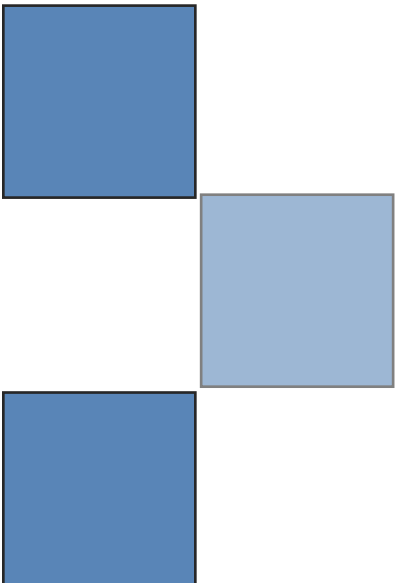
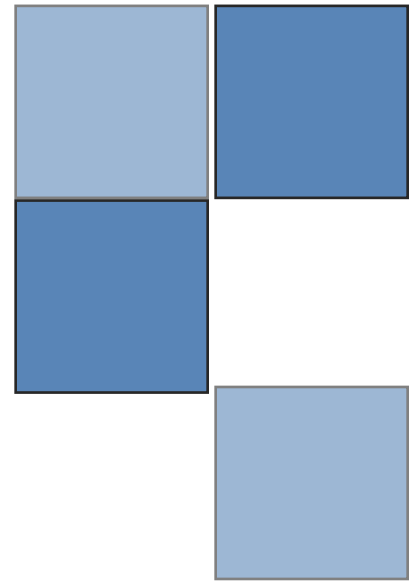
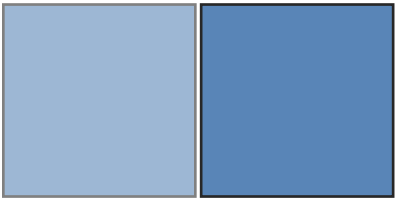


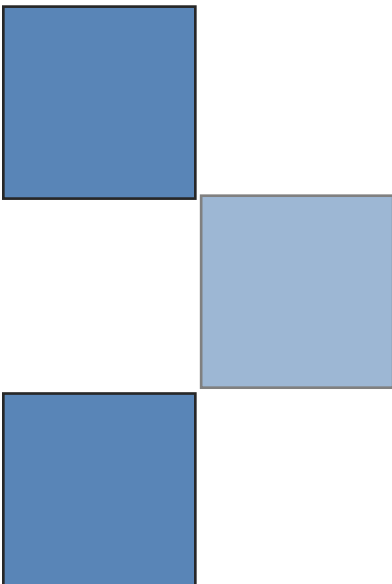
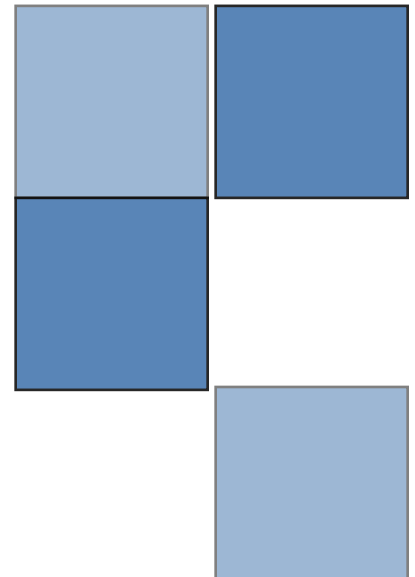
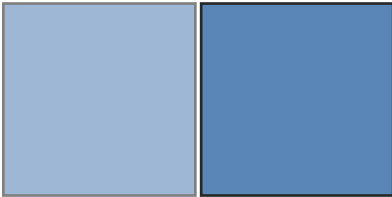


2013 Districtwide Perception Final Report





2013 Districtwide Perception Final Report



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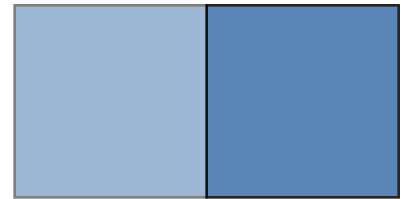
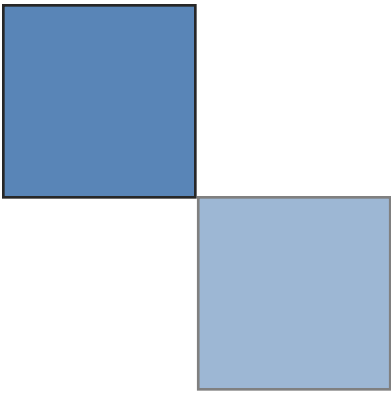
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July 2013

