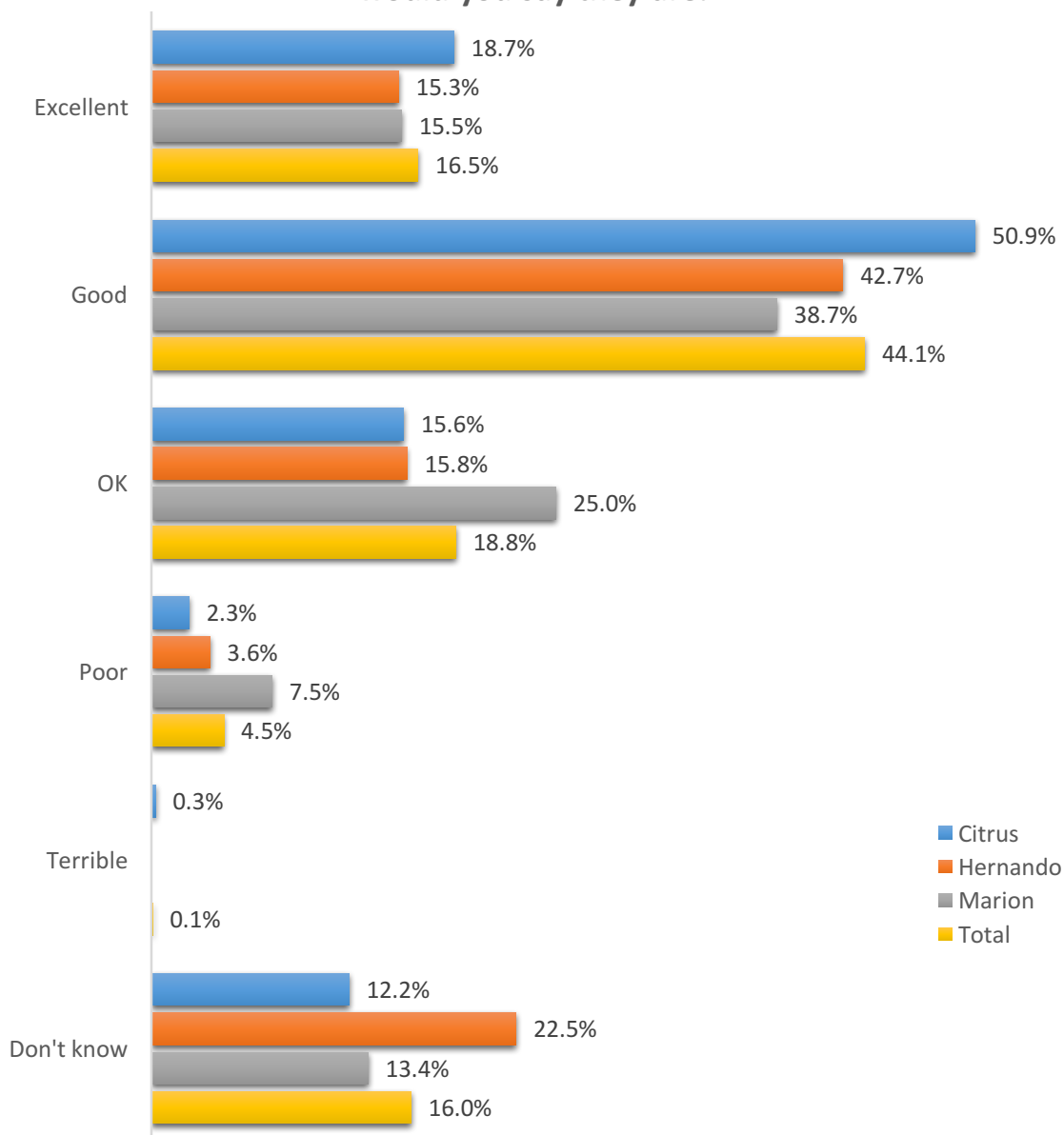
$\chi^2(4) = 22.550, p < .05$

The statistical difference here is Hernando County. More people reported not visiting springs more than other counties. This seems pretty consistent with the longitudinal data.

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



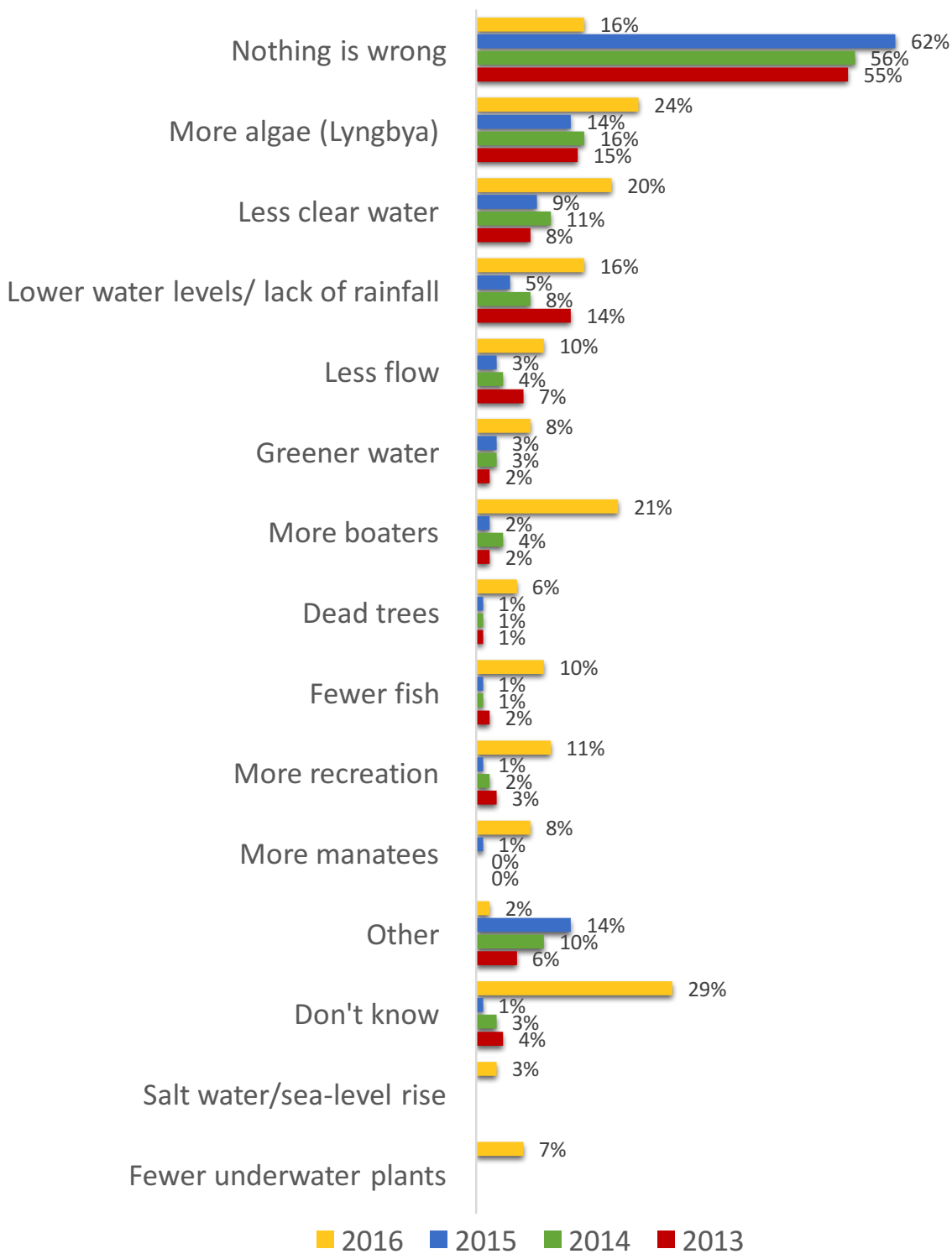
How would you rate the health of the springs in your area - would you say they are:



$\chi^2 (10) = 50.125^a, p < .05$

The statistical differences here come from the affirmative answers from Citrus County and the “Don’t know” response from Hernando. We would suggest looking to see if there are District outreach differences between the two counties. As a District, we suggest focusing springs educational efforts in Hernando and Marion counties.

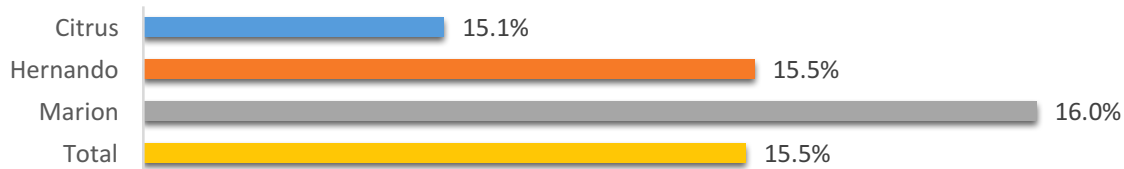
Based on what you know or have heard, what is wrong with the springs in your area?*



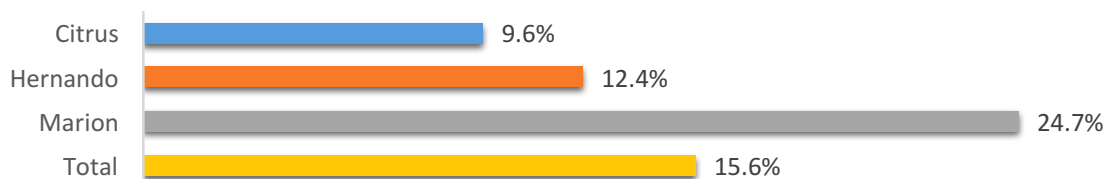
* Multiple responses permitted, "Saltwater/sea-level rise" and "Fewer underwater plants" were new to 2016

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.

Nothing is wrong

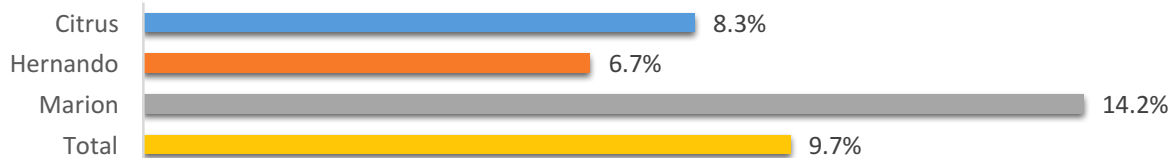


Lower water levels/lack of rainfall



$\chi^2(2) = 38.023, p < .05$

Less flow



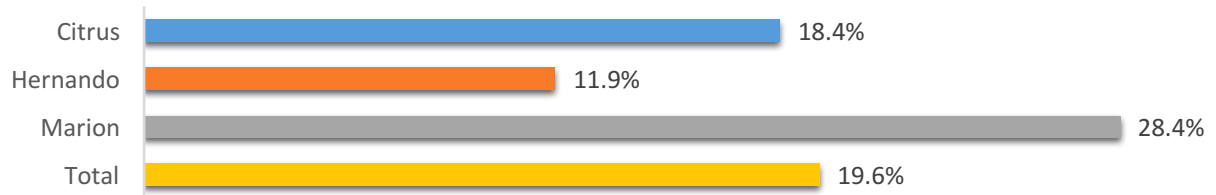
$\chi^2(2) = 13.526, p < .05$

More algae (Lyngbya)



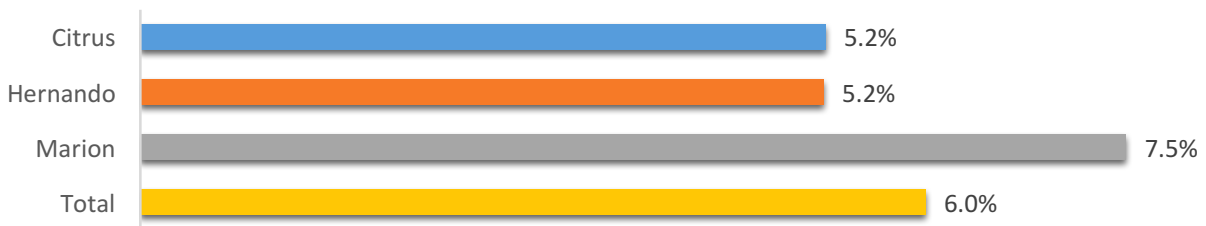
$\chi^2(2) = 7.962, p < .05$

Less clear water

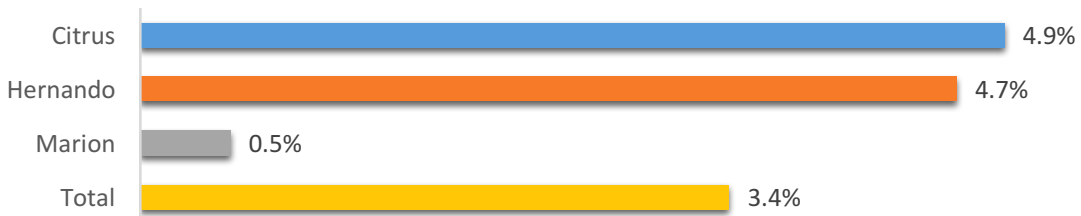


$\chi^2(2) = 33.658, p < .05$

Dead trees

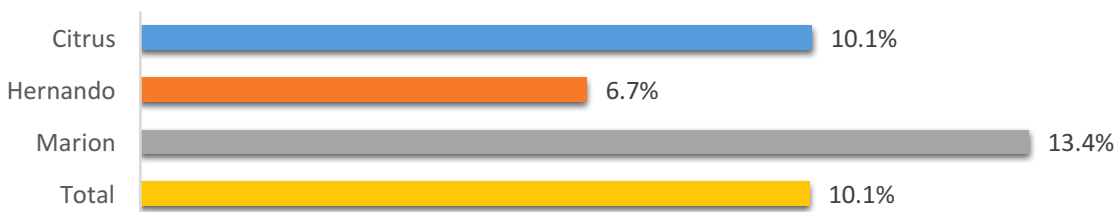


Saltier water/sea-level rise



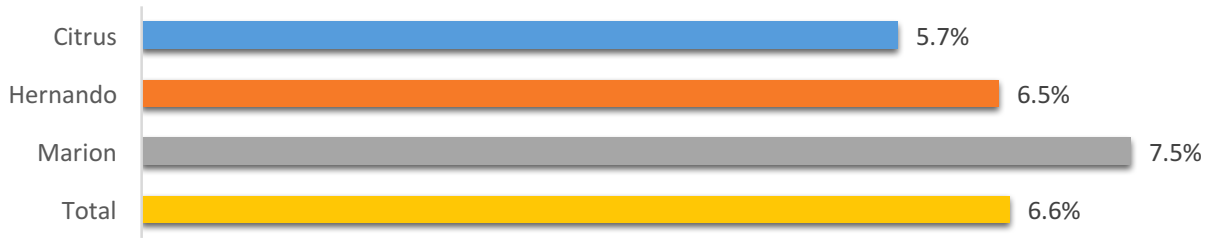
$\chi^2(2) = 14.608, p < .05$

Fewer fish

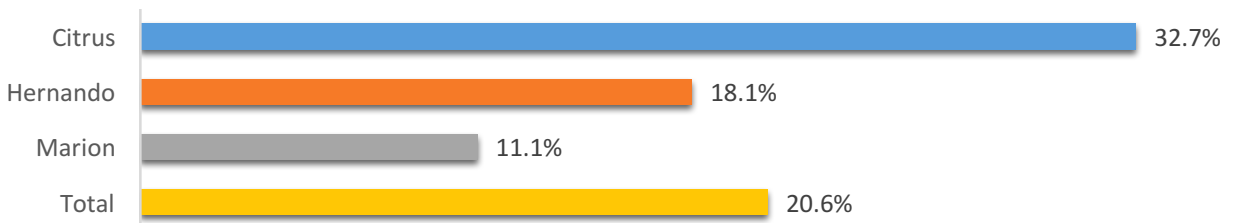


$\chi^2(2) = 9.475, p < .05$

Fewer underwater plants

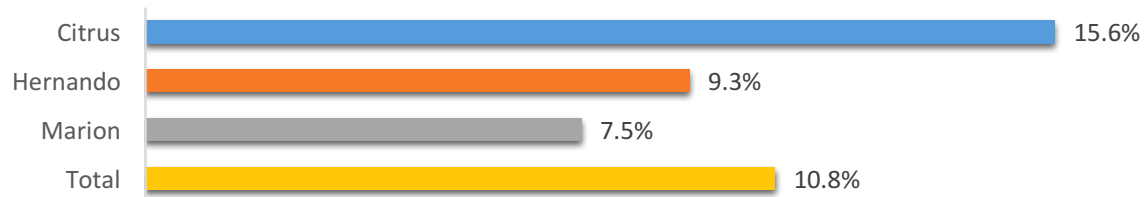


More boaters



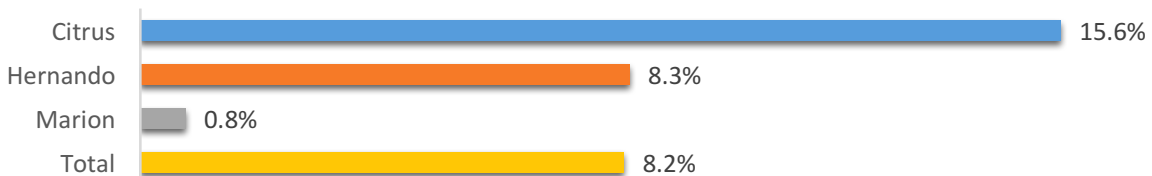
$\chi^2(2) = 57.496, p < .05$

More recreation



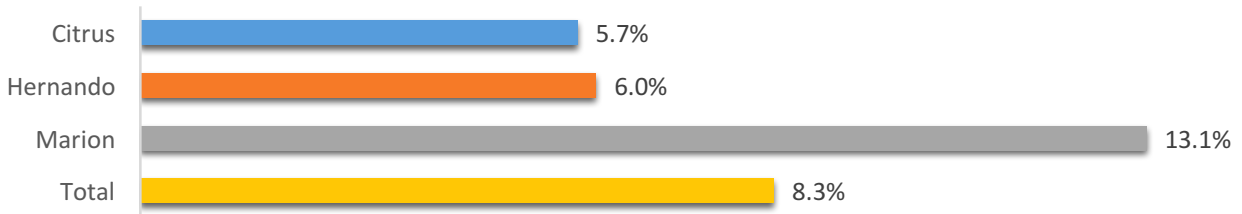
$\chi^2(2) = 14.490, p < .05$

More manatees



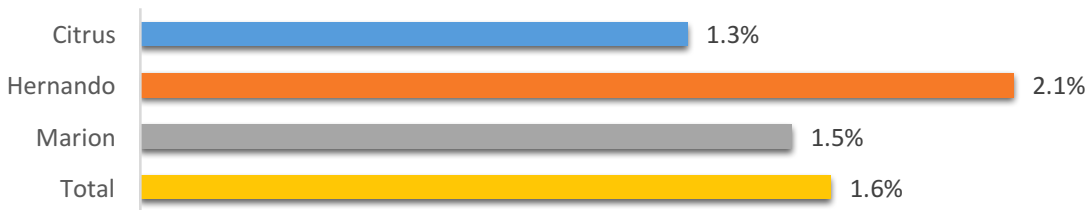
$\chi^2(2) = 56.344, p < .05$

Greener water



$\chi^2(2) = 18.159, p < .05$

Other



Actual verbatim responses:

- Agricultural fertilizers/pesticides run off
- Springs closed more than being open
- Contamination from fracking
- Farm Levy's pulling too much water
- Fertilizer run off
- Increase in nutrients
- Mines nearby blasting into the watershed
- Otters are not there any more
- Poorer quality due to fertilizer leaching in
- Run off from farms

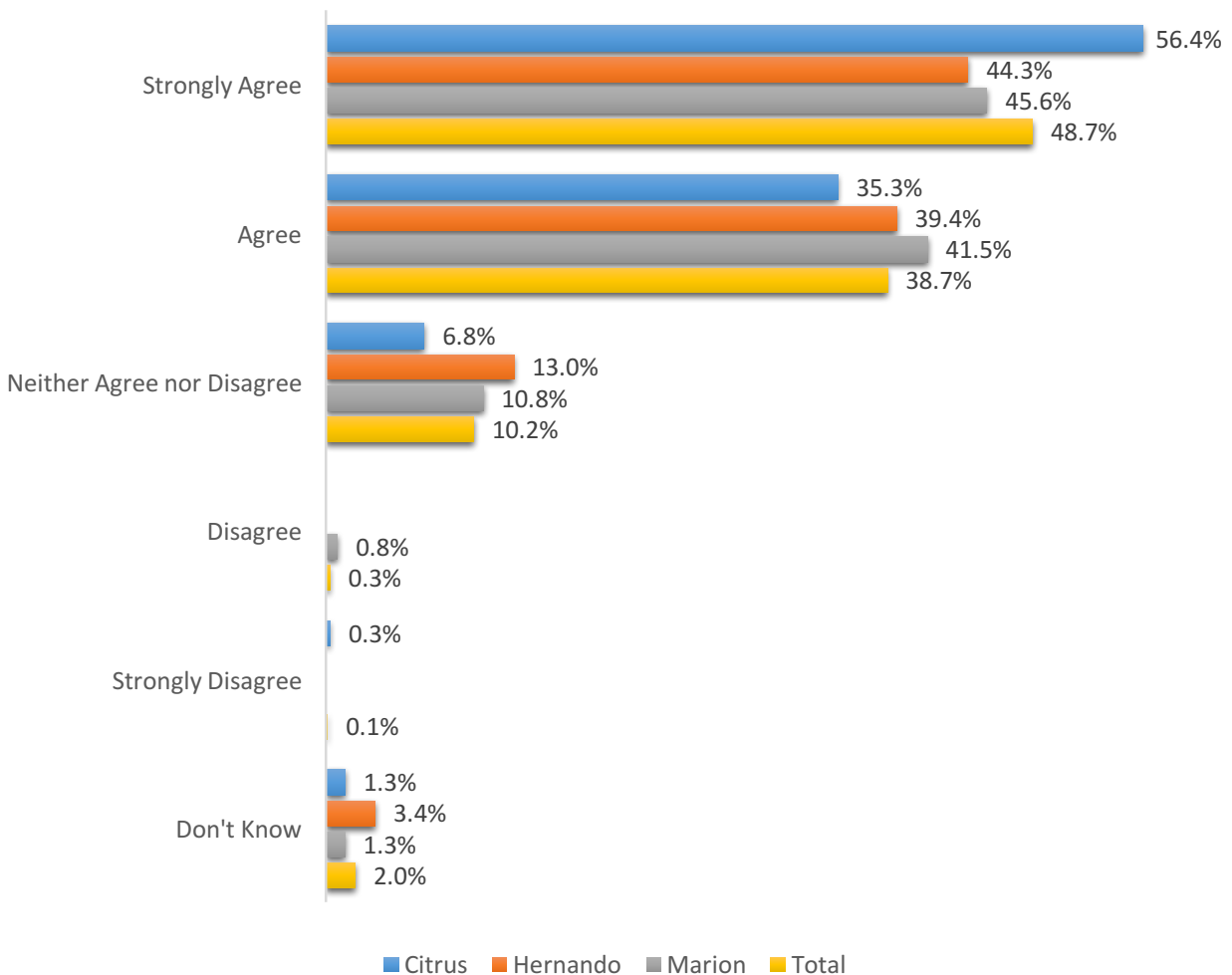
Don't know



The District can 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.

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.

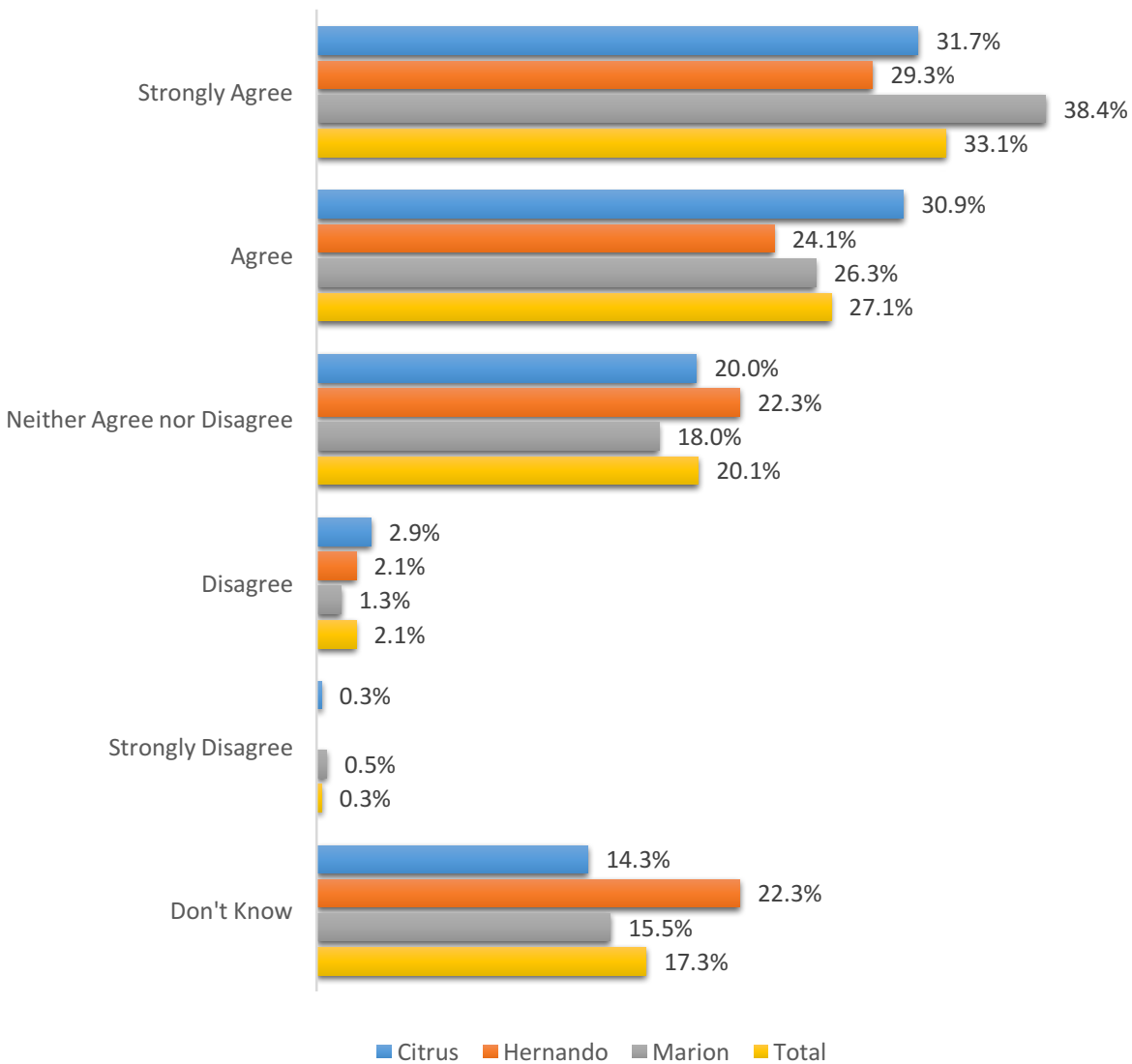
The health of springs in your area is important to you.



**New question for 2016*

Nearly nine out of 10 people state that having springs in their area is important to them. The District should use this as a leverage point for messaging. What would happen if the springs went away? What would you do if you couldn't visit the springs? While you could go a variety of directions with this, it is important to do further research to determine what message would resonate with the people you're trying to reach.

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

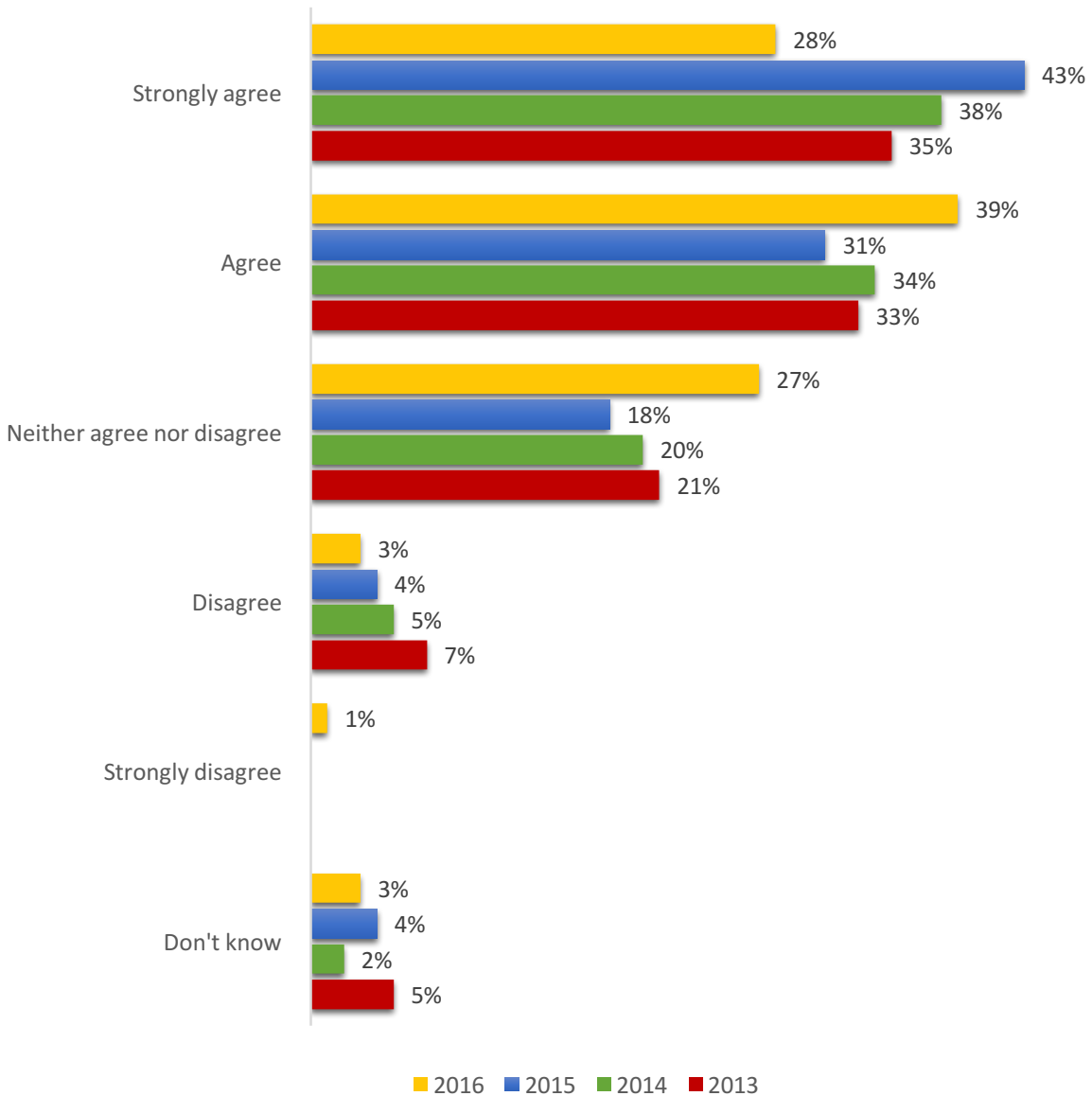


$\chi^2(10) = 22.976, p < .05$

**New question for 2016*

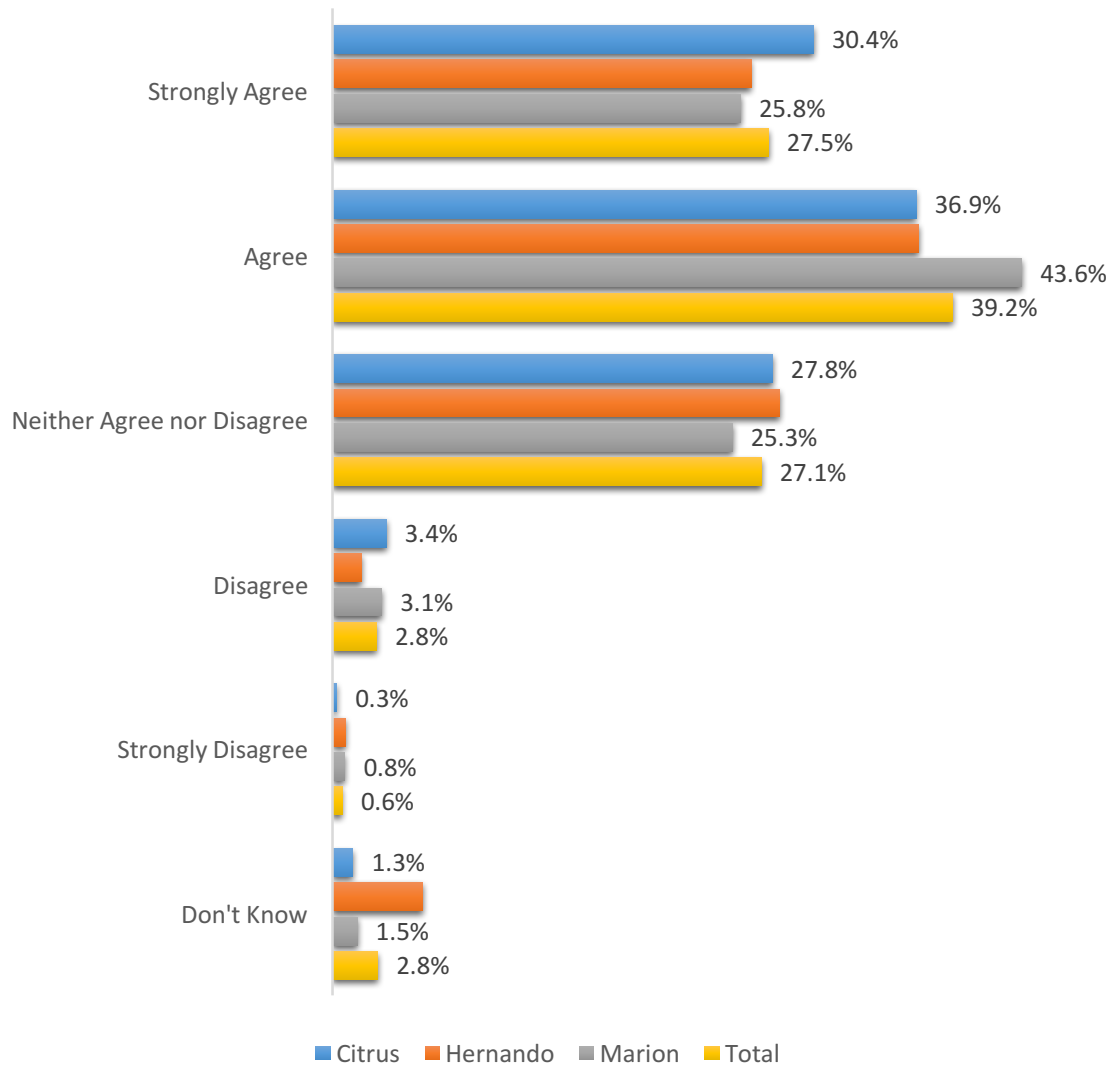
The statistical difference is happening here because respondents from Marion strongly agree with the statement and respondents from Hernando simply don't know. This looks like an opportunity to conduct education on this issue if it is important to the District.

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 meeting between Taproot Creative and the District, we decided that scale was too ambiguous and chose to revert to a straightforward Strongly agree to Strongly disagree scale.

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



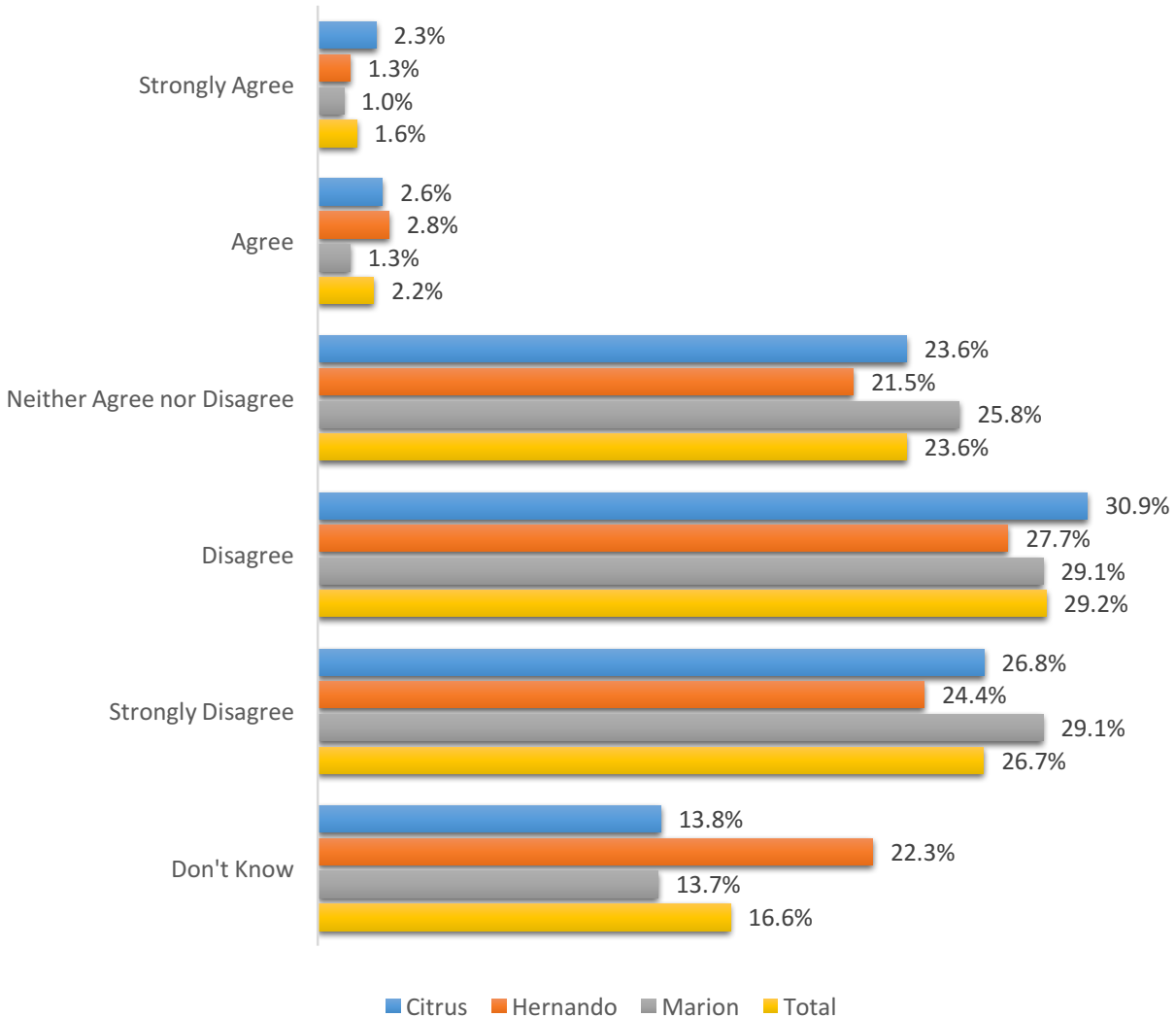
$\chi^2(10) = 25.000, p < .05$

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

This finding is not a surprise since so many reported the importance of the springs in their lives.

Springs Restorations

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

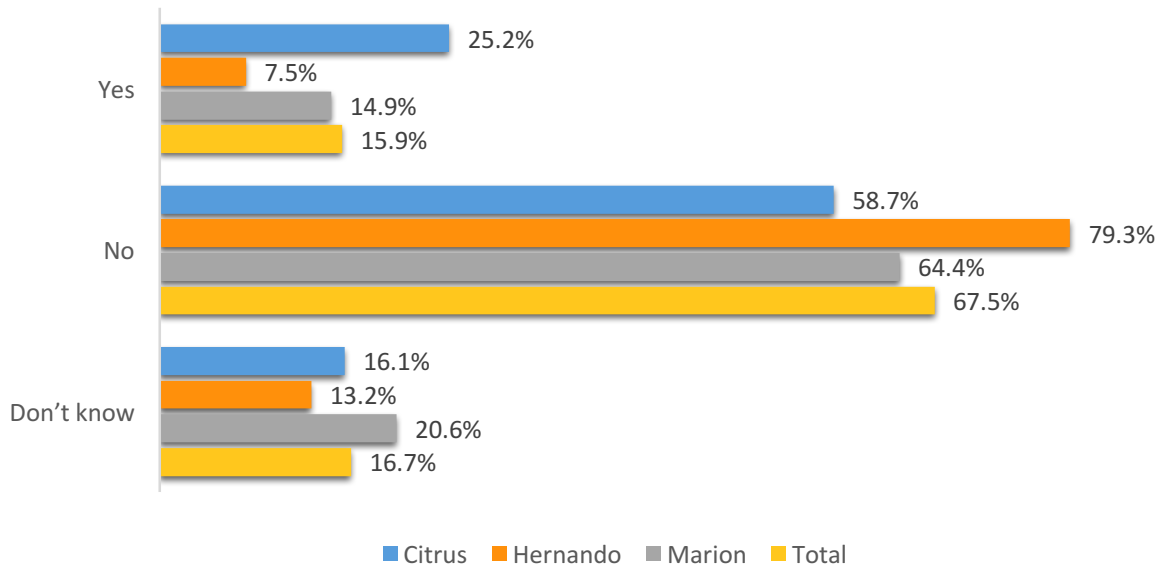


$\chi^2(10) = 20.017, p < .05$

This graph is a mirror image to the tax question.

A majority of respondents (66.7%) 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. In a similar vein, nearly two in three respondents (55.9%) “strongly disagreed” or “disagreed” with the statement “too much money is spent on restoring springs in your area.”

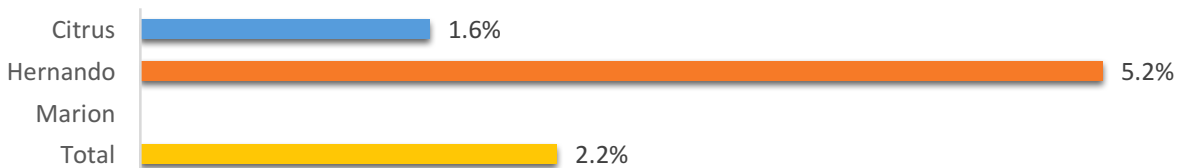
Are you aware of any springs restoration projects happening in your area?



$\chi^2(4) = 57.642; p < .05$

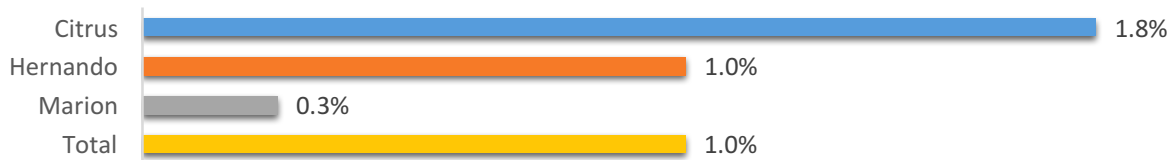
More respondents in Citrus County reported knowing about restoration projects, although only 16% of the overall sample knew of any. The following graphs will outline what projects the respondents volunteered in this unaided question.

Weeki Wachee Springs

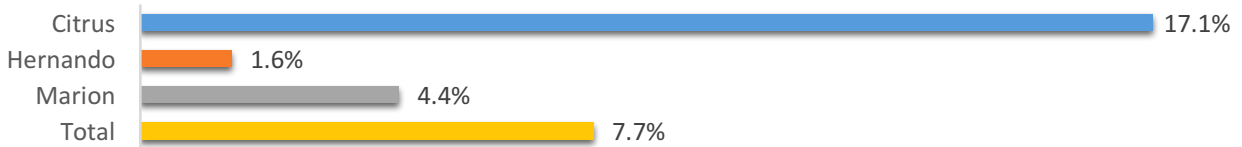


$\chi^2(2) = 24.921; p < .05$

Chassahowitzka Springs

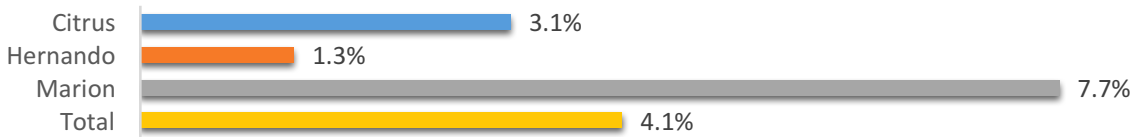


Crystal River/Kings Bay



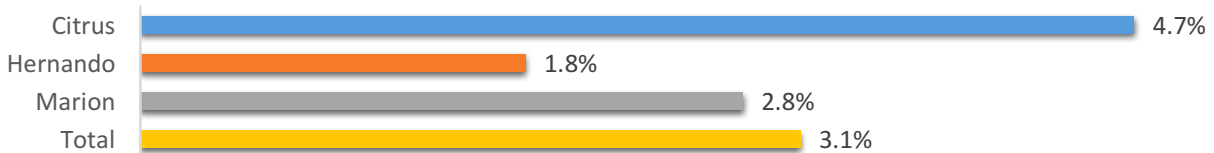
$\chi^2(2) = 75.015, p < .05$

Rainbow Springs

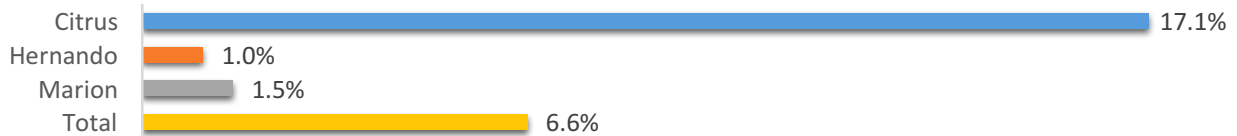


$\chi^2(2) = 21.909, p < .05$

Homosassa Springs

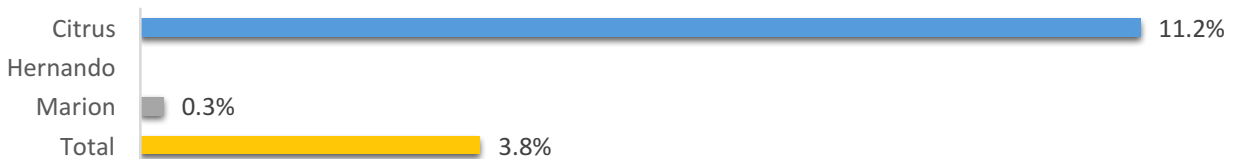


Three Sisters Springs



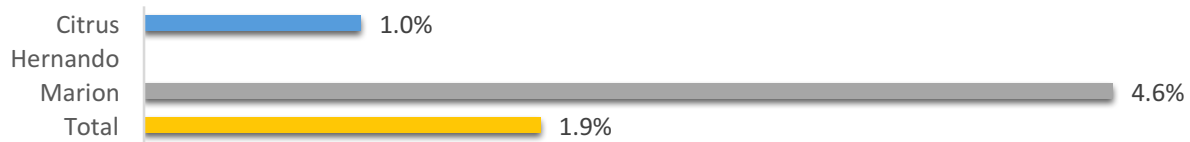
$\chi^2(2) = 105.509, p < .05$

Hunter Springs



$\chi^2(2) = 85.831, p < .05$

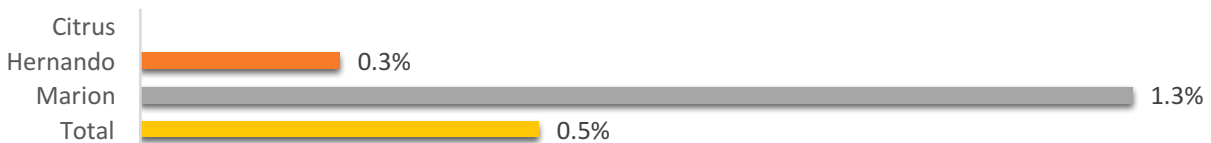
Other - Silver Springs



$\chi^2(2) = 24.649, p < .05$

Although this was coded as Other on the survey, every respondent cited Silver Springs. In future surveys, we suggest including Silver Springs as one of the choices for the interviewers.

Don't Know



If the District wants to make springs restoration projects more prominent, it should look for ways to publicize them more in media being used by the citizens. We 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.

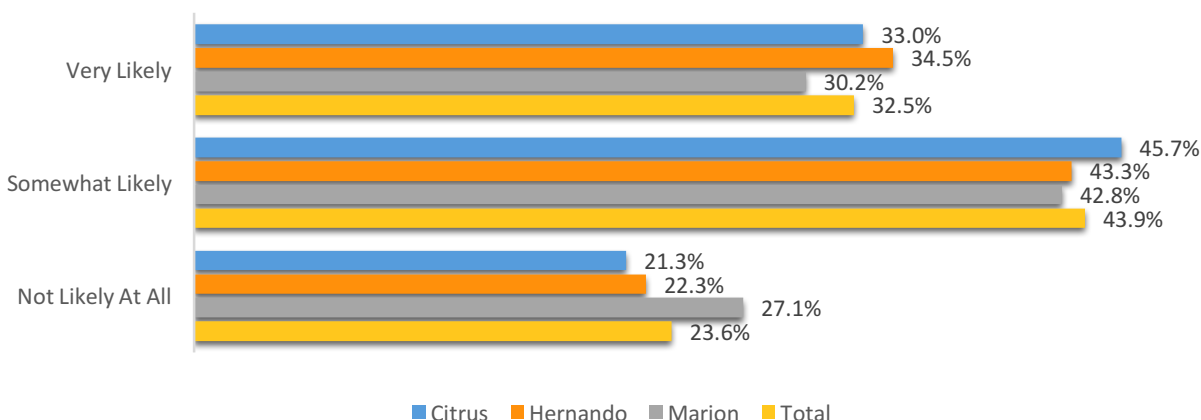
Behaviors to Learn About Springs in Their Area

A new addition to the 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.

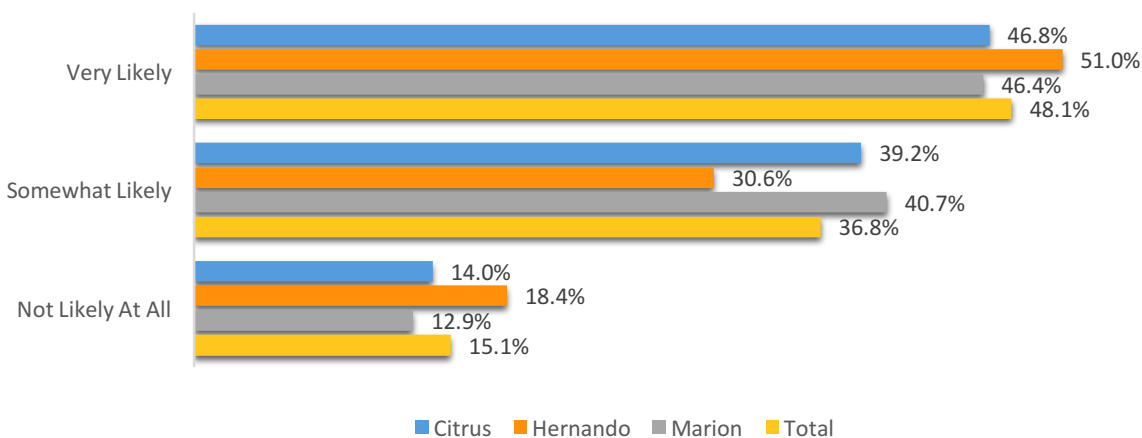
As stated in the introduction to this section, respondents are more likely to read a pamphlet or a website than go to an event or make a phone call. To encourage behaviors beyond reading, we suggest incorporating springs activities into events or programs that are already prominent in the community.

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.