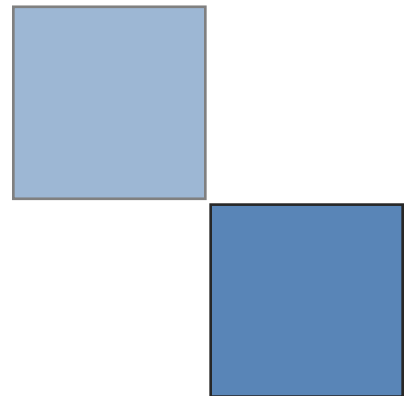
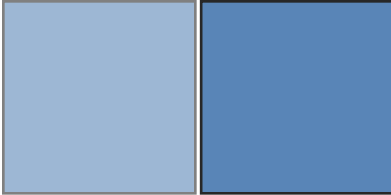


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INTRODUCTION



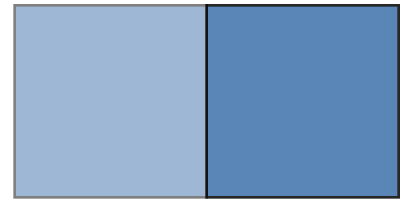
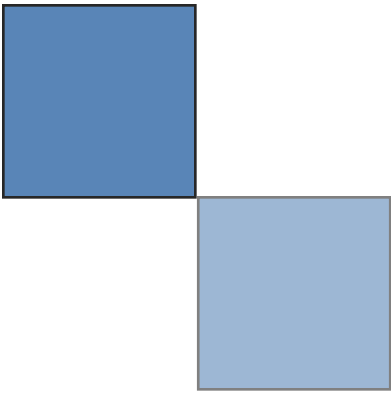
Introduction

The goal of this study was to help the District better understand public opinion, knowledge, attitudes and behaviors regarding water conservation, water quality protection and District perception.

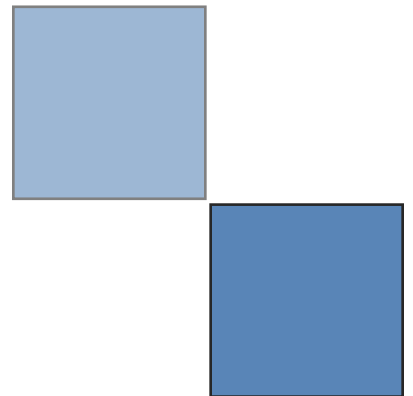
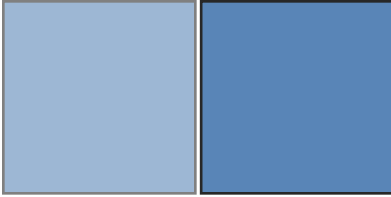
Methodology

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

Interviews were conducted April 2 through April 24, 2013 from Kerr & Downs Research's office. There were 384 completed interviews in each region, resulting in a ± 5 percentage points sampling error given a 95% confidence level. The total sample across the entire region was 1,536, resulting in a 2.8 percentage points sampling error given a 95% confidence level. Ten percent of the completed interviews were validated by call-backs.