Visit a website to get information about local springs

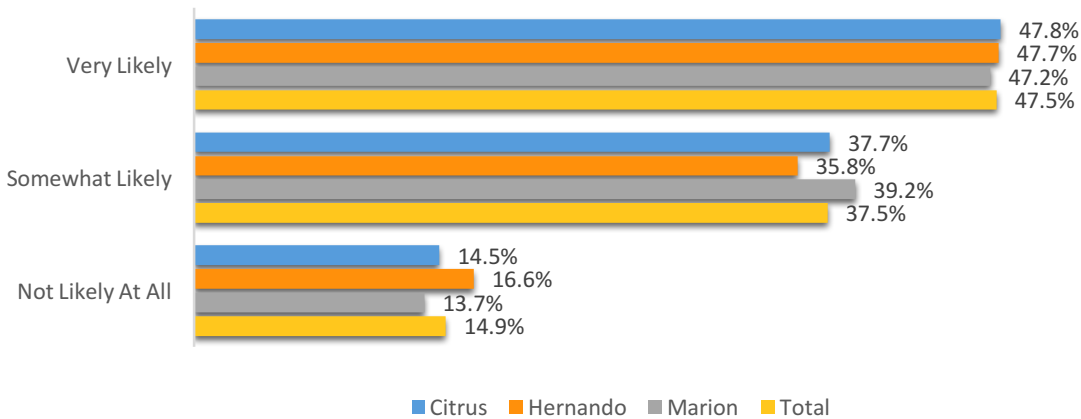


Read a pamphlet/brochure from a government agency mailed to your house

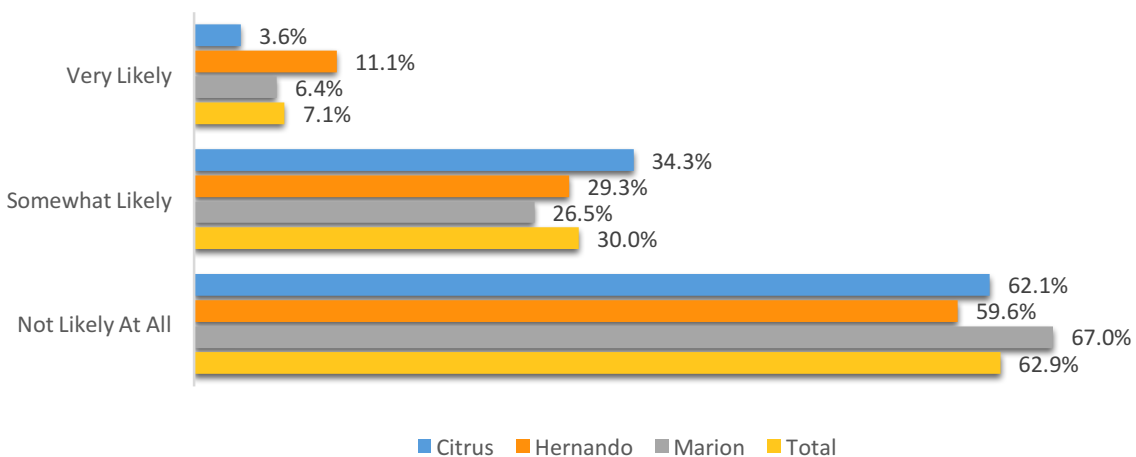


$\chi^2(4) = 11.698, p < .05$

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



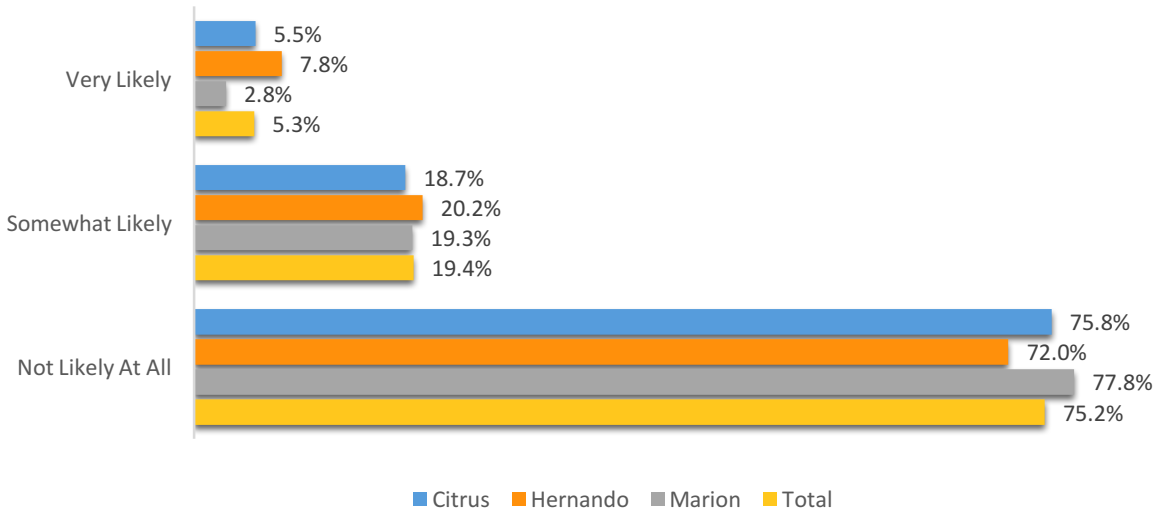
Attend a community meeting



$\chi^2(4) = 21.389, p < .05$

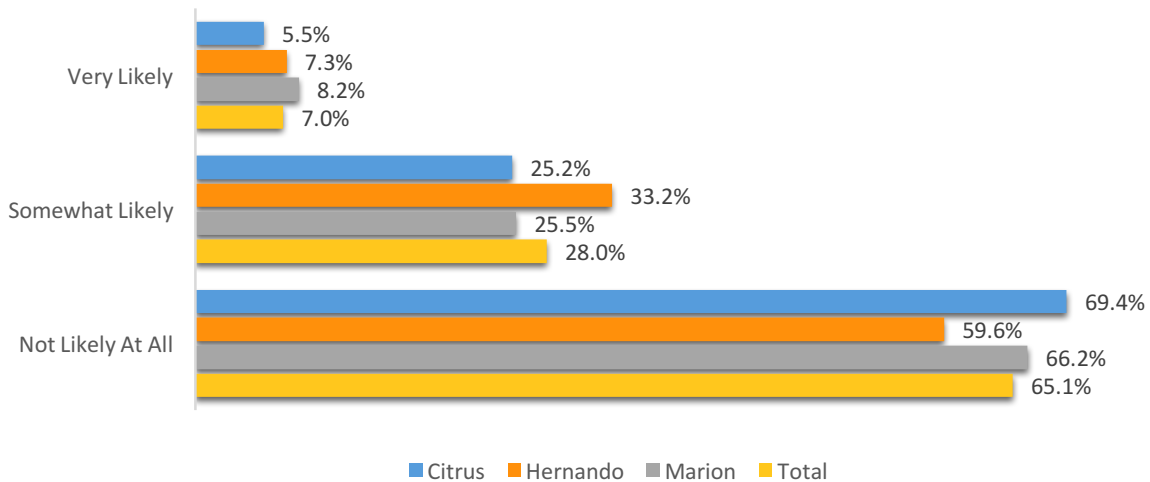
This finding is actually pretty consistent with our previous work and national data. People don't like meetings.

Call the government office in charge of protecting the springs



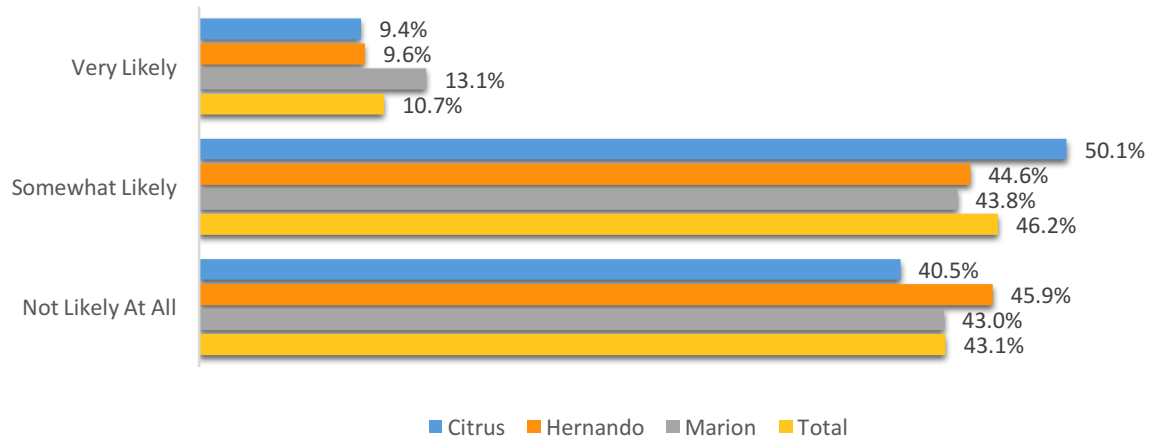
$\chi^2(4) = 9.953, p < .05$

Volunteer at a springs cleanup, planting or Lyngbya removal



$\chi^2(4) = 10.782, p < .05$

Attend a community or springs event



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

Down from previous study years, 59.7% of residents reported having heard of the Southwest Florida Water Management District before taking the survey. In 2015, 66% respondents said "yes" when asked "have you ever heard of Southwest Florida Water Management District, sometimes called Swiftmud?" This year's "yes" response rate was also lower than 2014 (71%) and 2013 (65%).

When asked about the credibility of the Southwest Florida Water Management District, nearly half of respondents (47.1%) reported that the group is "somewhat credible." 24.4% of residents responded that the group is "very credible" with the minority of respondents (12.7%) reporting that the group is "not at all credible."

The survey also asked respondents to rank the credibility of several other governmental and environmental groups. The U.S. Fish and Wildlife Service and Florida Fish and Wildlife Service were the only organizations to be called "very credible" by a majority of respondents at 55.9% and 50.5%, respectively.

The Southwest Florida Water Management District, US Environmental Protection Agency, and the respondents' local city or county government groups received the largest number of responses that they are "not at all credible" at 12.7% 15.2% and 16.7%, respectively. The District's "not credible at all" response rates was closest to the Florida Department of Environmental Protection at 11%.

A majority of residents responded either "neither agree nor disagree" (32.6%) or "don't know" (22.8%) when asked if the "Southwest Florida Water Management District has the scientific knowledge necessary to improve the health of the springs in your area."

The percentage of residents responding with "strongly agree" or "agree" (37.1% combined) decreased from the 44% who responded the same way in last year's study when respondents were asked how

strongly they agreed with the statement “scientists at Southwest Florida Water Management District have the scientific knowledge necessary to improve the health of the springs in your area.” The percentage of residents who responded “don’t know” decreased from last year’s response rate of 30%. The percentage of respondents who reported “disagreeing” or “strongly disagreeing” were similar.

The plurality of residents (39.4%) responded “neither agree nor disagree” when asked if the District is the leader in taking the right actions to improve the health of the springs in their area, a significant increase over the 22% who responded the same way in 2015. In last year’s survey, 34% of respondents “agreed” with the statement compared to 18.1% in this year’s survey.

More respondents “neither agreed nor disagreed” (33.0%) with the statement “the Southwest Florida Water Management District is committed to improving the health of the springs in your area” as “strongly agreed” or “agreed” (32.7% combined) in this year’s study. When asked the same question in 2015, 45% of residents either “strongly agreed” or “agreed” and only 20% reported “neither agreeing nor disagreeing.”

The percentage of residents who “disagreed” stayed the same at 7% and the percentage who “strongly disagreed” increased almost two points from 2% to 3.6%.

The majority of respondents reported that the Southwest Florida Water Management District does either an “excellent” (4.8%, -2.2% points from 2015), “good” (23.7%, +1.7% points from 2015), or “OK” (26.3%, +8.3% points from 2015) job at protecting springs in their area. Sixteen percent of residents said the District performs poorly in protecting the springs in their area (+3% points from 2015) and 6% gave “terrible” as their response (+2.7% points from 2015).

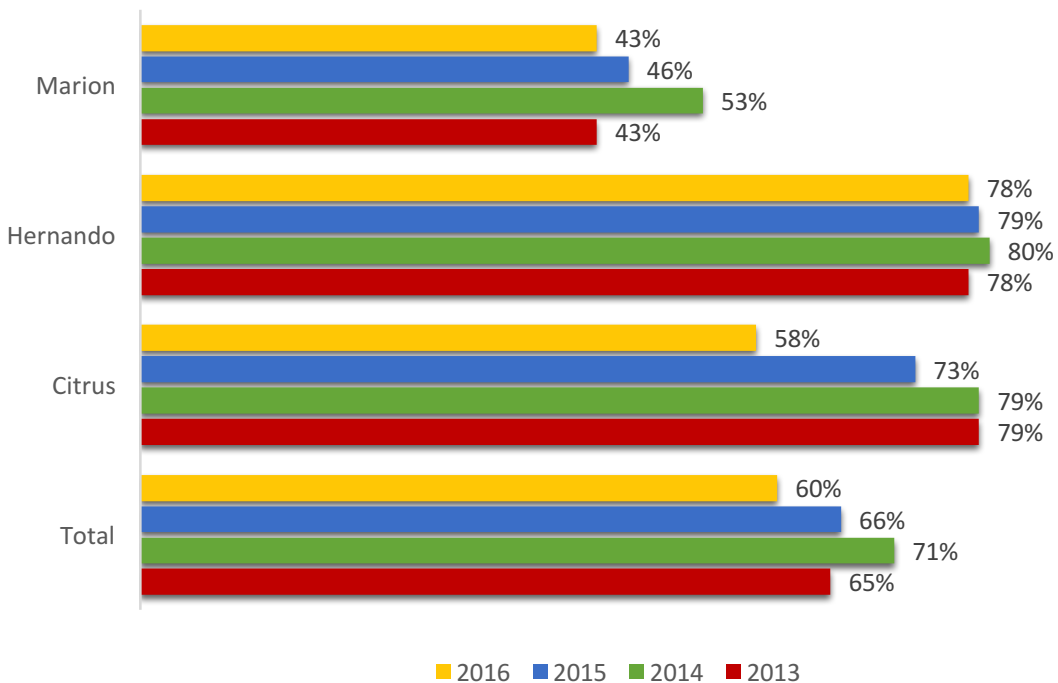
The quarter of the sample rated the District’s performance in educating people about the condition of the springs as “poor” (25.4% up from 19% in 2015). The percentage of respondents who replied “don’t know” to the question decreased 10.6% points from 2015 from 32% to 22.4%. The percentage of residents who responded “excellent” or “good” decreased from 26% in 2015 to 22.6%.

Twenty-nine percent of residents rated the District’s performance educating people about what they can do to help protect the springs as “poor” (+10.4% points from 2015). The percentage of respondents who reported “don’t know” fell from 32% in 2015 to 22.7% in 2016.

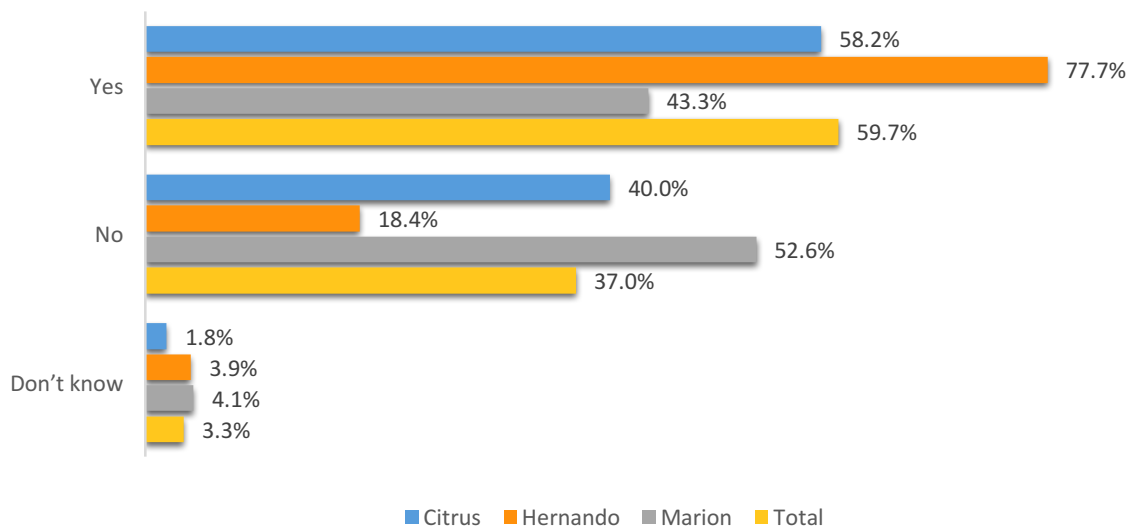
Respondents in this year’s study held more concrete attitudes about the District’s performance in ensuring that not too much groundwater is drawn out of the ground for various uses with the number of residents reporting “don’t know” decreasing from 38% in 2015 to 24.4%. While the percentage of residents who rated the District’s performance as “excellent,” “good” or “ok” was similar to last year’s responses (36.5% in 2016 compared to 40% in 2015), the percentage who responded either “poor” or “terrible” increased from 21% in 2015 to 38.9%.

Fewer residents responded “don’t know” this year when asked about the District’s performance when listening to community input that may benefit the springs in their area (43% in 2015 compared to 29.9%)

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



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

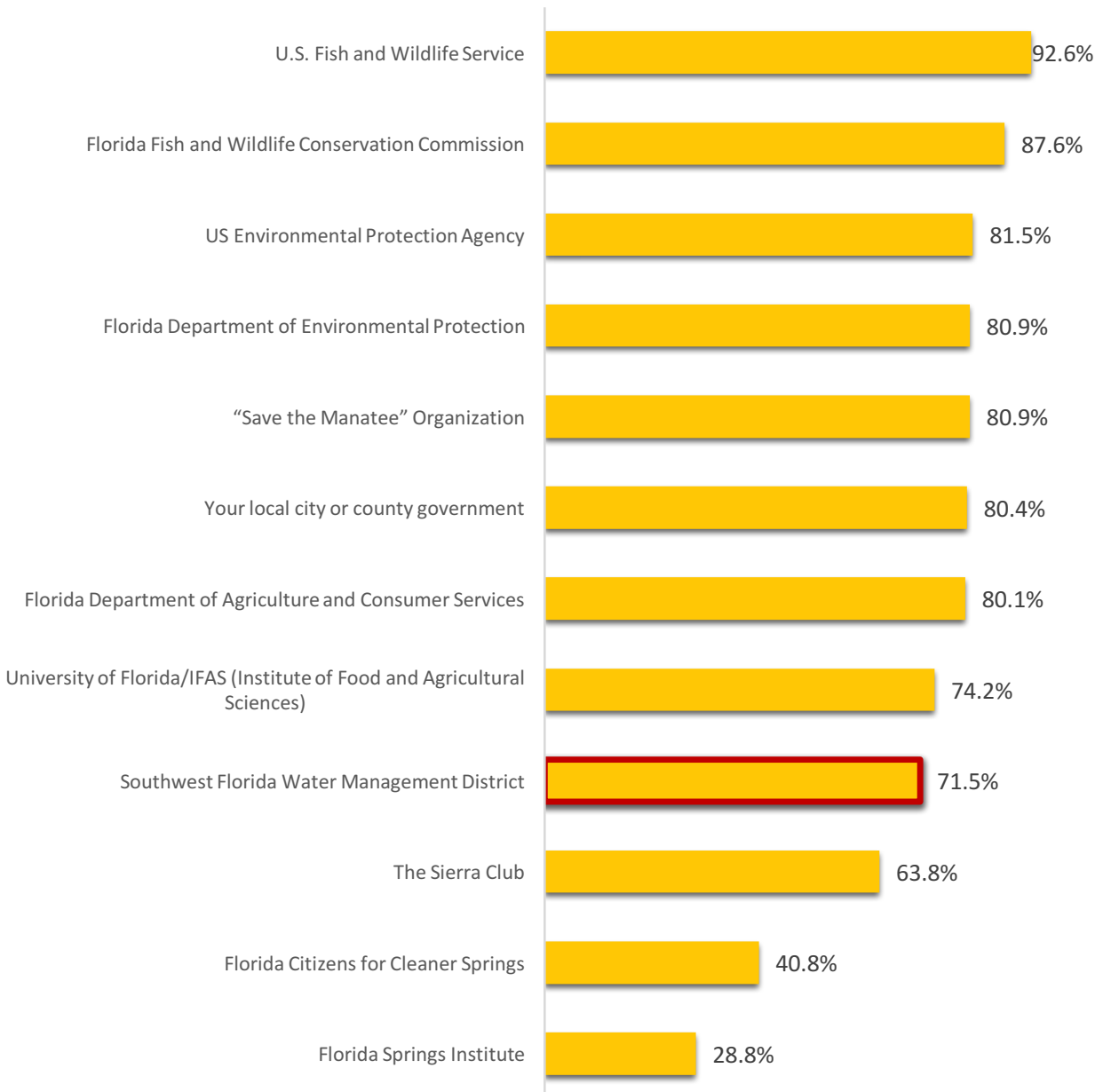


$\chi^2(4) = 104.391, p < .05$

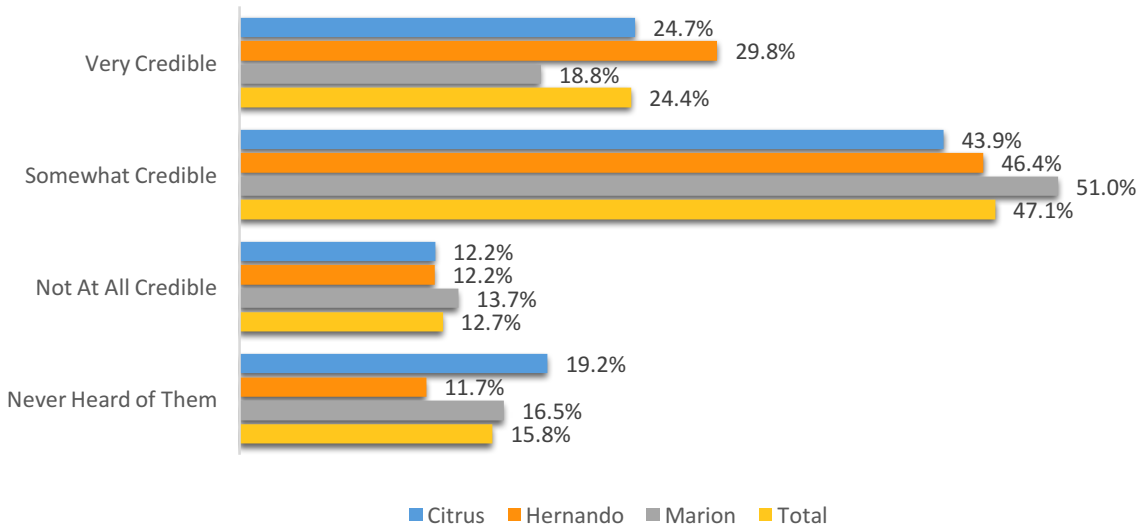
The credibility question was new to this year's survey. We included it to compare the District's credibility with other organizations in the water or environmental arena.

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

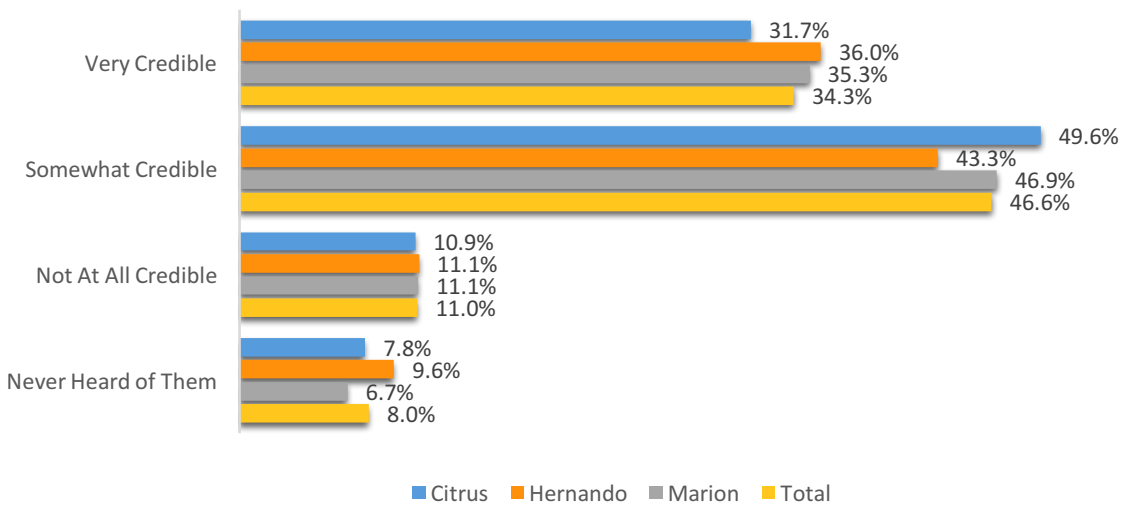


Southwest Florida Water Management District

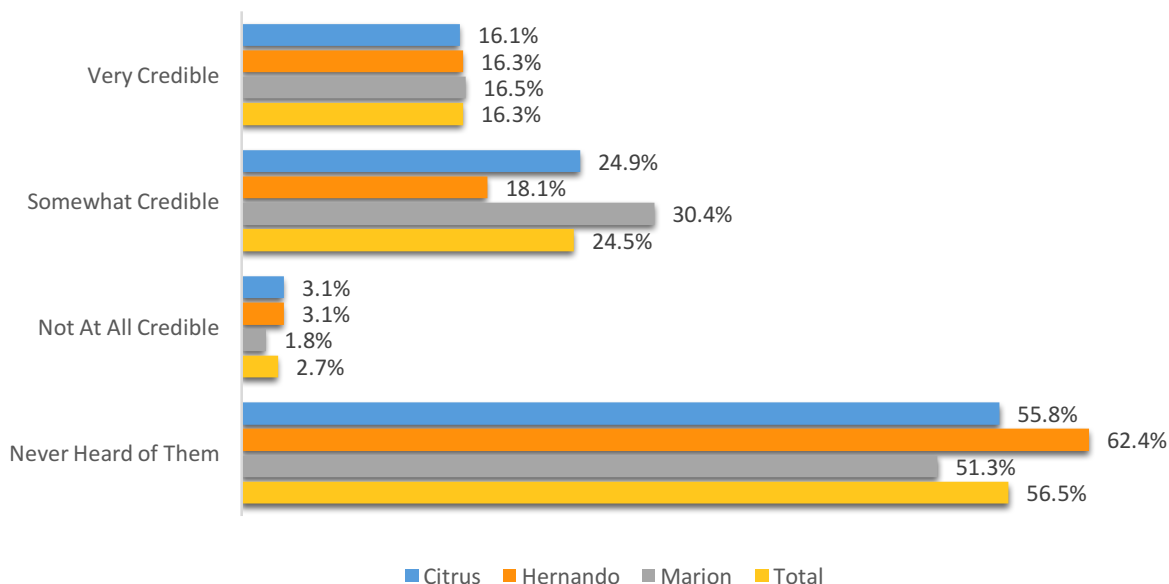


$\chi^2(6) = 19.326, p < .05$

Florida Department of Environmental Protection



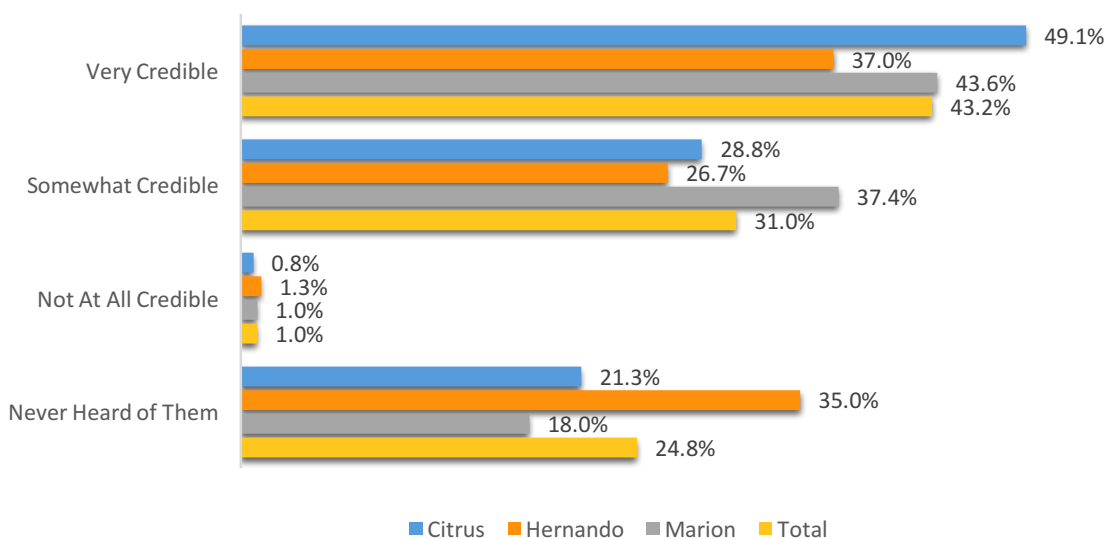
Florida Citizens for Cleaner Springs



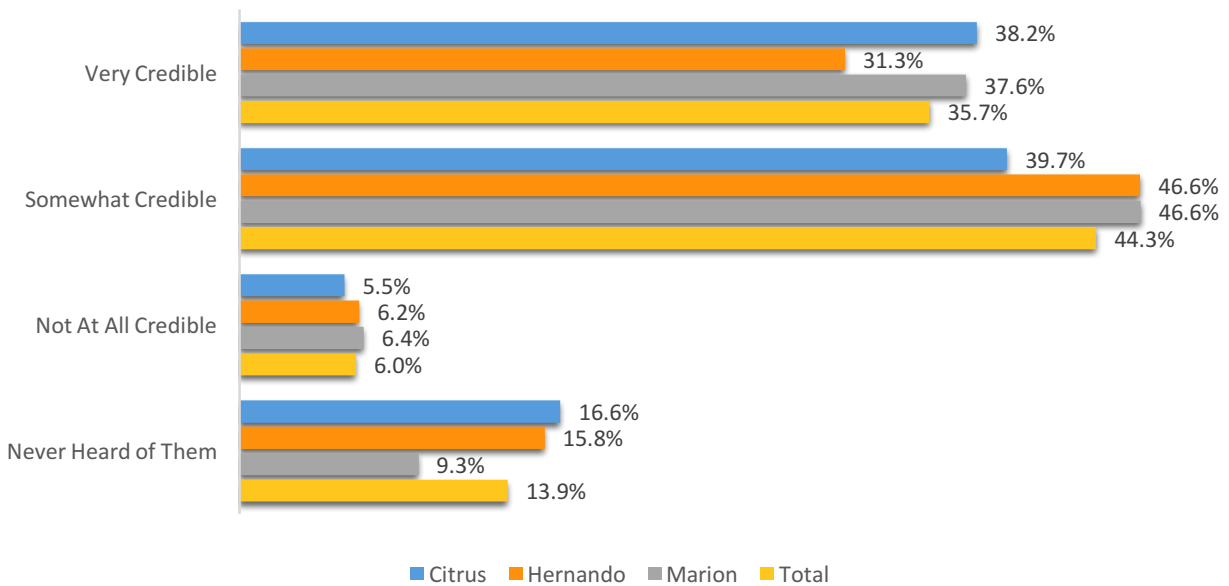
$\chi^2(6) = 17.918, p < .05$

This is a fake organization...and 41% of the respondents rated it as either credible or somewhat credible. We included this to show the confusion people may have in this space. We suggest using this for something because it comes with built-in credibility.

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

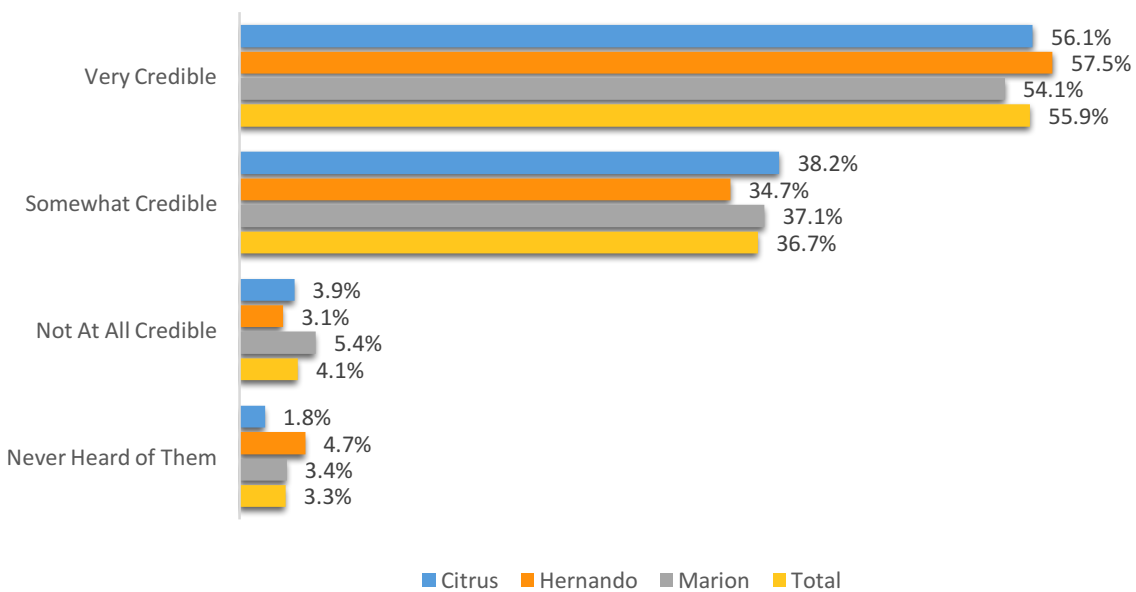


Florida Department of Agriculture and Consumer Services

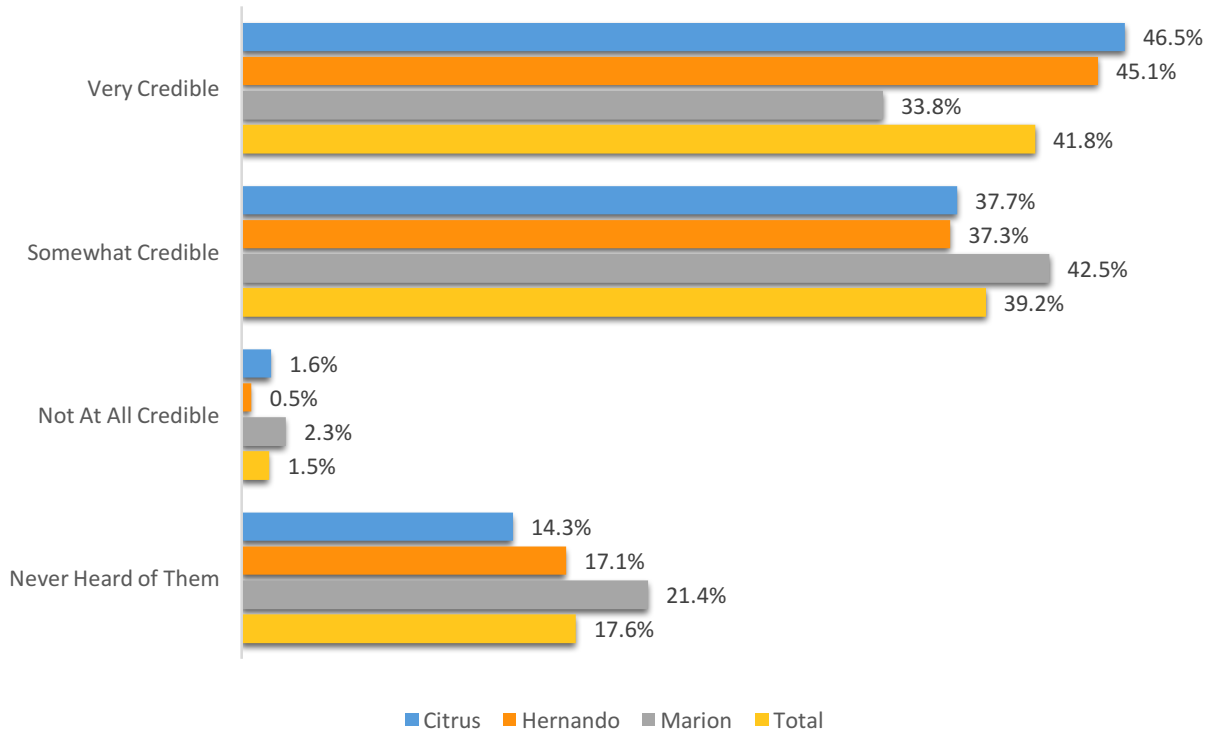


$\chi^2(6) = 15.247, p < .05$

U.S. Fish and Wildlife Service

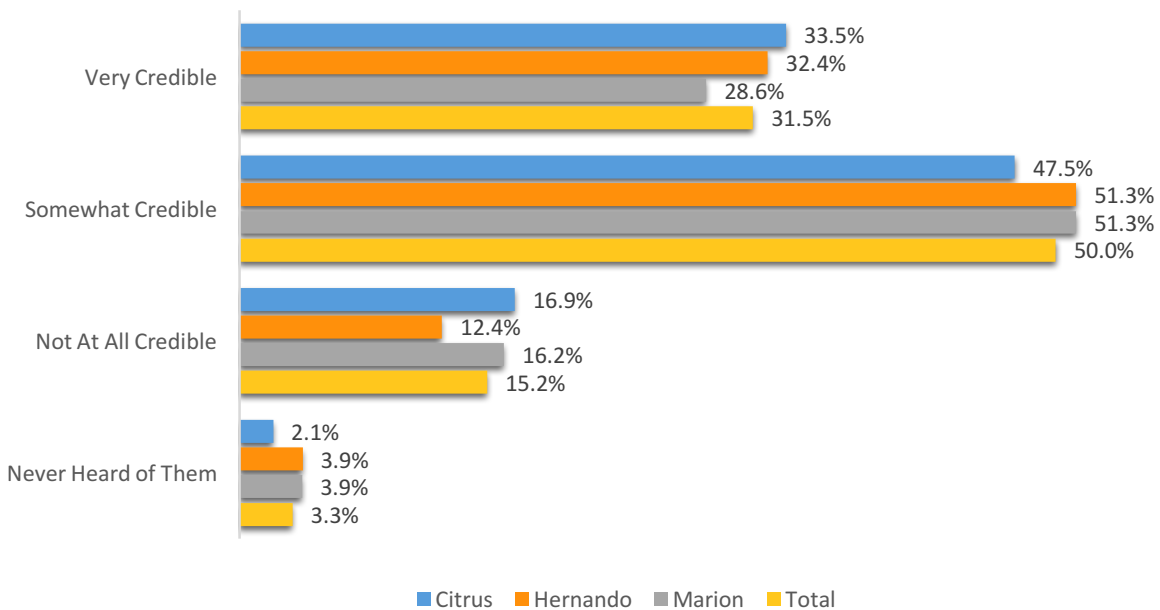


“Save the Manatee” Organization

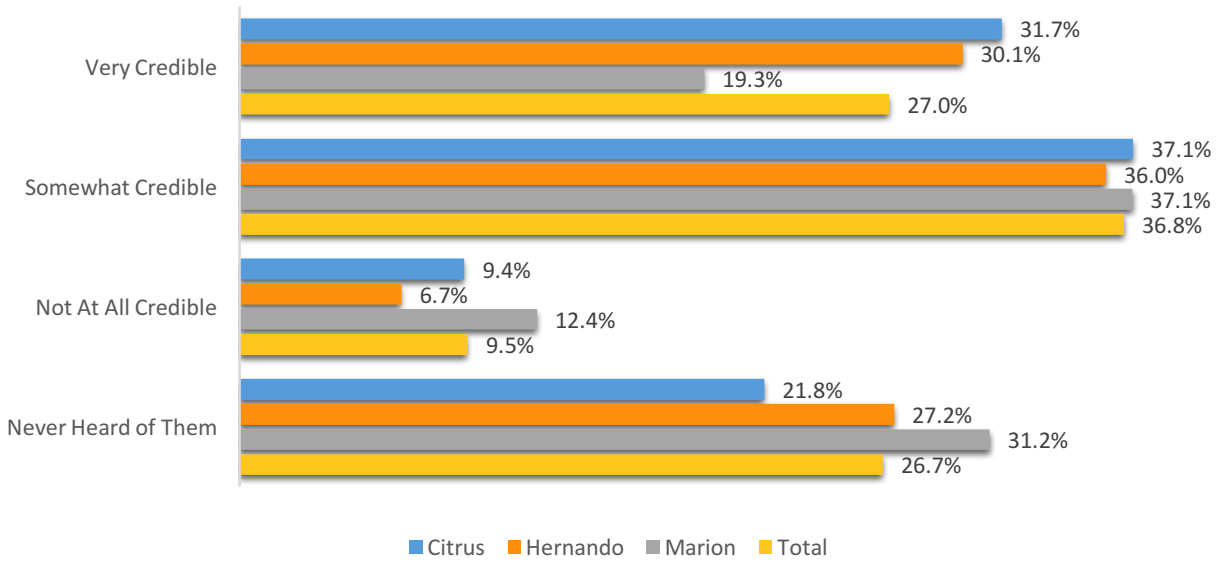


$\chi^2(6) = 20.648, p < .05$

US Environmental Protection Agency

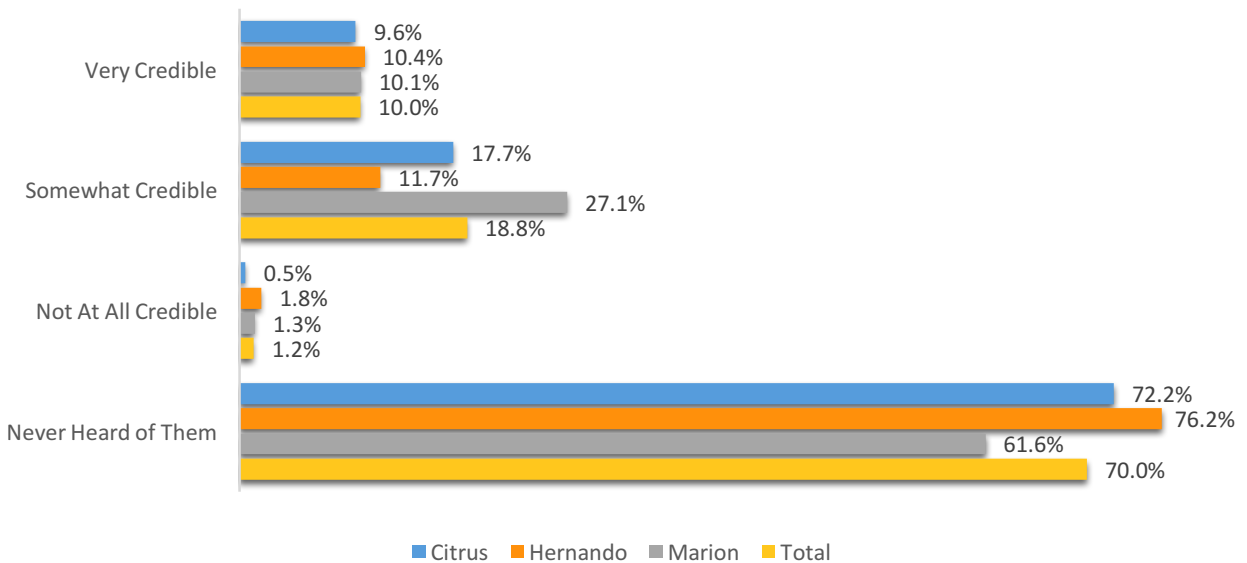


The Sierra Club

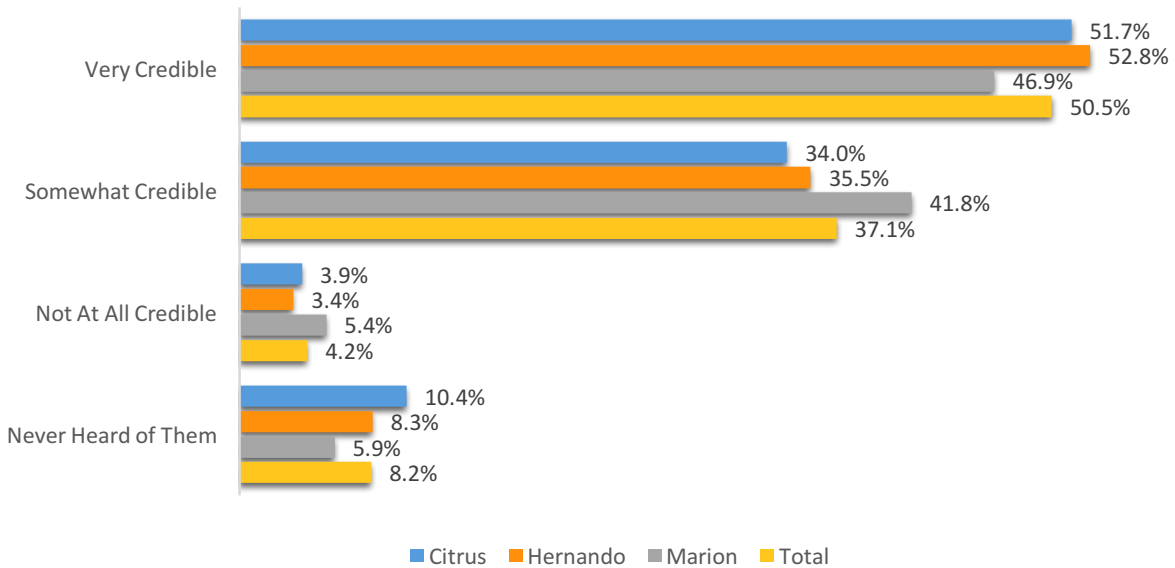


$\chi^2(6) = 25.876, p < .05$

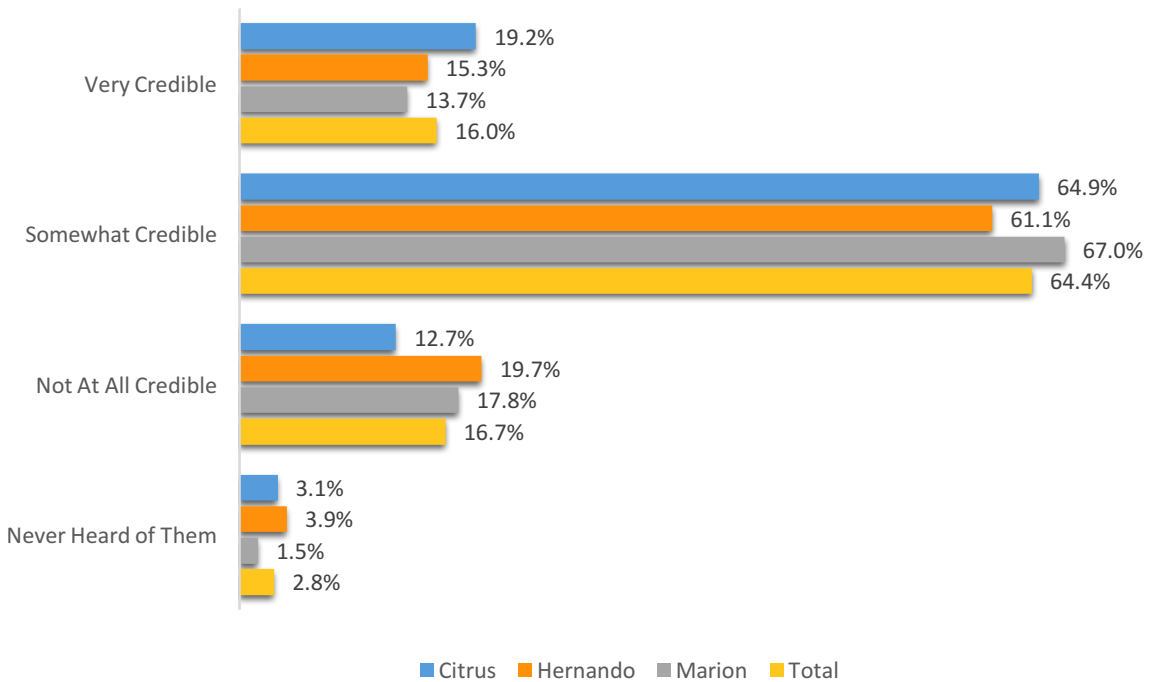
Florida Springs Institute



Florida Fish and Wildlife Conservation Commission

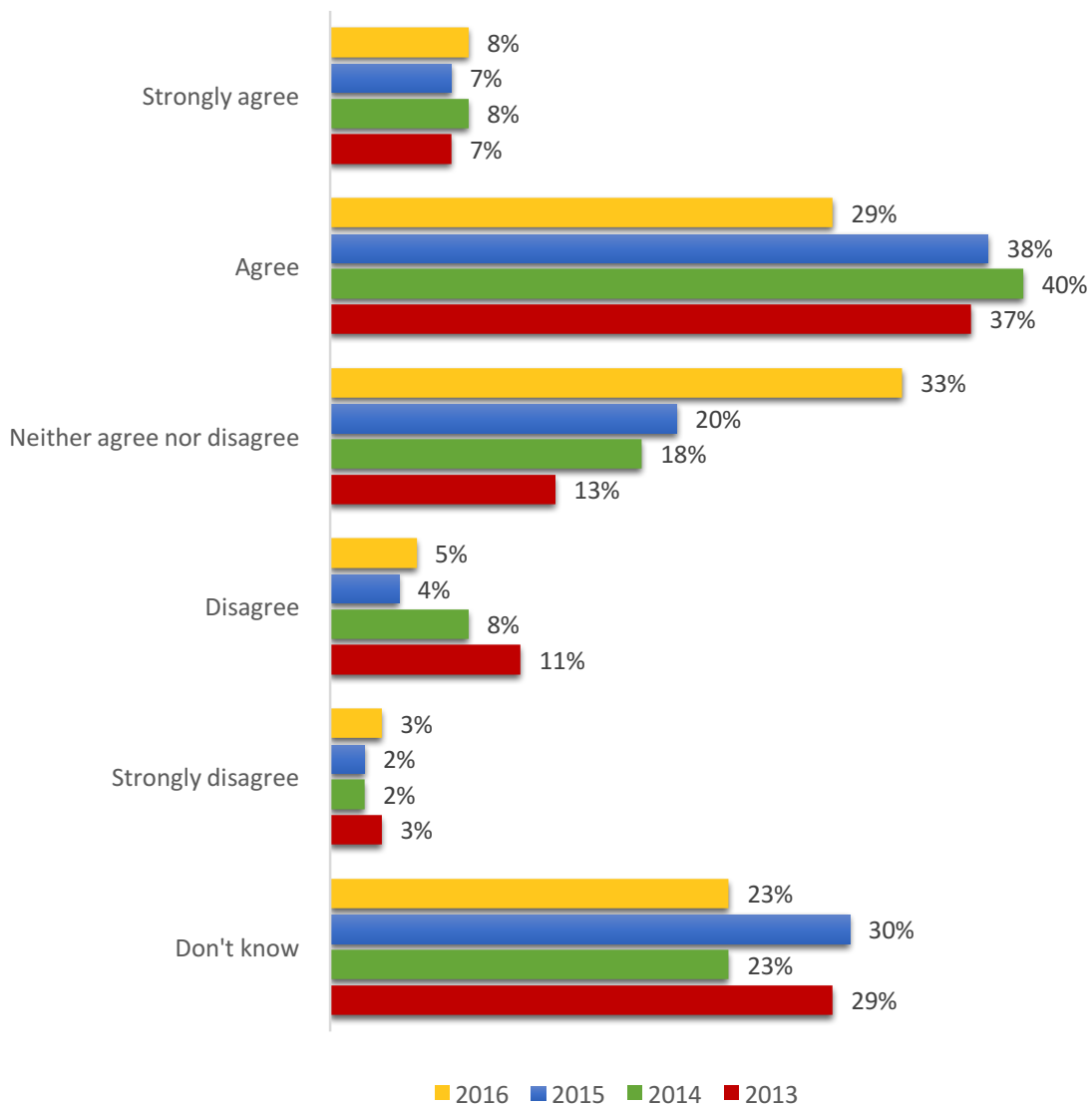


Your local city or county government

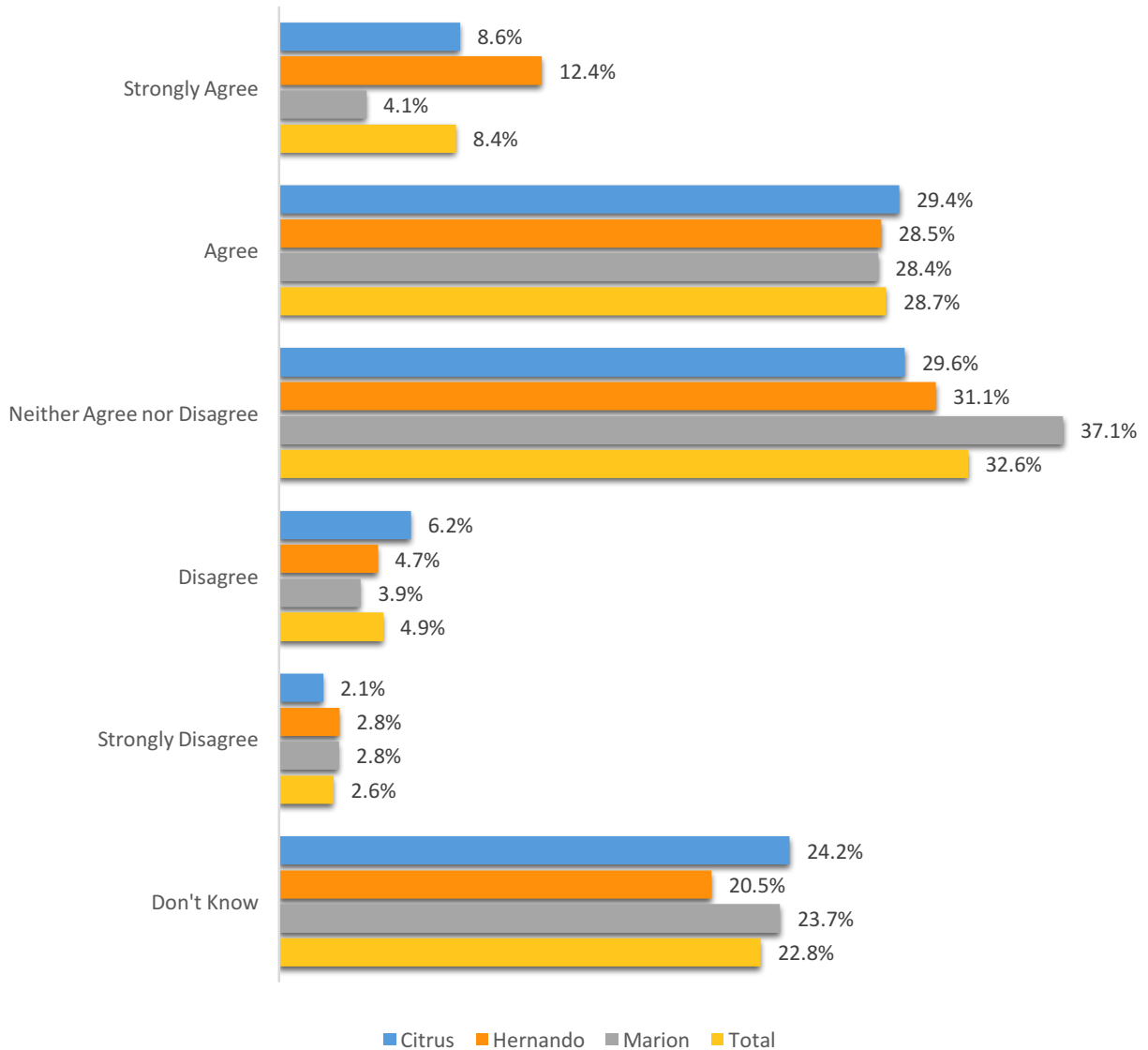


$\chi^2(6) = 14.828, p < .05$

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

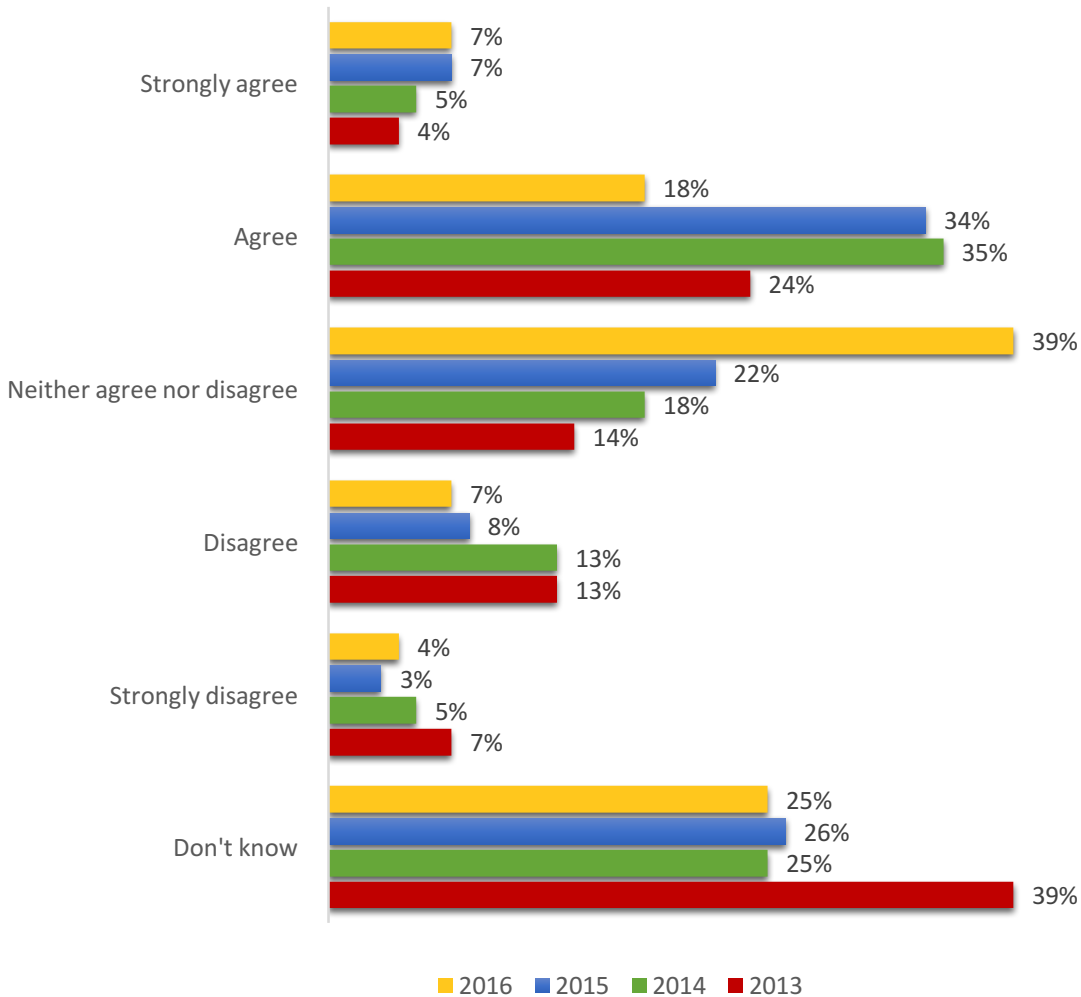


The Southwest Florida Water Management District has the scientific knowledge necessary to improve the health of the springs in your area.

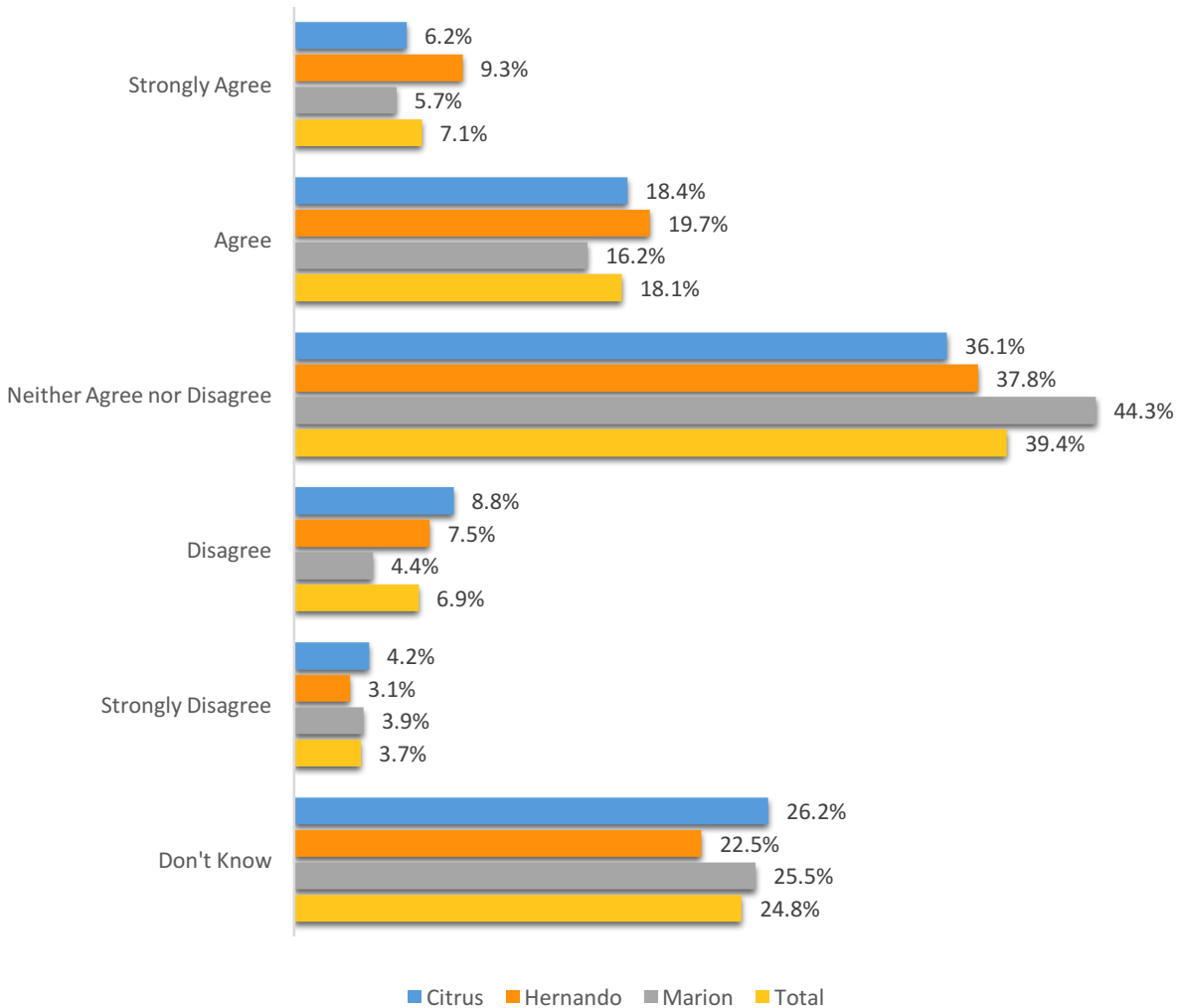


$\chi^2(10) = 24.062, p < .05$

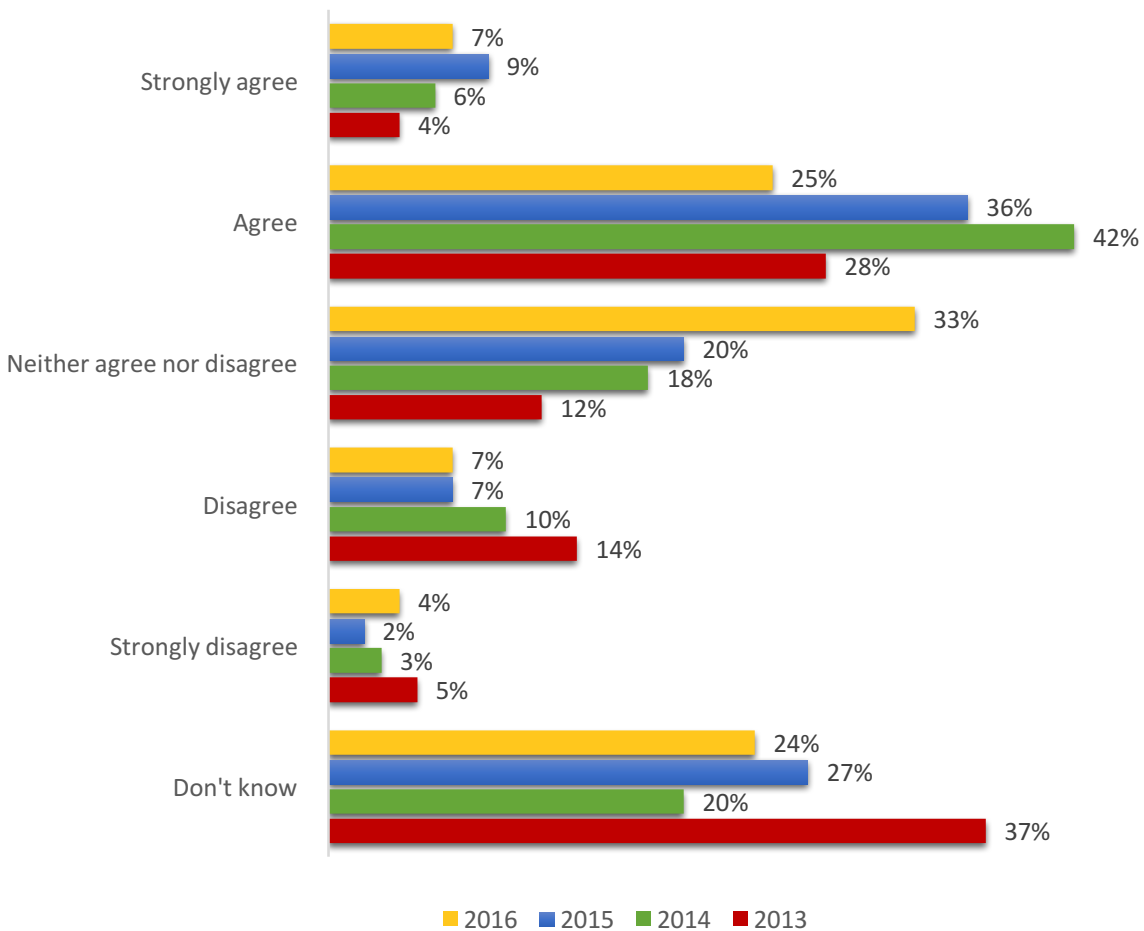
**The Southwest Florida Water Management District is the leader
in taking the right actions to improve the health of the springs
in your area.**



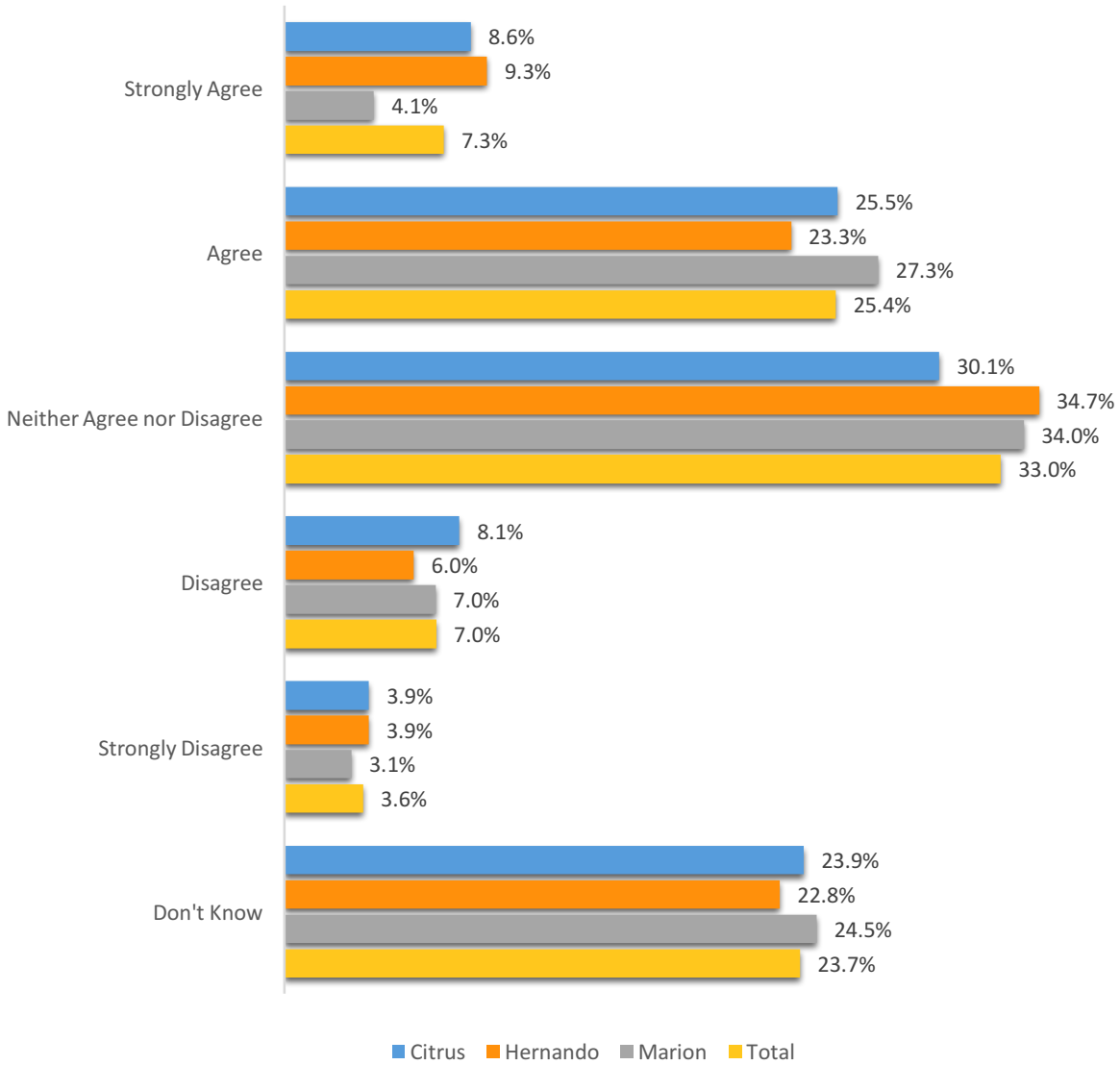
**The Southwest Florida Water Management District is the leader
in taking the right actions to improve the health of the springs
in your area.**



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

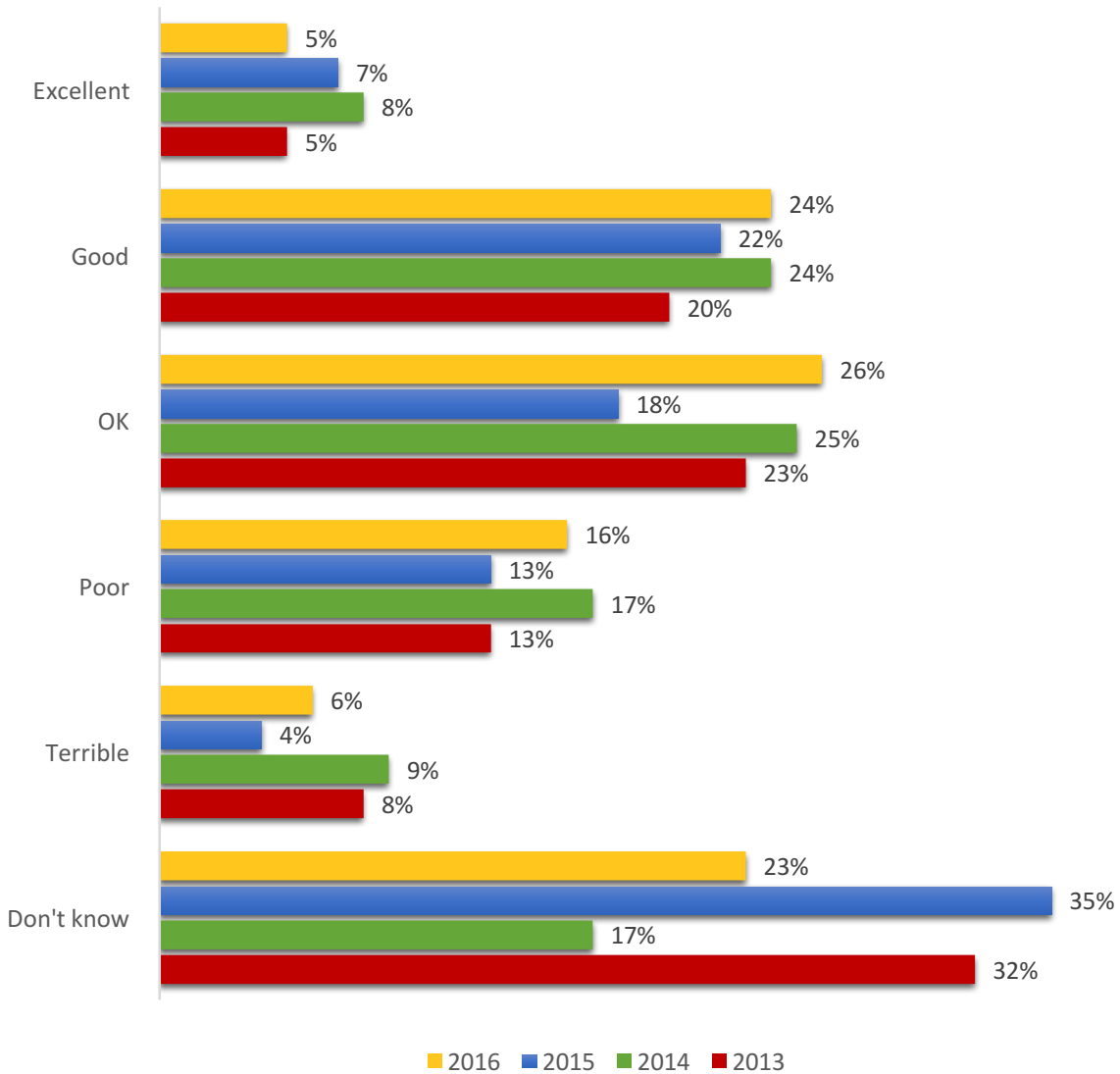


The Southwest Florida Water Management District is committed to improving the health of the springs in your area.

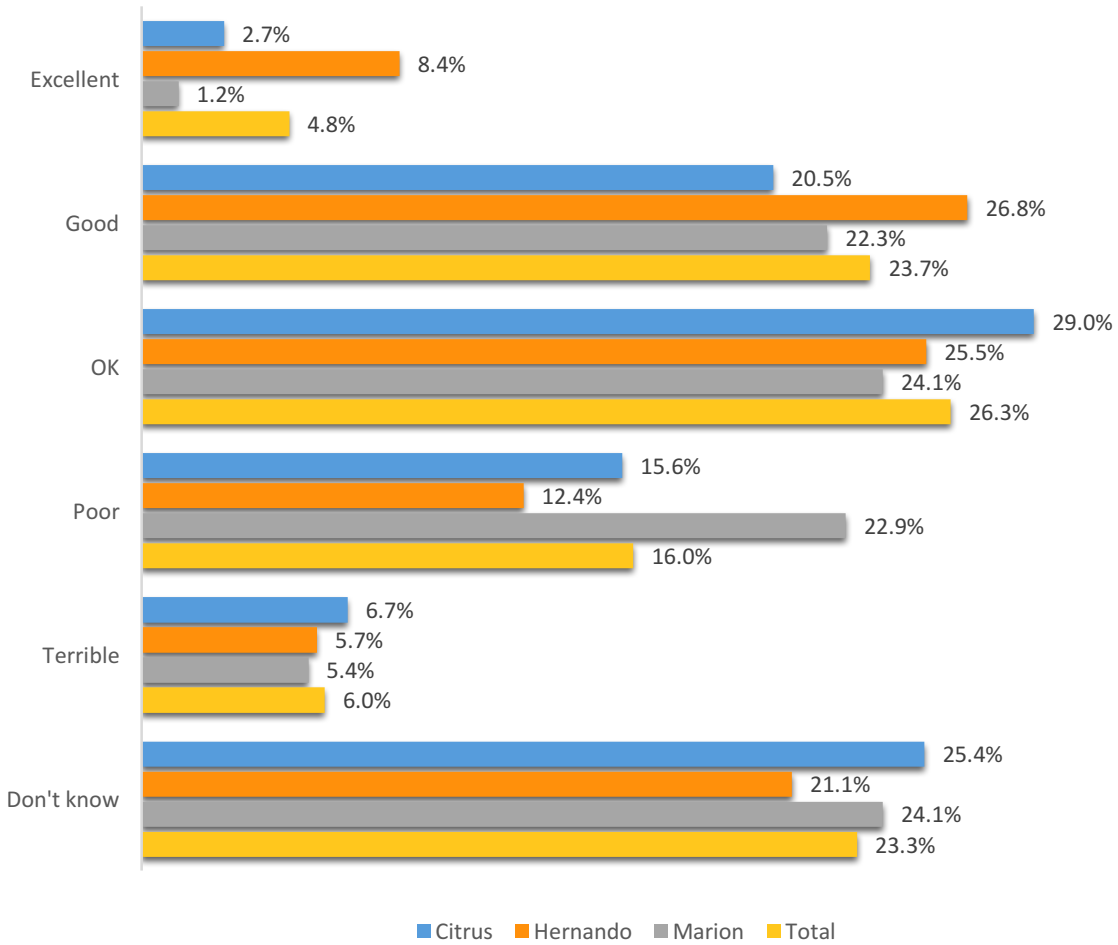


Using a scale of Excellent, Good, OK, Poor and Terrible, how would you rate the Southwest Florida Water Management District's performance in:

Protecting springs in your area

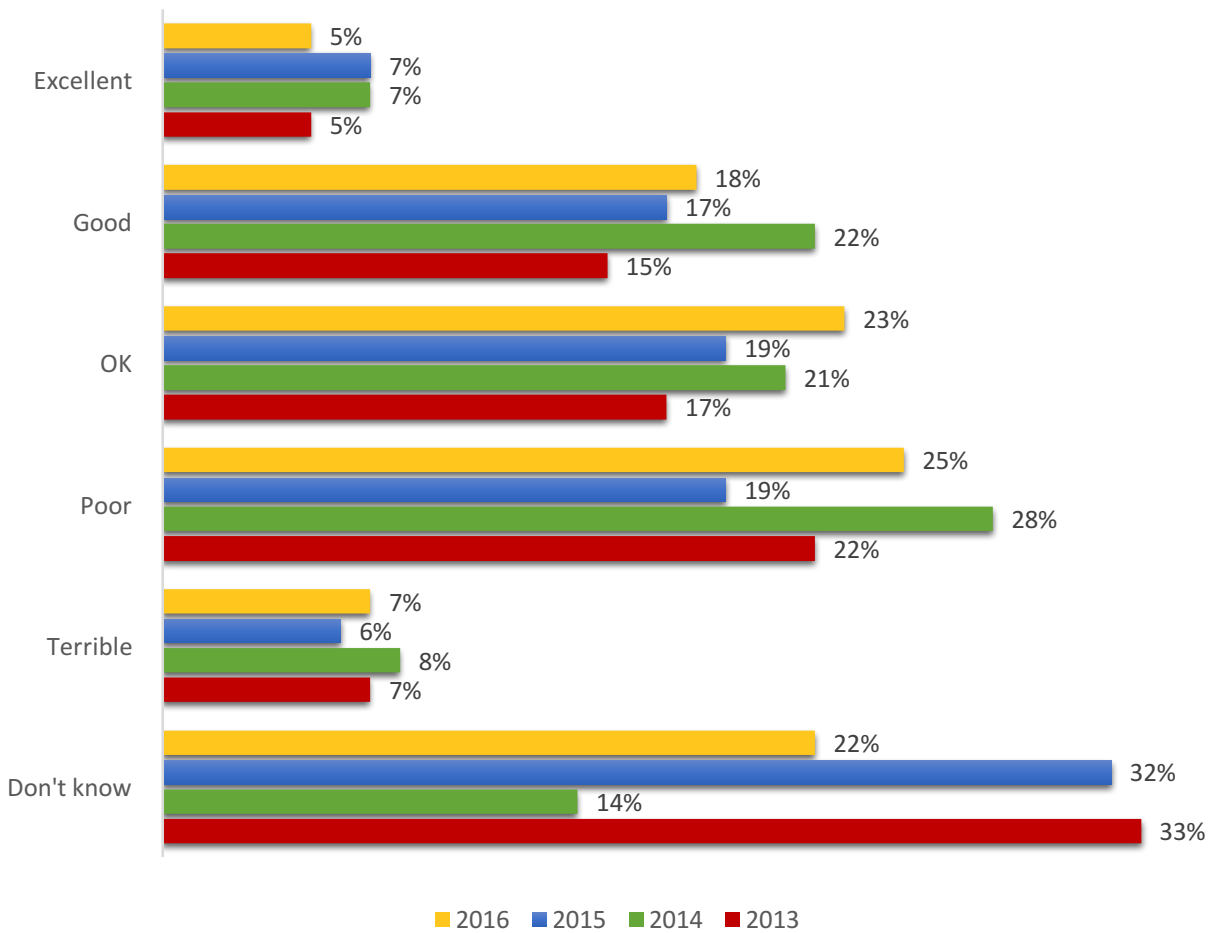


Protecting springs in your area

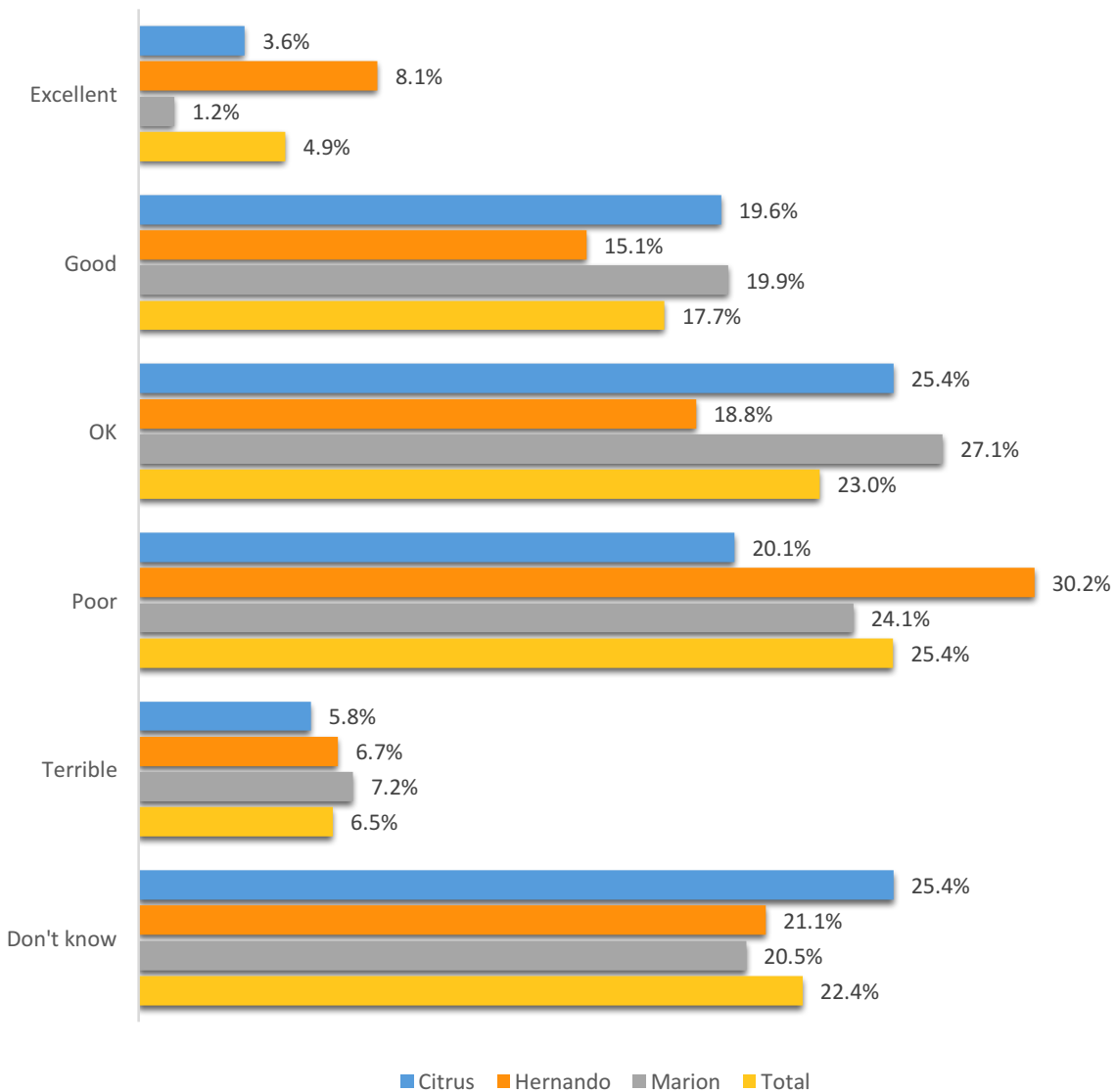


$\chi^2(10) = 26.664, p < .05$

Educating people about the condition of the springs

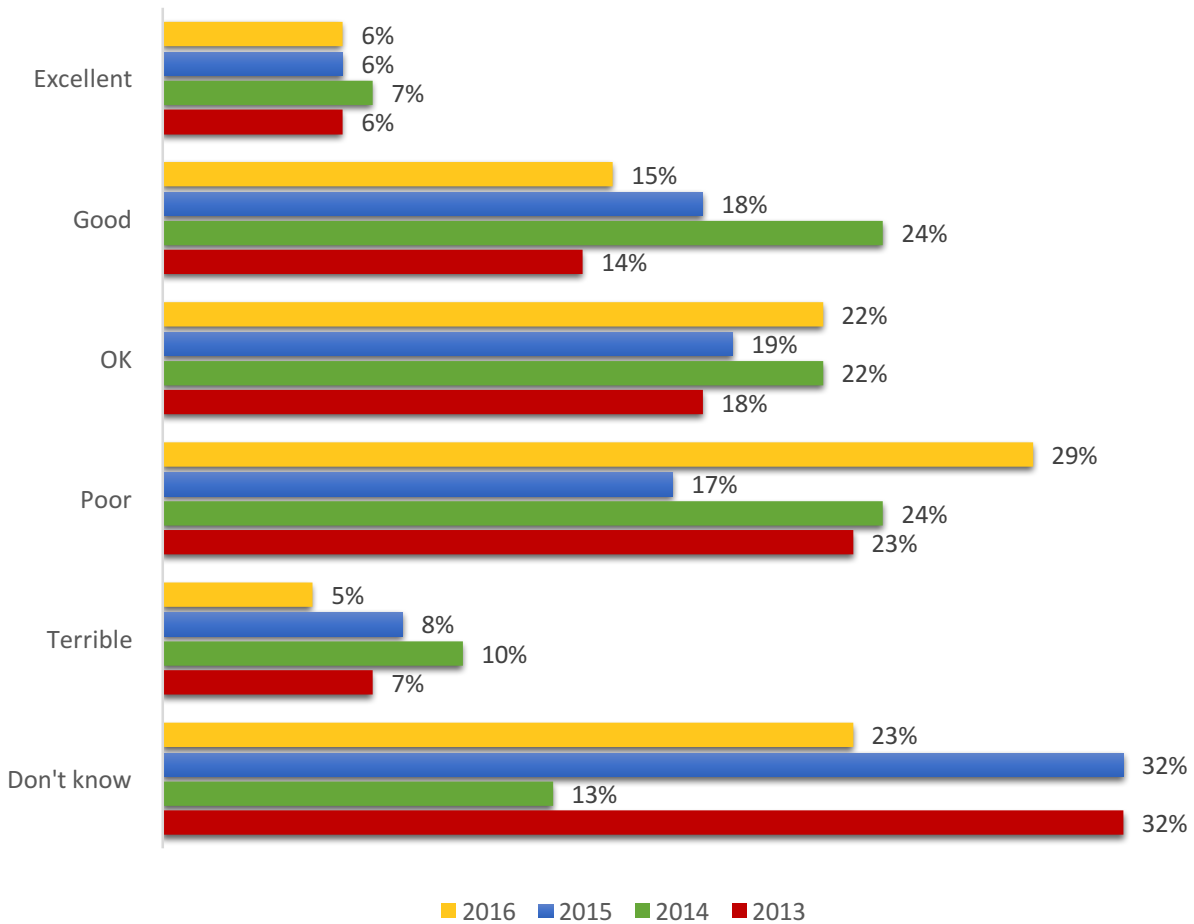


Educating people about the condition of the springs

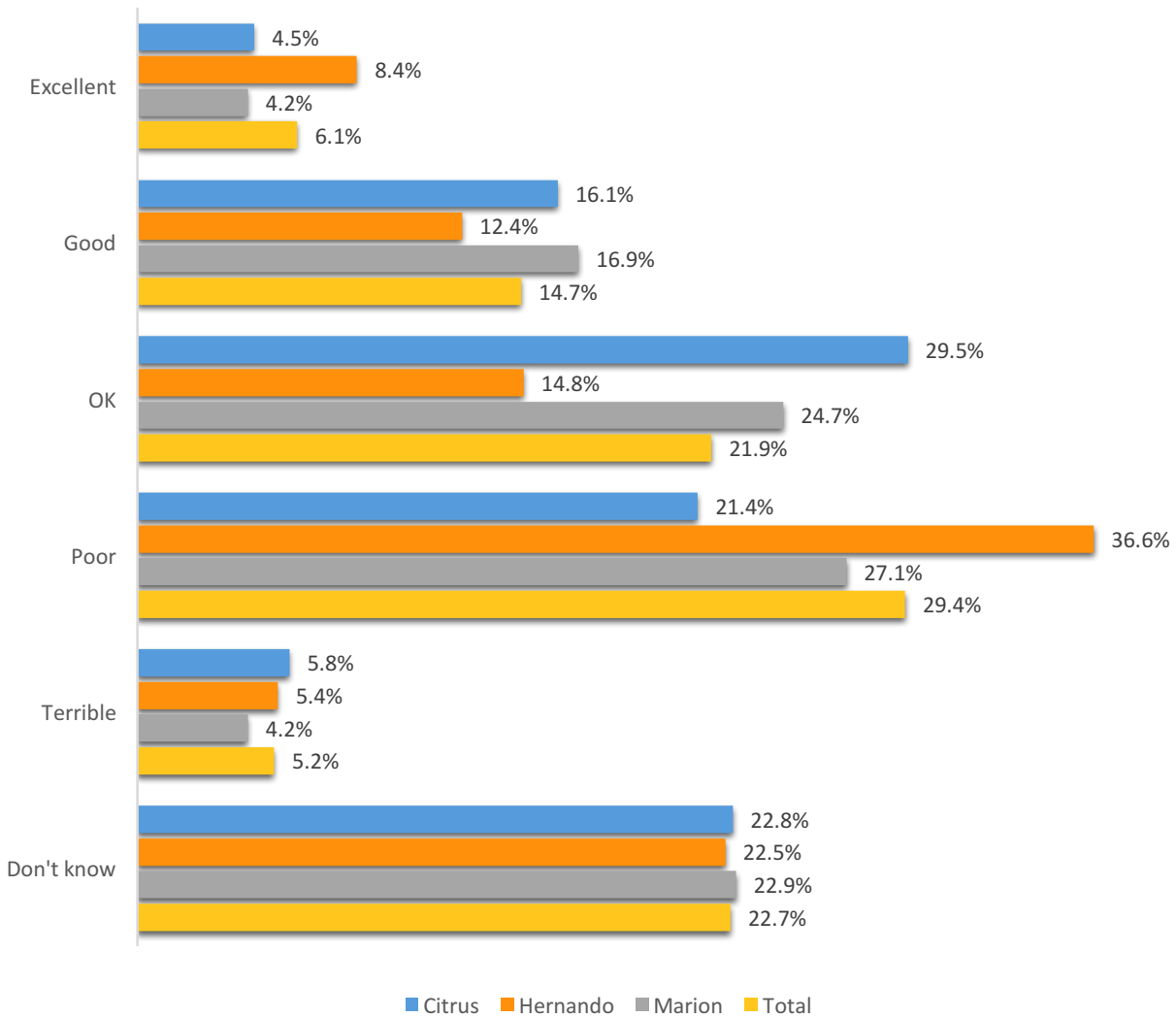


$\chi^2(10) = 24.567, p < .05$

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

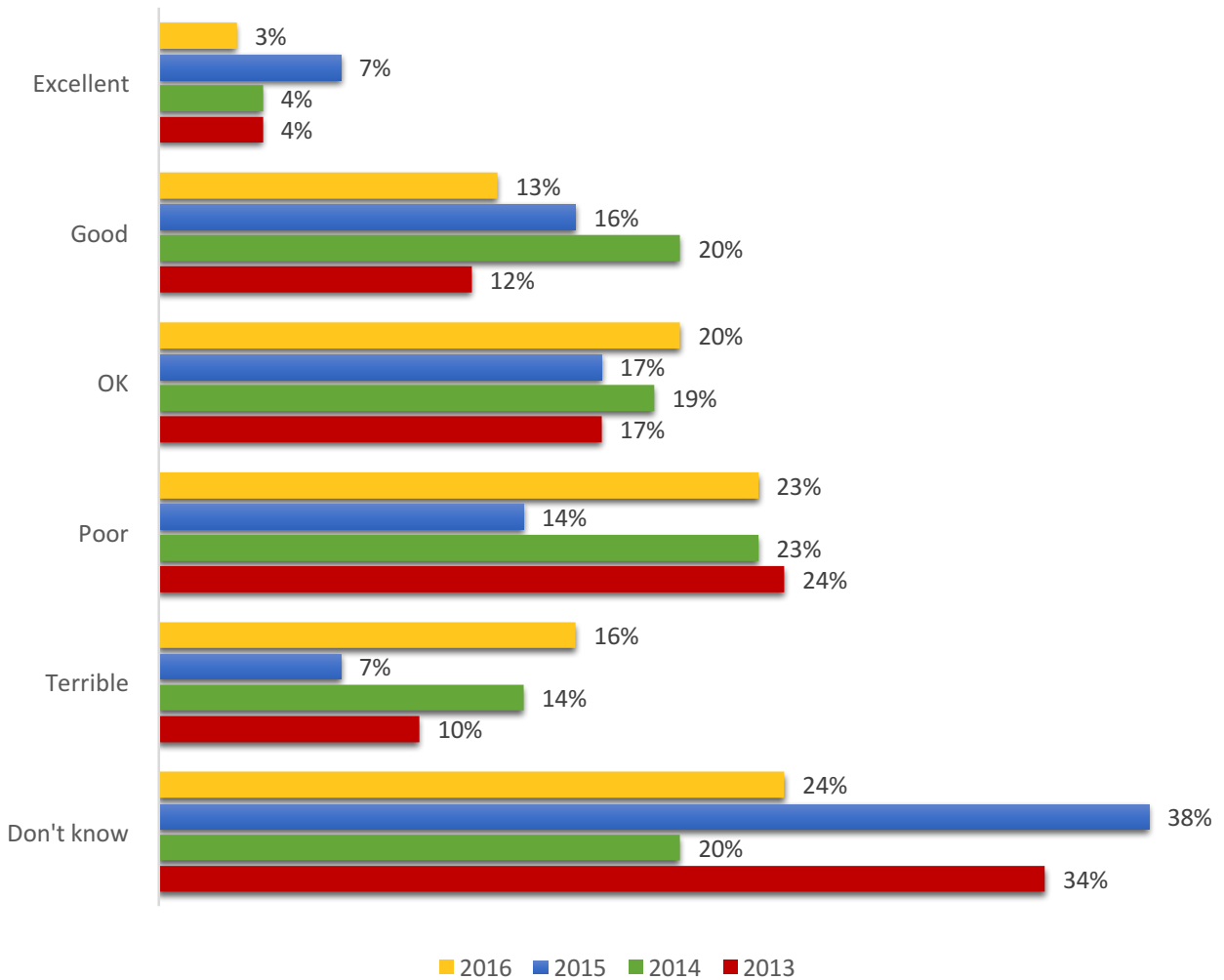


Educating people about what they can do to help protect the springs

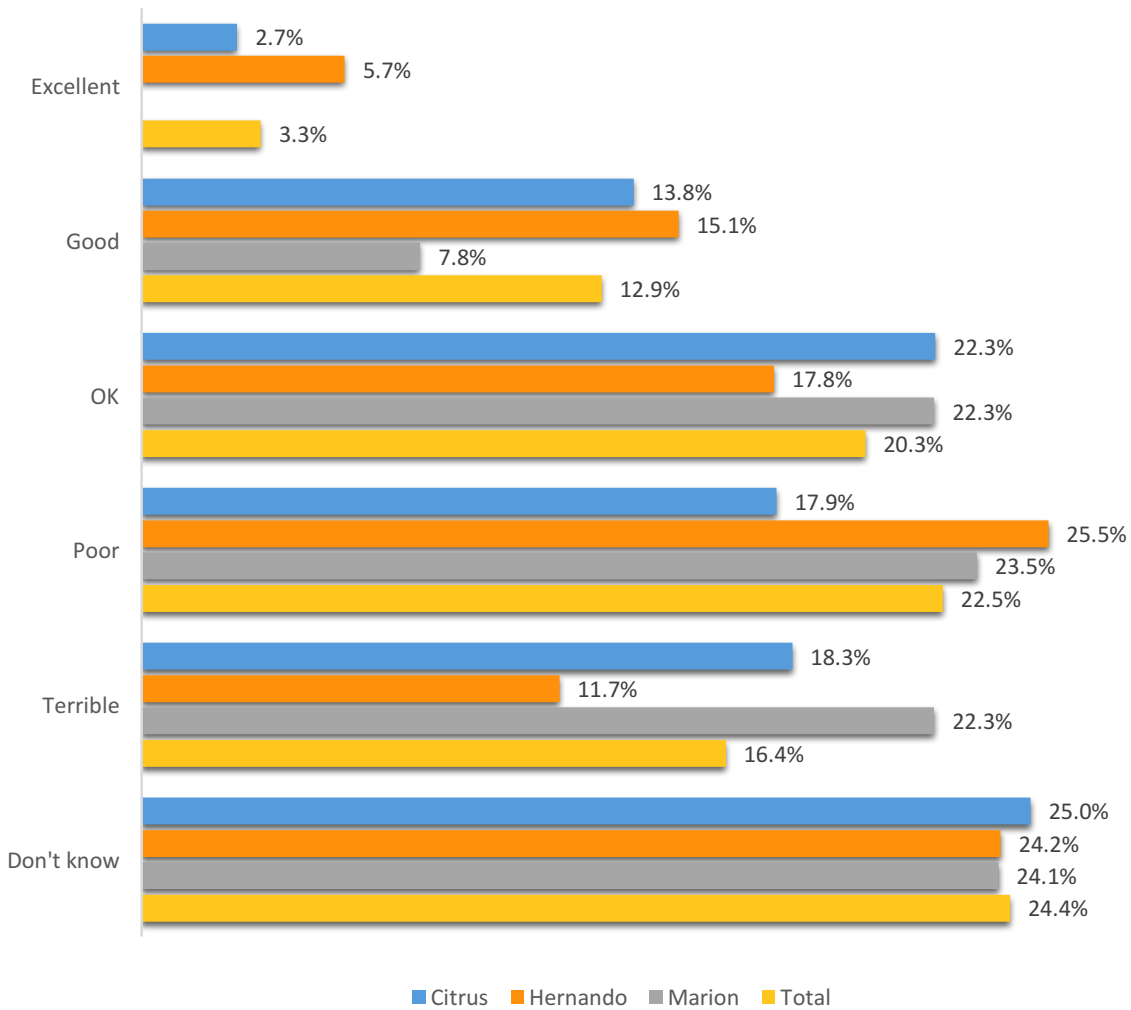


$\chi^2(10) = 30.584$ $p < .05$

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

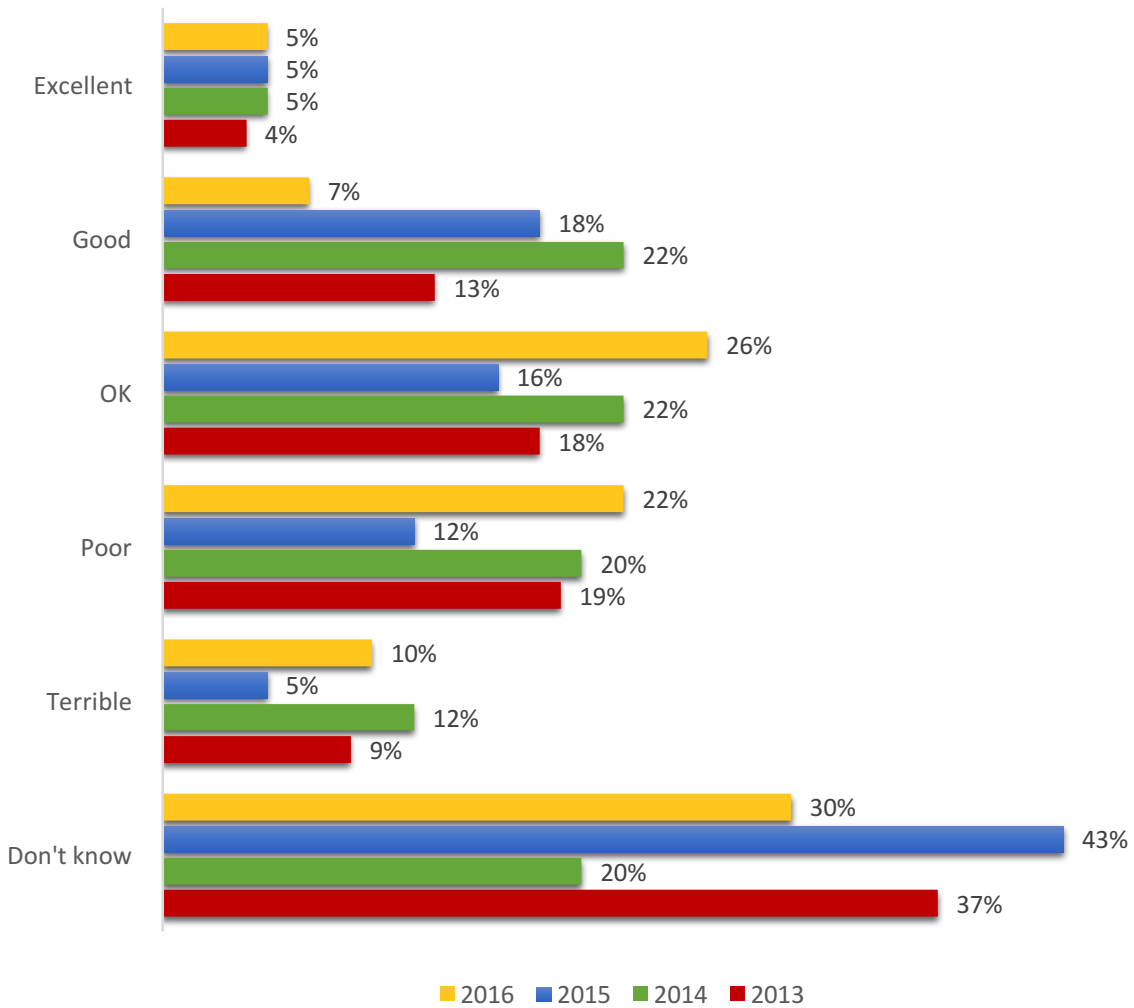


Ensuring that not too much water is drawn out of the ground for various uses

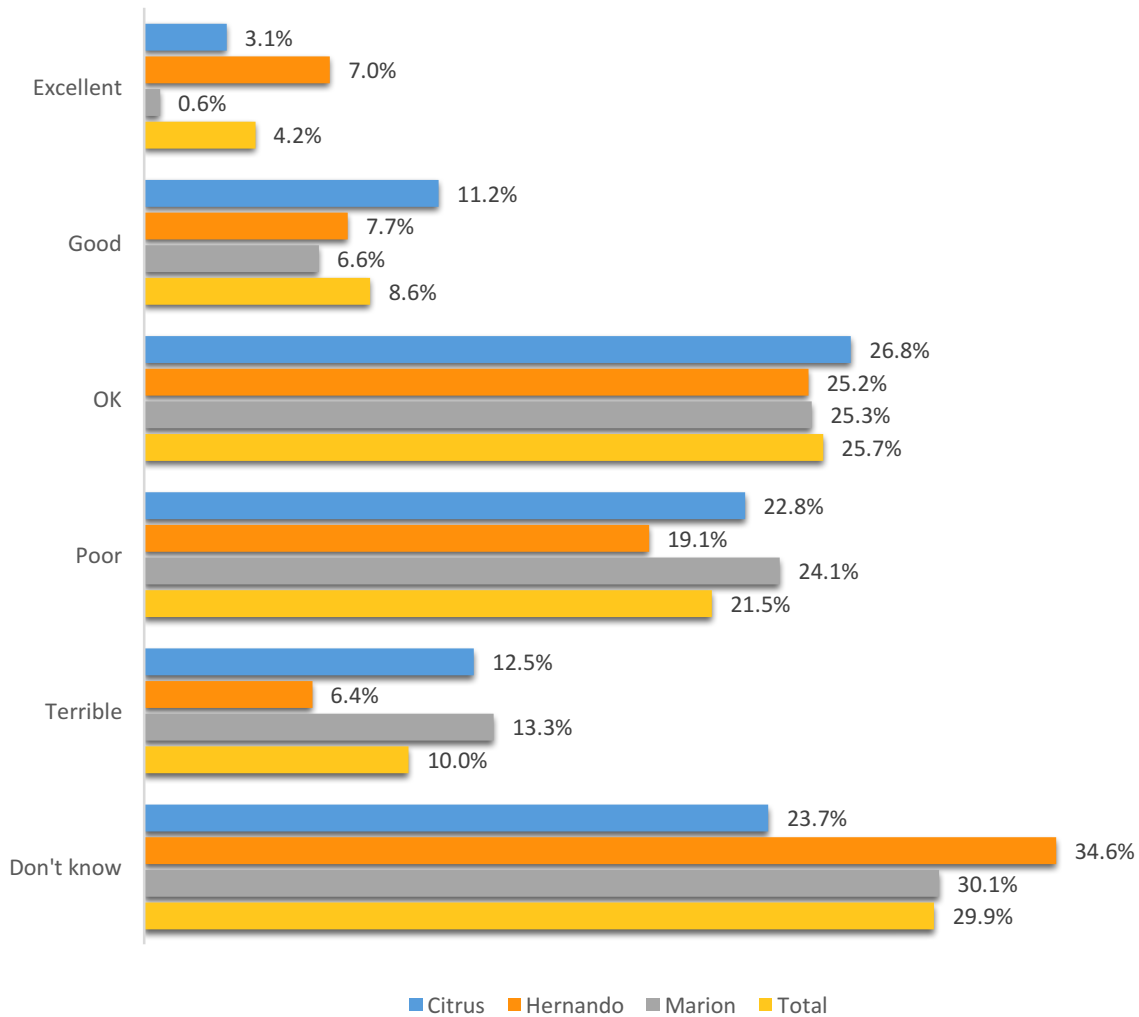


$\chi^2(10)=28.465, p<.05$

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



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



We believe that developing engaging programs and events will remedy many of the negative responses on the previous graphs.

Springs Advertising Recall

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?

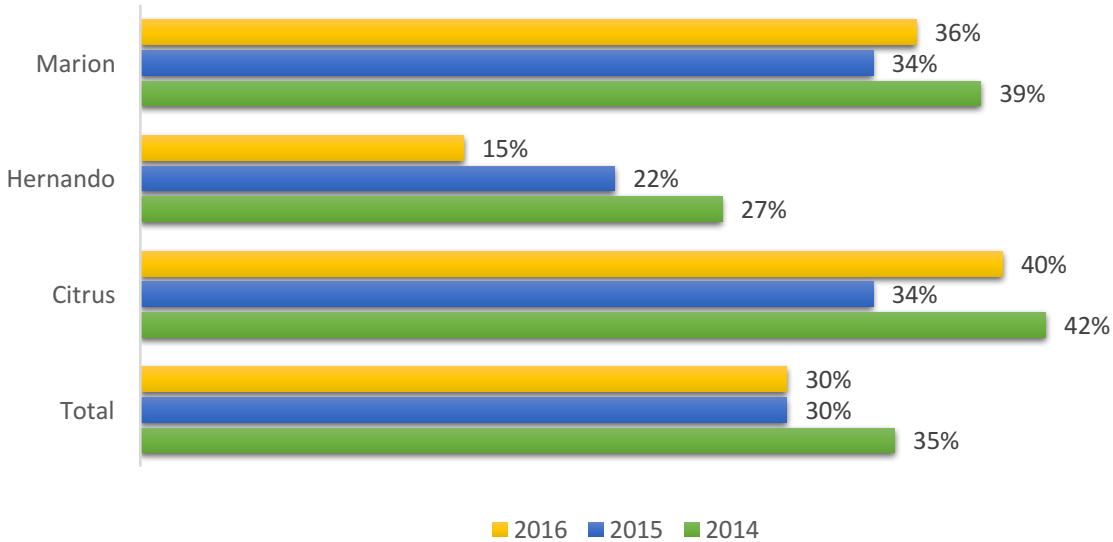
Thirty percent of the overall sample (n=345) reported seeing or hearing springs related advertisements within the past few months. A third of those who state they were exposed to the advertisements said they saw/heard it on television or in the newspaper. We think this number is overinflated. Our team did a quick content analysis of television and newspapers from March 7 to 24 (the same time the survey was in the field) and we found no less than 40 items talking about springs — none of which were advertisements.

People are being exposed to something dealing with springs and when they get questioned about it, they cognitively cannot sort if it was a news story or an ad. The interesting thing that we saw when we conducted the search was common language and visuals that we were testing. You will notice the spikes in unaided recall from last year's posttest to now.

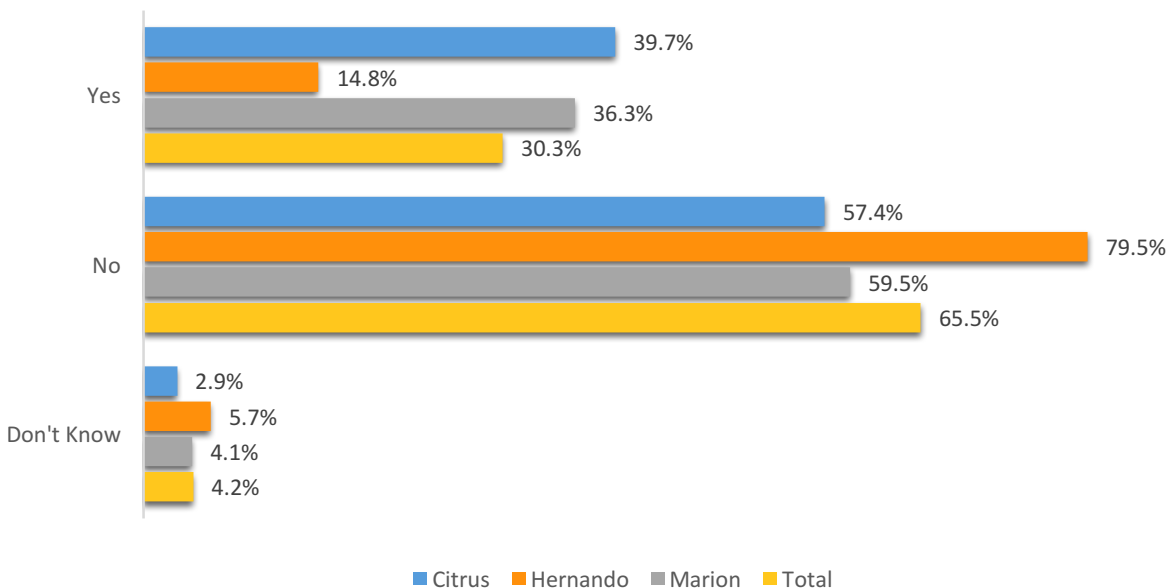
As mentioned earlier in this report, there could be a few issues in play:

- 1) There could be 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 groups using similar messages for their programs.
- 3) The statements being tested as indicators of campaign success are too general. We believe this is what is happening. During the data collection period, our team found news reports and television programming that included some of the same verbiage and graphics being used in the "Restoring Our Springs!" campaign.

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

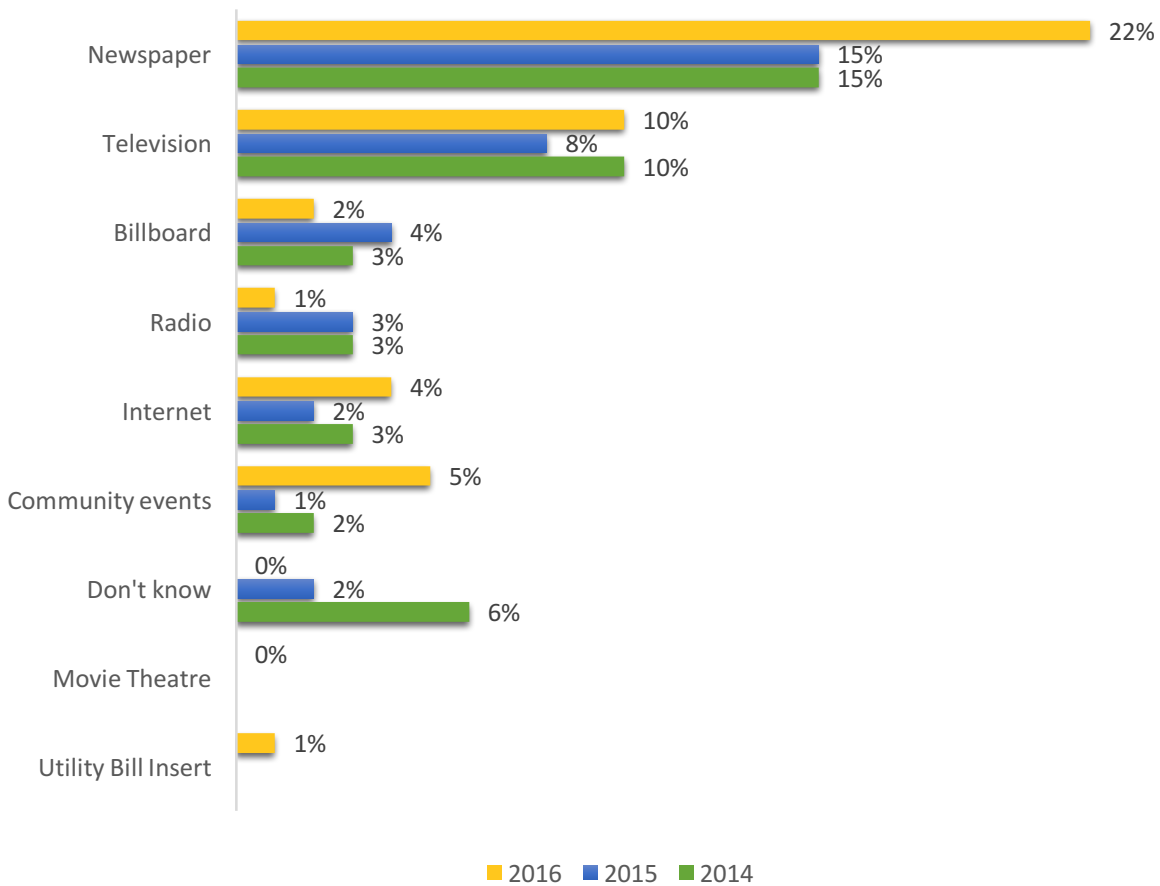


Have you recently seen or heard advertisements about springs or springs restoration in your area?



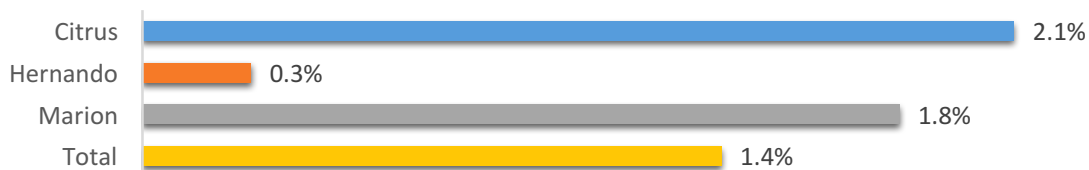
$\chi^2(4) = 68.025, p < .05$

Where did you see or hear this advertising?*



*Multiple responses permitted

Radio



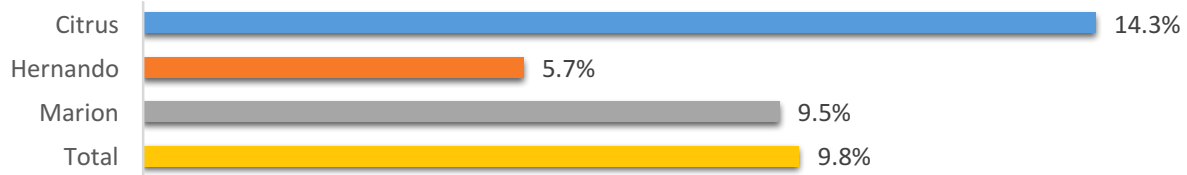
Internet



Billboard

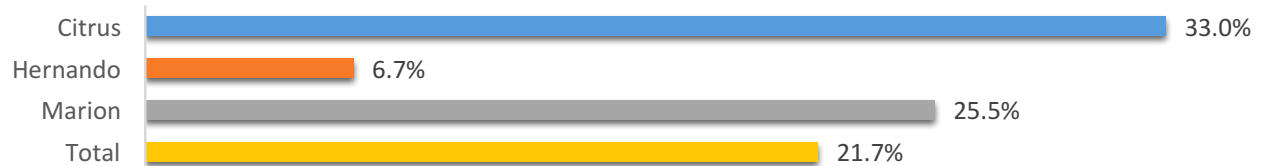


Television



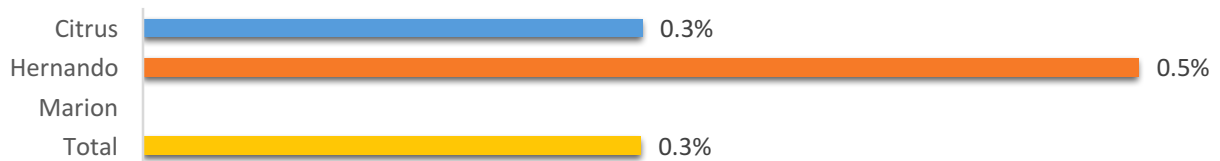
$\chi^2 (2) = 16.082^a, p < .05$

Newspaper

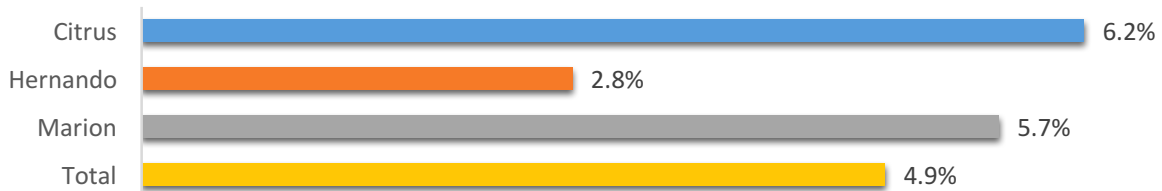


$\chi^2 (2) = 82.943, p < .05$

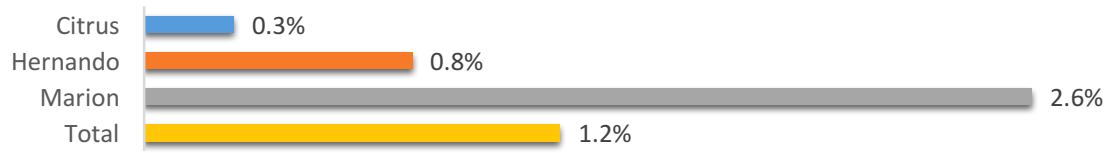
Movie theater



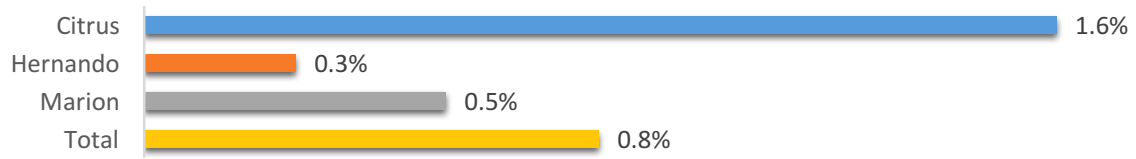
Community events



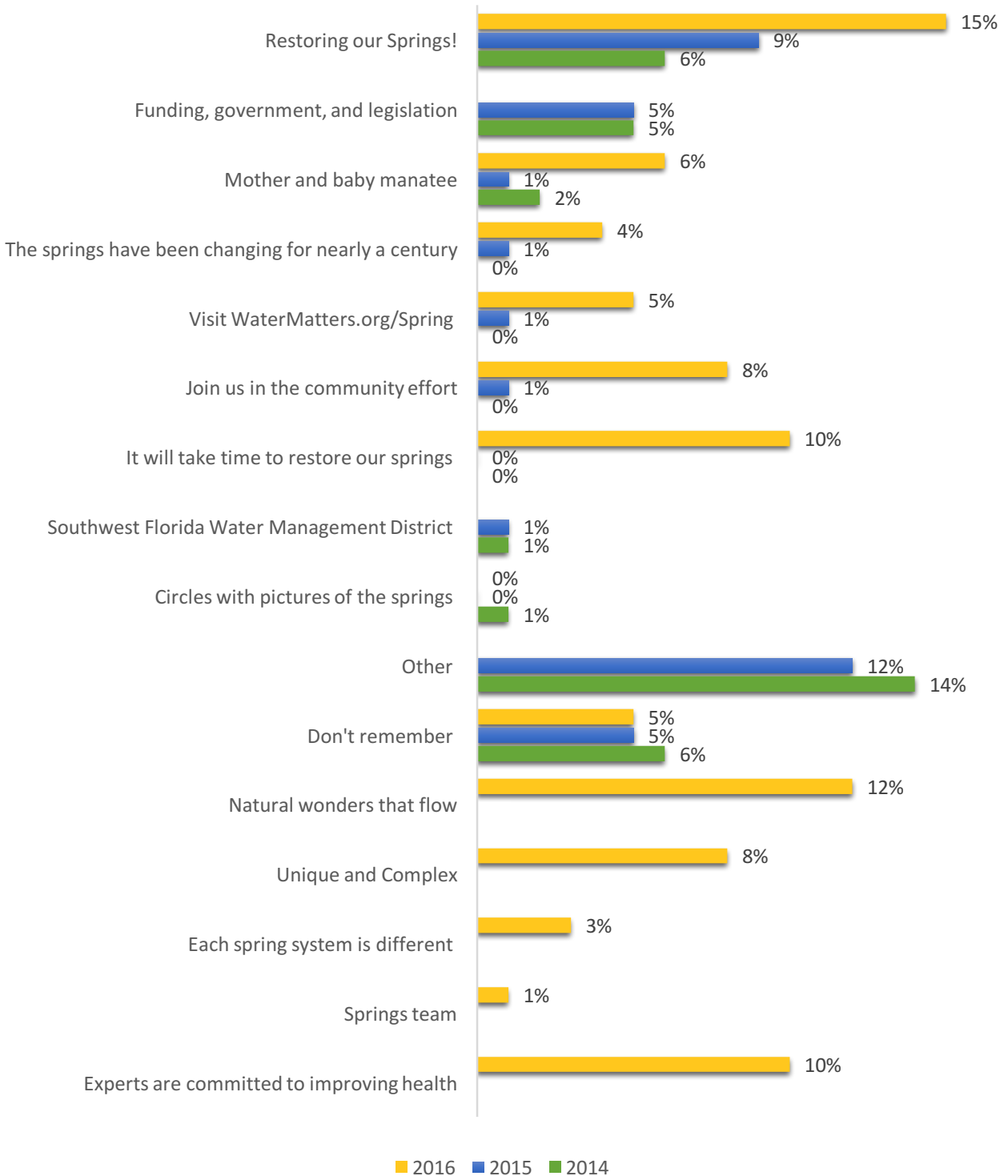
Utility bill insert



Don't know

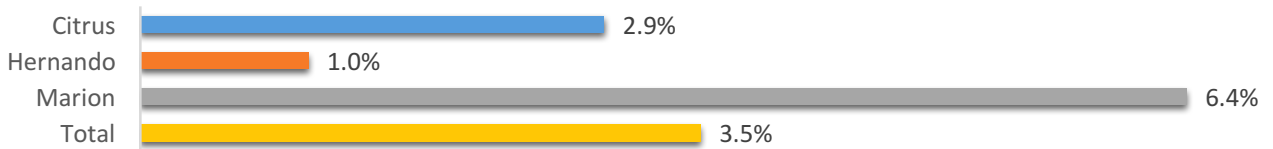


What do you remember about the advertisement?



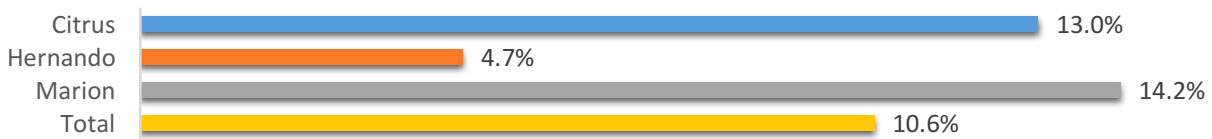
This was unaided recall. The bottom five choices are new to this year's survey.

The springs have been changing for nearly a century



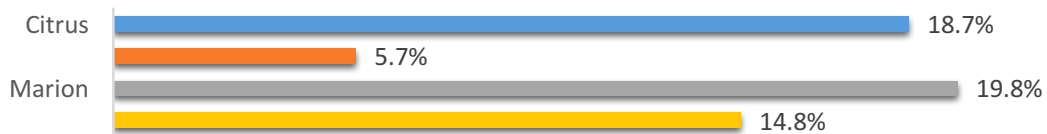
$\chi^2(2) = 17.588, p < .05$

It will take time to restore our springs



$\chi^2(2) = 21.882, p < .05$

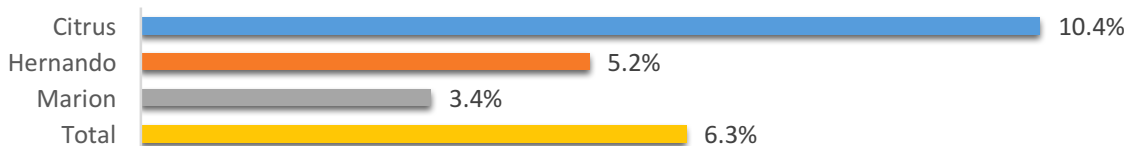
Restoring our Springs!



$\chi^2(2) = 37.927, p < .05$

To put it into perspective, 51 people reported “Restoring Our Springs.”

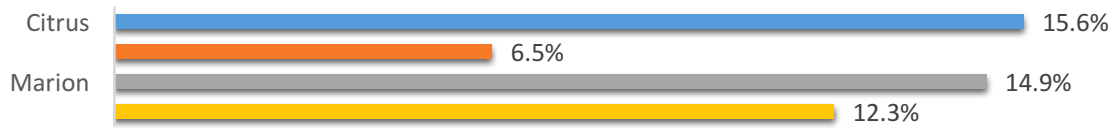
Mother and baby manatee



$\chi^2(2) = 17.448, p < .05$

We believe that simply identifying manatees is a weak linkage to the District’s campaign.

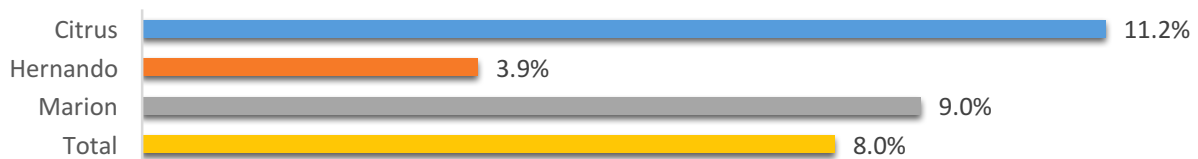
Springs are natural wonders that flow through Florida



$\chi^2(2) = 18.457, p < .05$

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

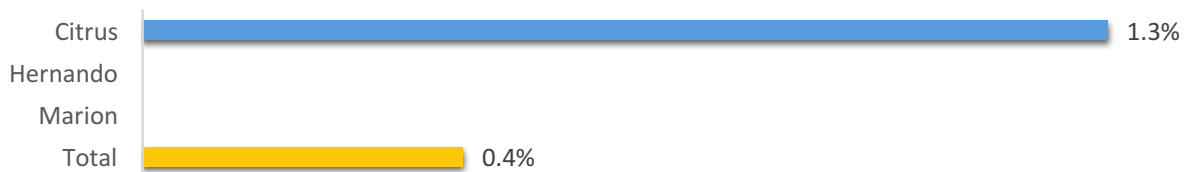
Springs are unique and complex



$\chi^2(2) = 14.637, p < .05$

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

Circles with pictures of the springs



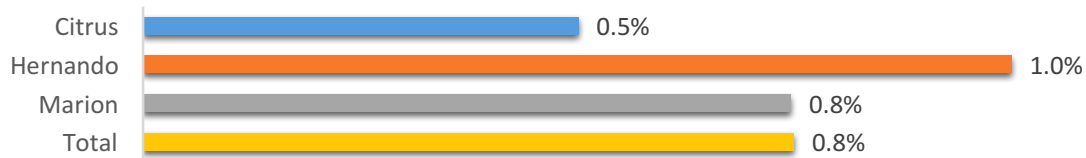
$\chi^2(2) = 10.096, p < .05$

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

Each spring system is different



Springs Team



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

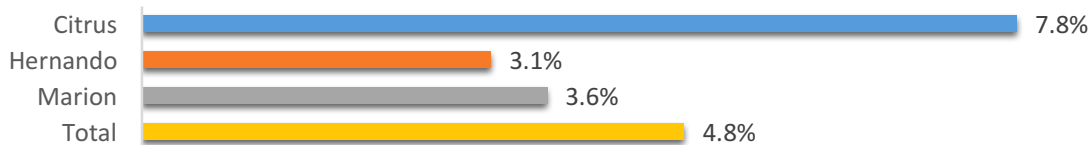
Experts are committed to improving the health of major springs in our region



$\chi^2(2) = 29.919, p < .05$

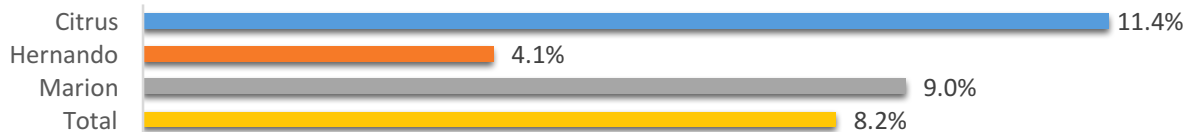
To register here, they had to use the word “experts.”

Visit WaterMatters.org/Springs



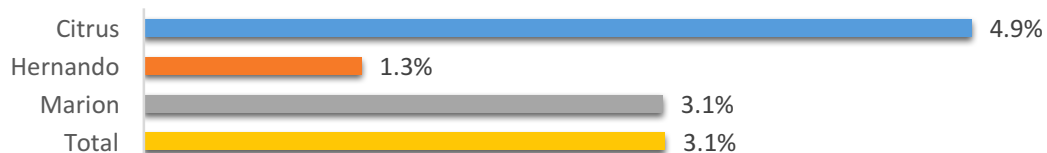
$\chi^2(2) = 11.093, p < .05$

Join us in the community effort



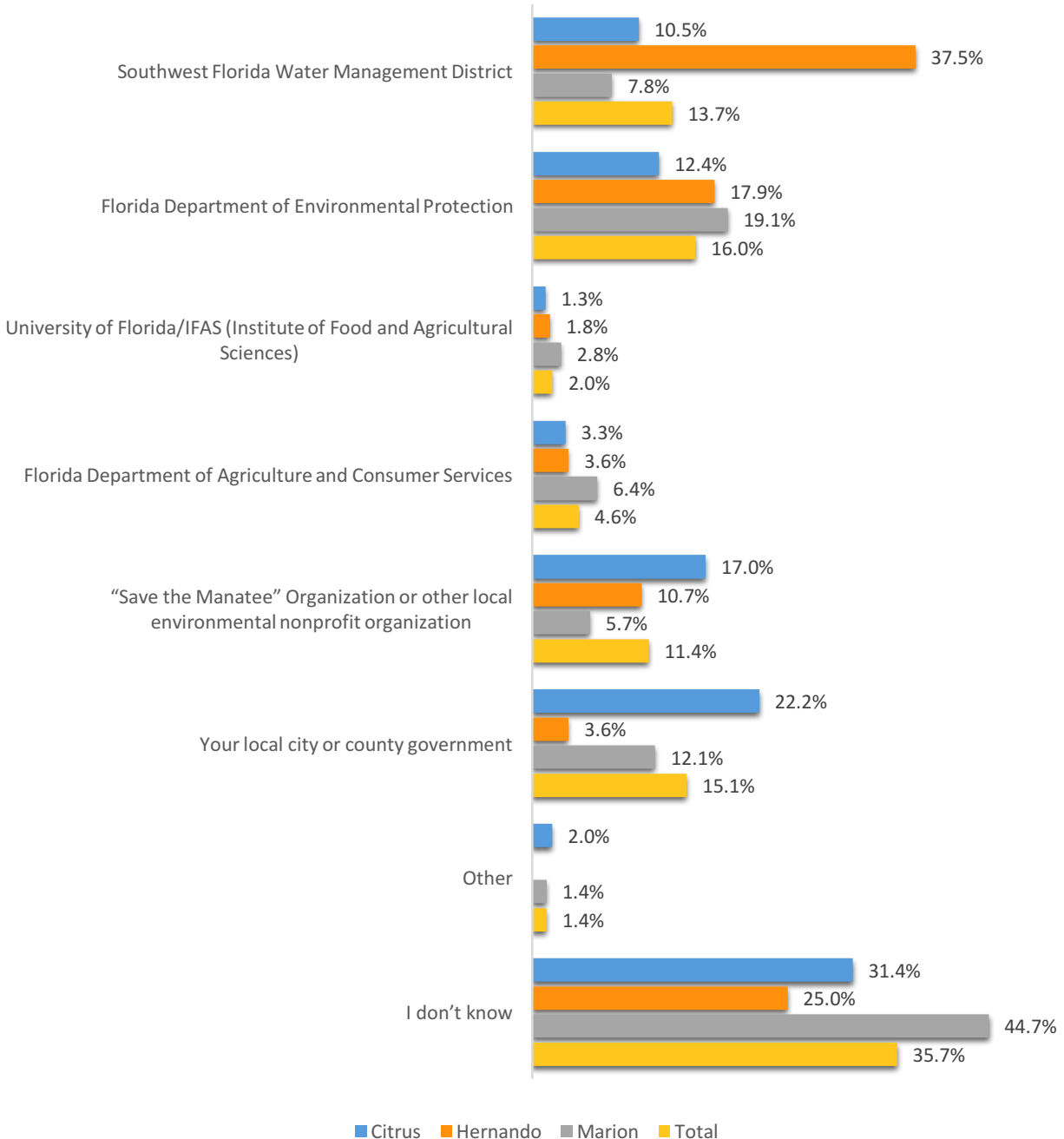
$\chi^2(2) = 14.115, p < .05$

Don't remember anything about the ad



$\chi^2(2) = 8.485, p < .05$

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



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.

2016 “Restoring Our Springs!” Campaign Collateral

Here are three example collateral pieces that will be used for the 2016 “Restoring Our Springs” campaign. The campaign is running 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. Taproot Creative will evaluate the campaign in a posttest in June of this year.

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

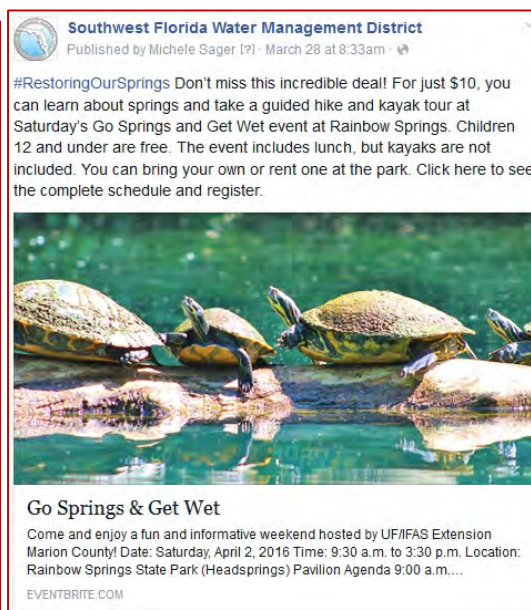


Front



Back

Sample Social Media Posts



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 nearly 55% of the sample had heard of WaterMatters.org, only 5% visited the site in the past 6 months. Compare that to the nearly 70% of the sample that either visited Facebook.com, YouTube.com or Weather.com. Of the 70%, it was fairly homogenous based on age and income. This is in line with national trends for these sites.

Since your market is well-versed with social media, we suggest you put resources to telling the springs story there. In addition to free updates that can be posted by an employee, we recommend looking at purchasing advertising to target your specific springs champions.

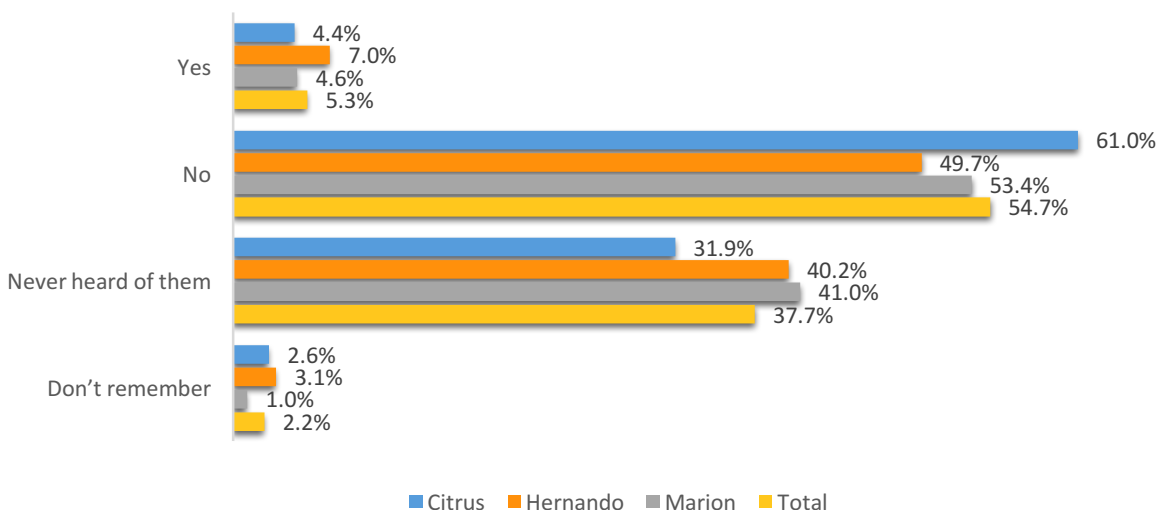
An underutilized online site that gets great traffic and your ads can be hyper-located is the Weather Channel, weather.com. They offer paid targeted advertisements on their site – find out more information here: <http://advertising.weather.com/contact/>

When you do begin to use social media, it is important to create a conversation calendar for springs. Plan out month-by-month what you intend to highlight. By planning “evergreen” posts, you can ensure that the springs message gets out on a regular basis while allowing for spontaneous posts.

Online Media Use

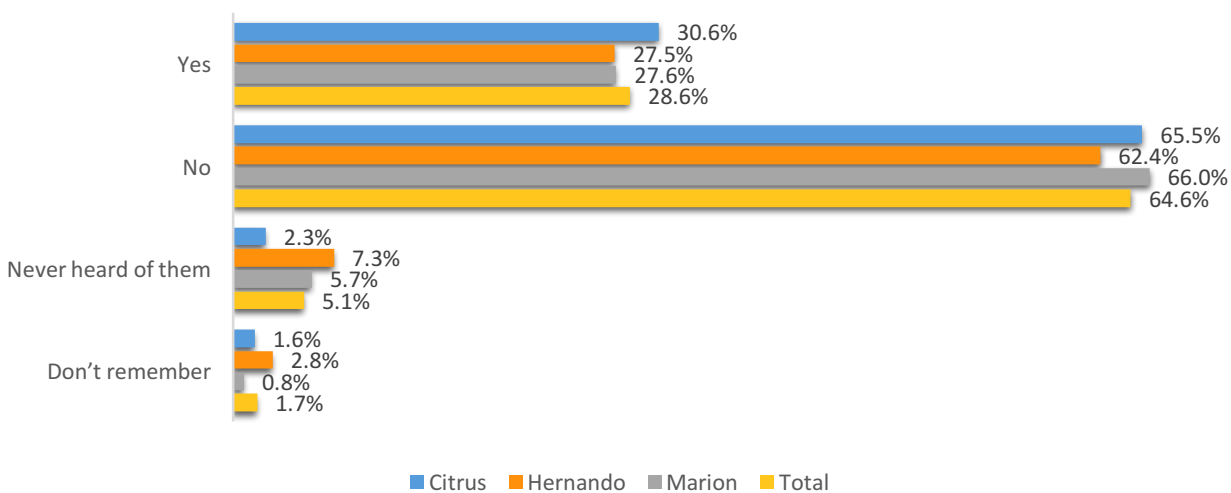
I'm going to list some websites. Please tell me if you have visited each website in the past six months.

WaterMatters.org



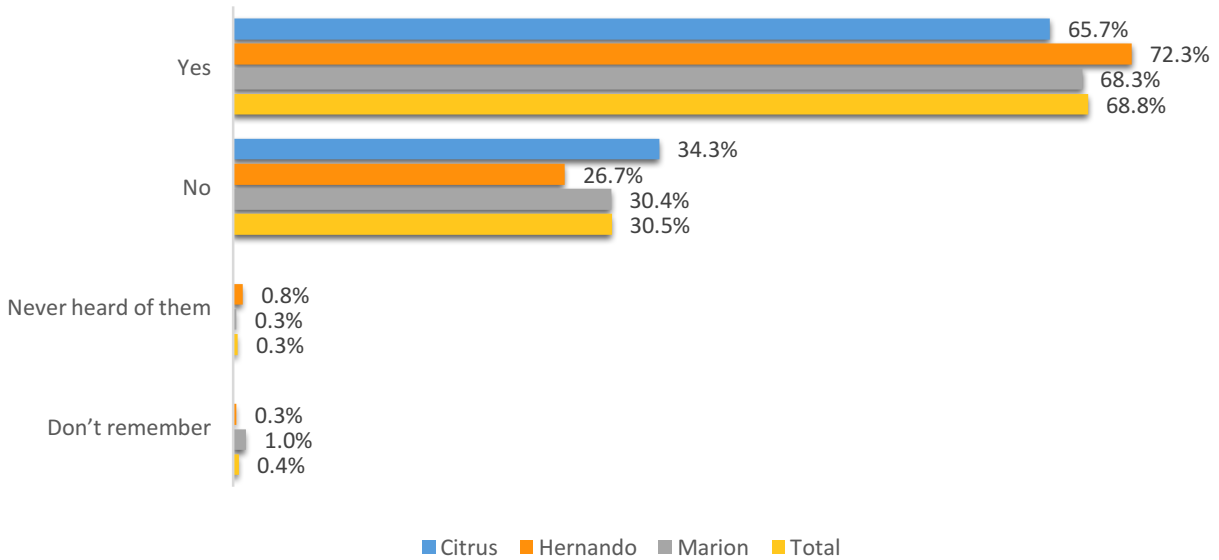
$\chi^2(6) = 16.788, p < .05$

VisitFlorida.com

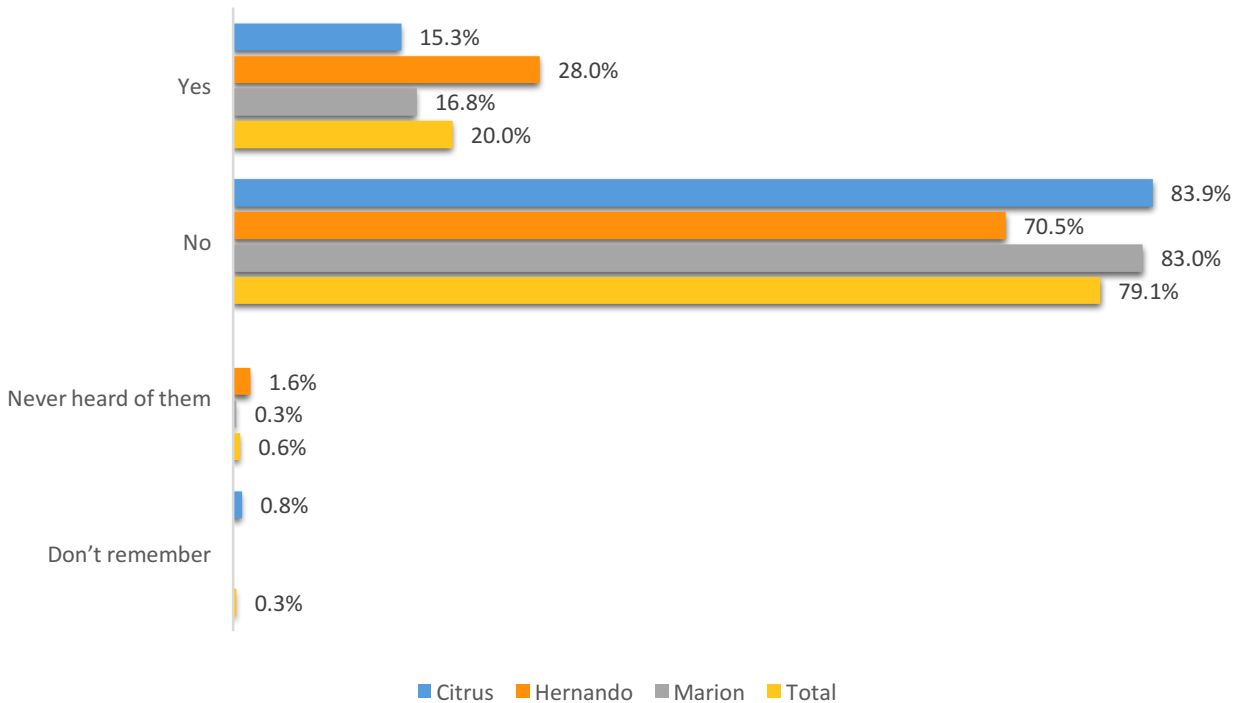


$\chi^2(6) = 15.785, p < .05$

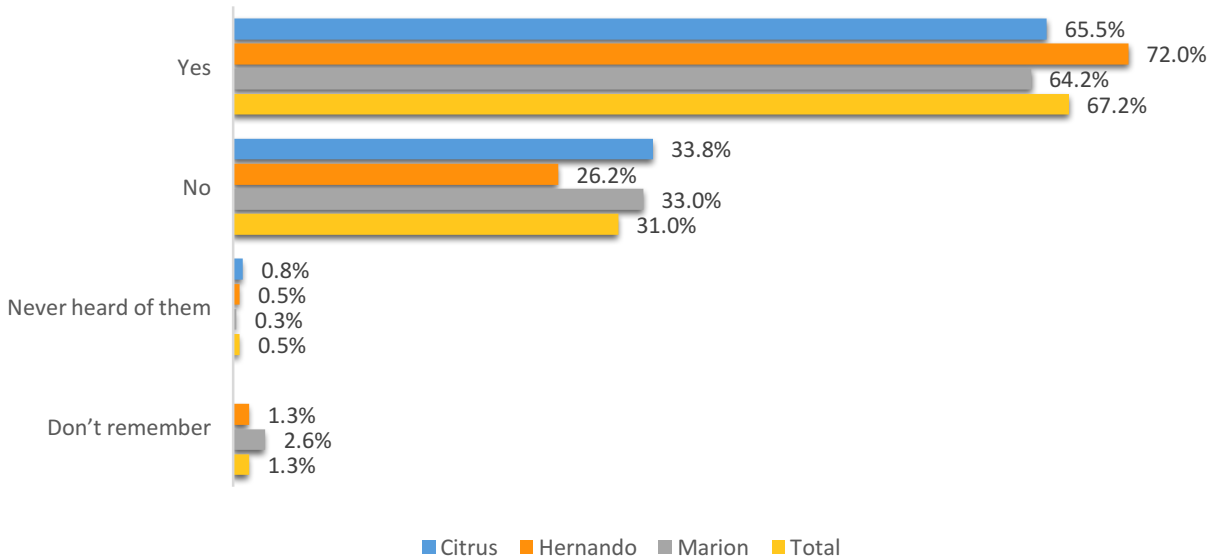
Facebook.com



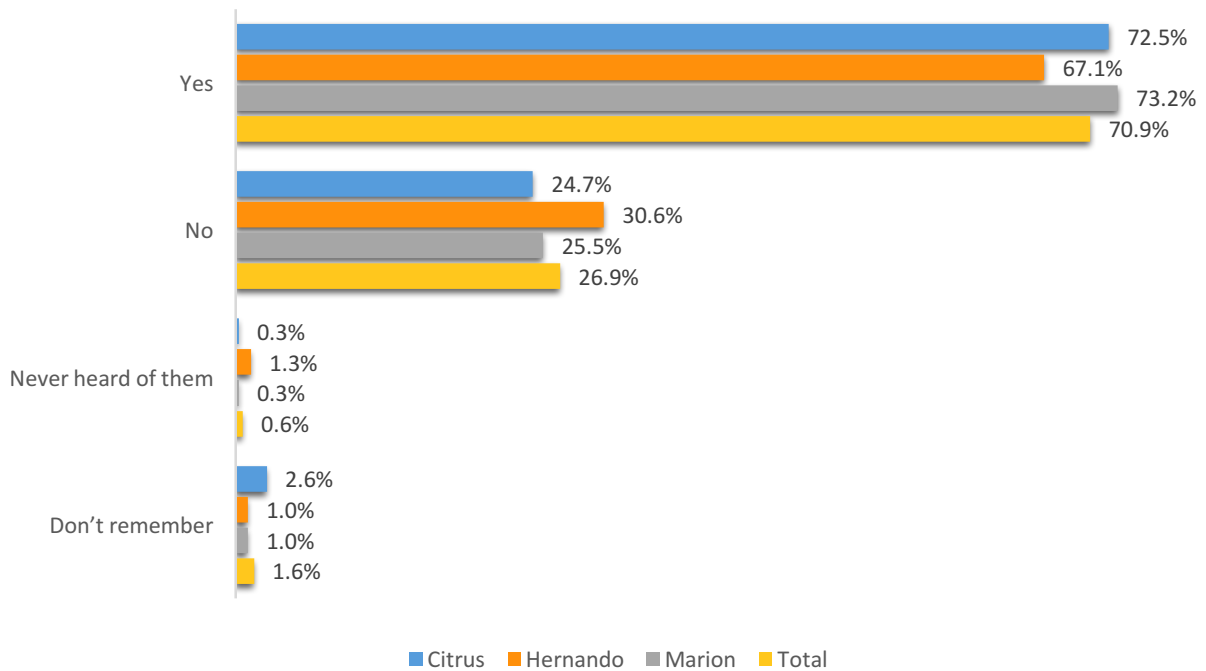
Twitter.com



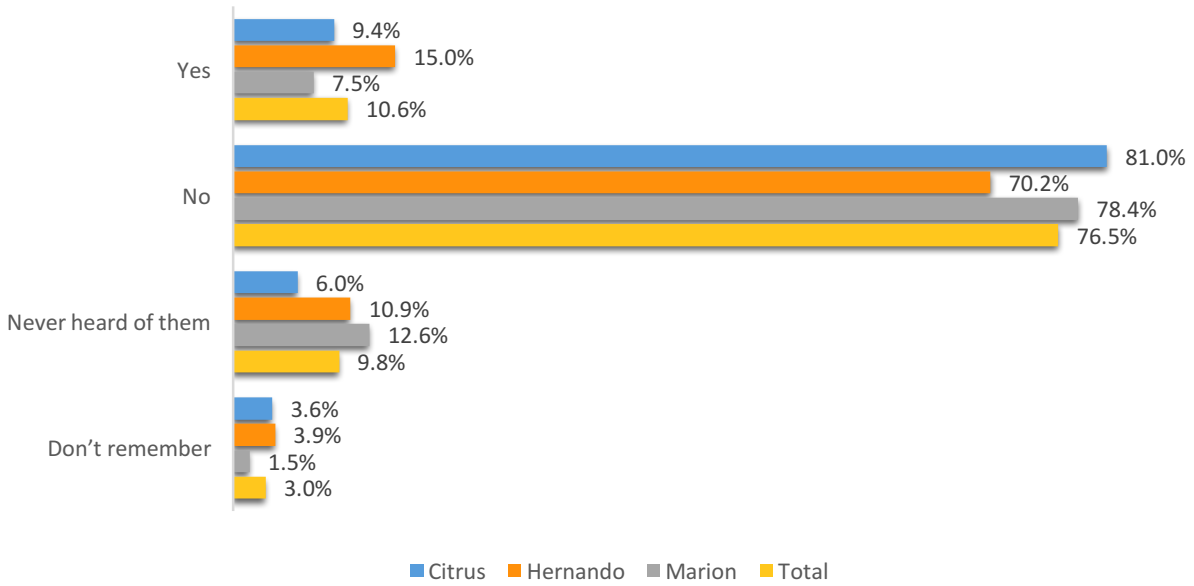
YouTube.com



Weather.com



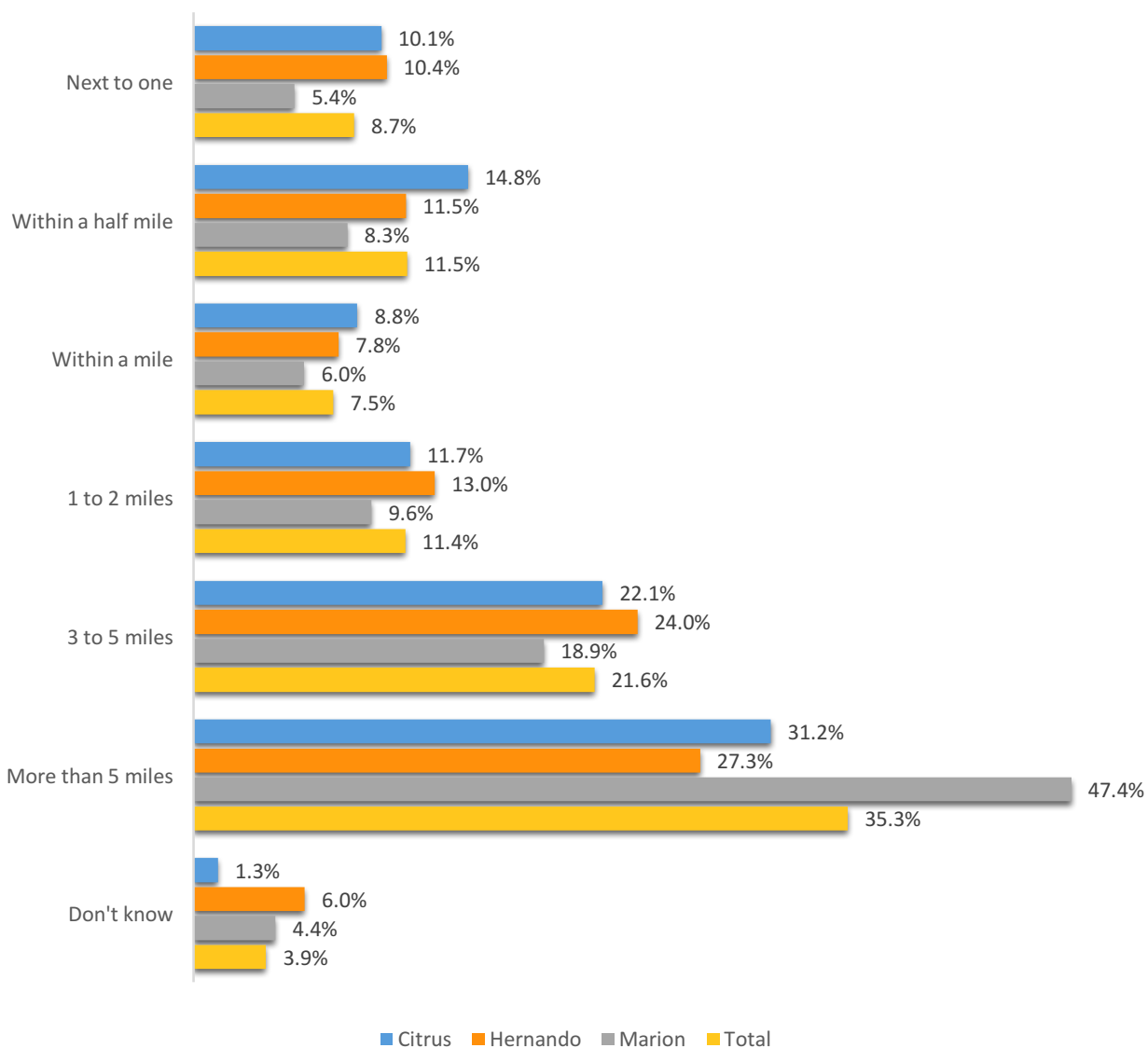
SaveTheManatee.org



$\chi^2 (6) = 28.046^a, p < .05$

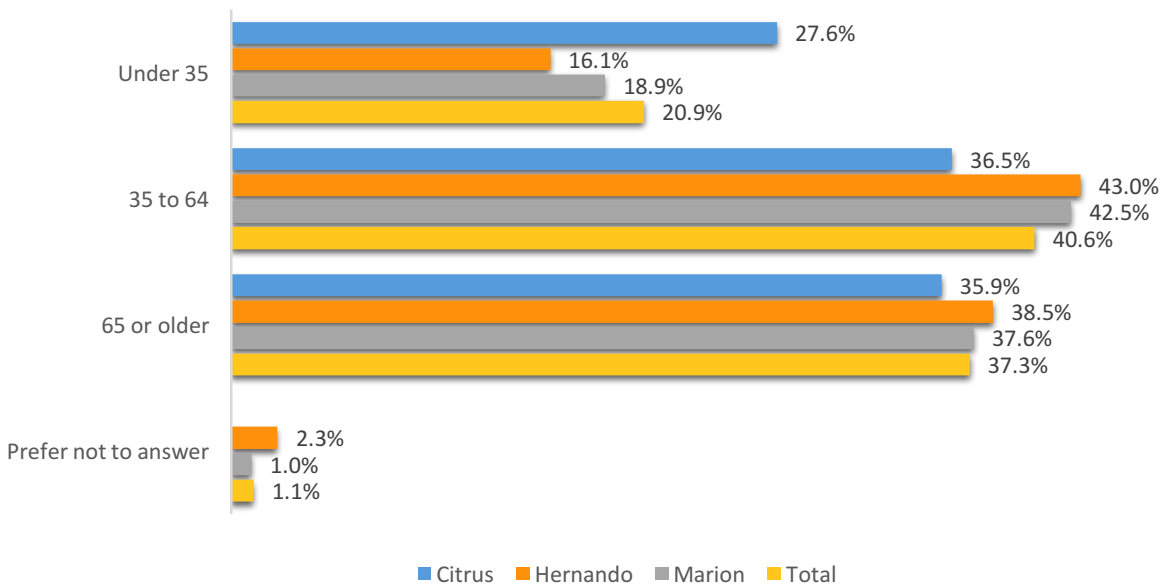
Demographics

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

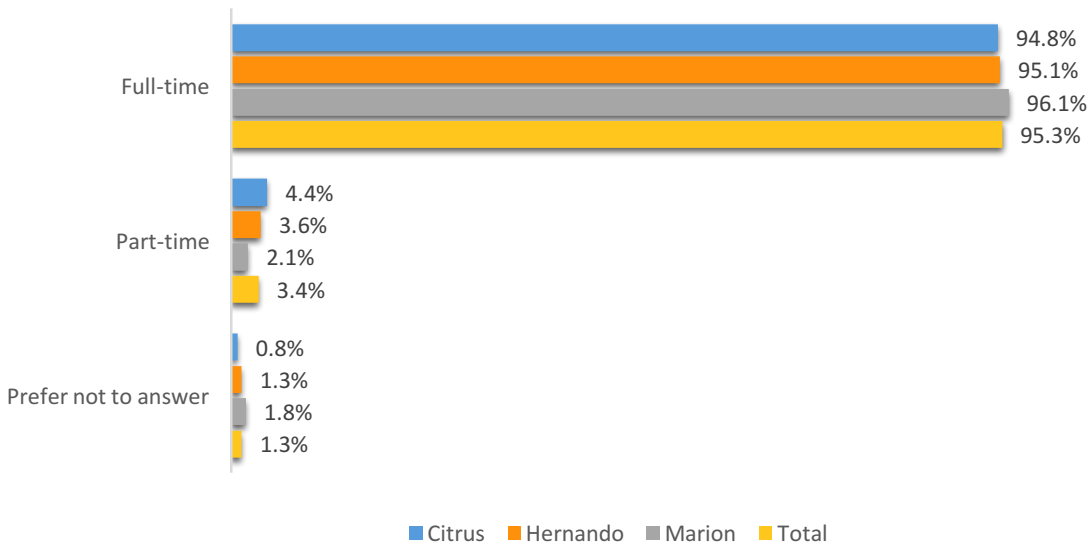


$\chi^2 (12) = 56.572, p < .05$

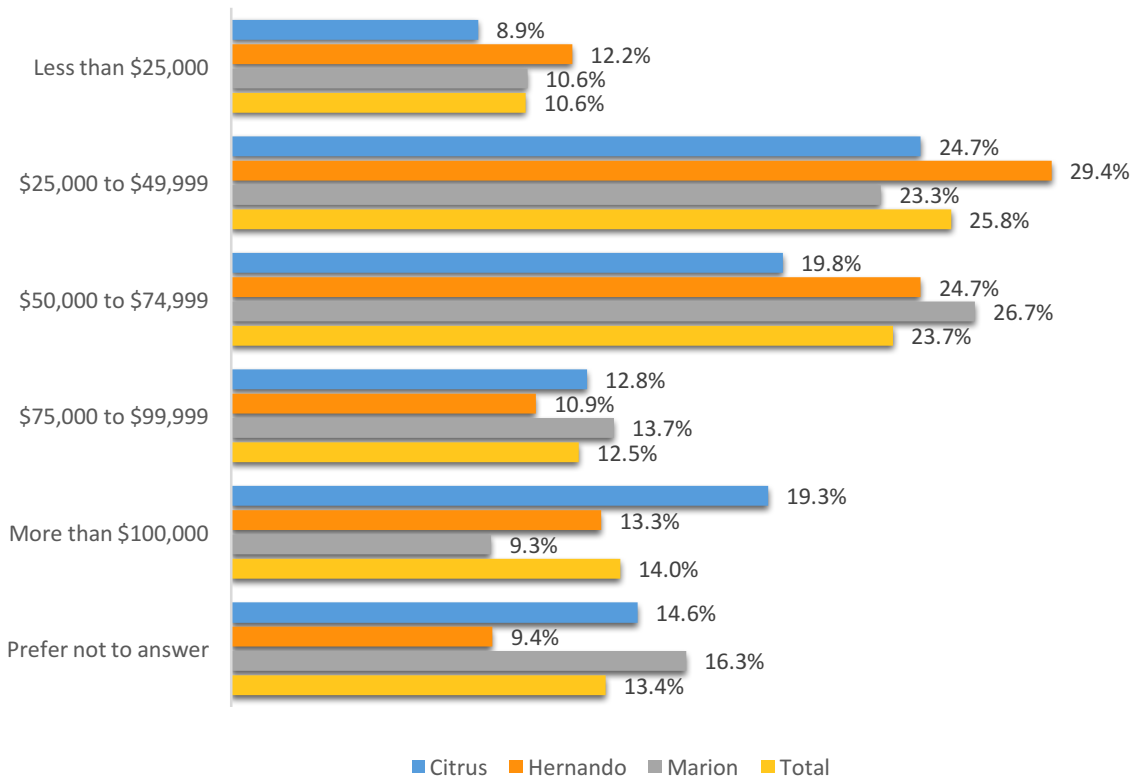
Which category best fits your age?



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

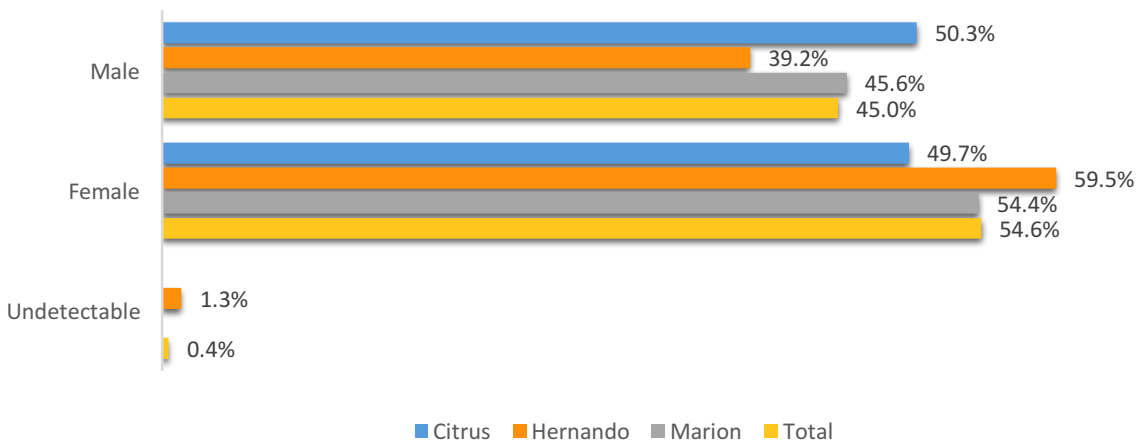


Which of the following best represents your total household income in 2015 from all sources?



$\chi^2(10) = 31.774, p < .05$

Gender



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