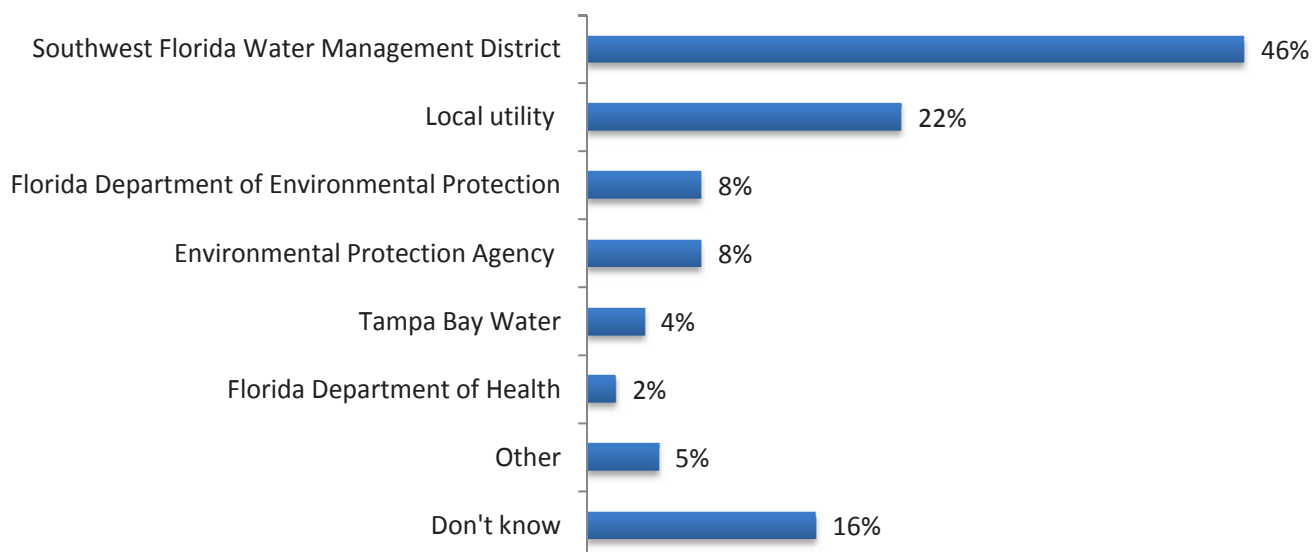


EXECUTIVE SUMMARY



Natural Water Resources

A plurality of residents (46%) believes that Southwest Florida Water Management District is responsible for managing and protecting the natural water resources in their region. Just over one in five residents (22%) lists their local utility as the agency responsible for managing and protecting natural water resources in their region. Relatively few residents believe that the Florida Department of Environmental Protection (8%) or the federal EPA (8%) was responsible for managing and protecting natural water resources in their regions.



Just over half of residents (54%) rate the health of natural water resources in their region as positive (excellent or good), while 15% give negative ratings (poor or terrible). Residents perceive some variation in the health of various types of water bodies and wetlands. For example, 43% of residents give positive ratings for the health of groundwater or water from the aquifer. Conversely, only 33% of residents give positive ratings for the health of wetlands or swamps. Negative (poor + terrible) ratings ranged from a low of 12% for the health of springs to a high of 17% for the health of rivers and lakes.

Total — Ratings for natural water resources

	Rivers	Lakes	Springs	Wetlands or swamps	Groundwater or water from the aquifer
Excellent	8%	9%	12%	7%	9%
Good	30%	31%	30%	26%	34%
OK	25%	25%	19%	23%	24%
Poor	13%	13%	9%	11%	10%
Terrible	4%	4%	3%	4%	5%
Don't know	20%	18%	26%	29%	18%

Perceptions of Reclaimed Water

Willingness to use reclaimed water ranged from a low of 16% (to drink) to a high of 85% (watering the lawn or generating electricity).

	Willing
To water your lawn	85%
For generating electricity	85%
To wash your car	79%
In industrial processes	79%
To water vegetables in your garden	63%
To take a shower or bath	41%
To swim in	39%
To add to existing water supplies	37%
To drink	16%

Perceptions of Southwest Florida Water Management District

Two out of three residents (66%) in the study had heard of the Southwest Florida Water Management District. Awareness of the District has varied across studies: 63% of residents in the 2009 Drought Campaign Survey, 50% of residents in a 2010 Skip a Week Campaign Survey, and 66% in the present survey were aware of the District.

Just over four out of ten residents (46%) gave the District a positive (excellent + good) rating, while only 10% gave it a negative (poor + terrible) rating.

About one in four residents lacks sufficient knowledge to rate whether the District is doing enough or too much to protect rivers, lakes, springs, wetlands/swamps, and groundwater. Percentages of resident who feel the District is doing **too little** to protect these water bodies are as follows:

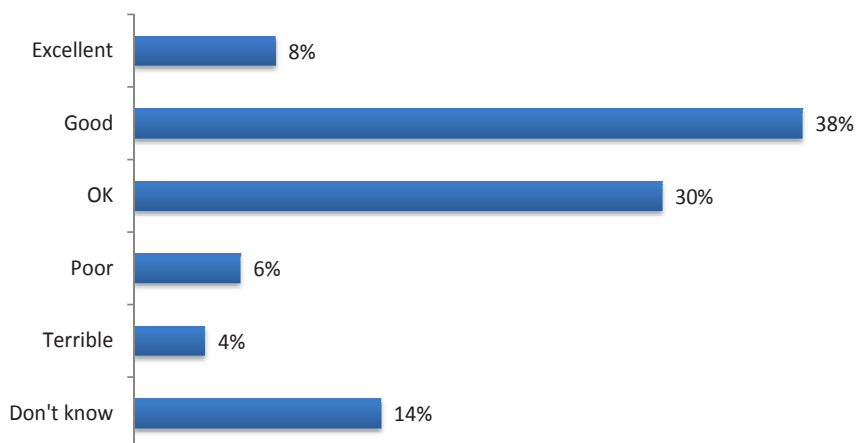
- Rivers (32%)
- Lakes (34%)
- Springs (34%)
- Wetlands/swamps (31%)
- Groundwater (35%)

Percentages of residents who feel the District is doing **enough** to protect various water bodies is as follows:

- Rivers (39%)
- Lakes (37%)
- Springs (34%)
- Wetlands/swamps (38%)
- Groundwater (36%)

Around 5% of residents believe the District is doing **too much** to protect rivers, lakes, springs, wetlands/swamps, and groundwater.

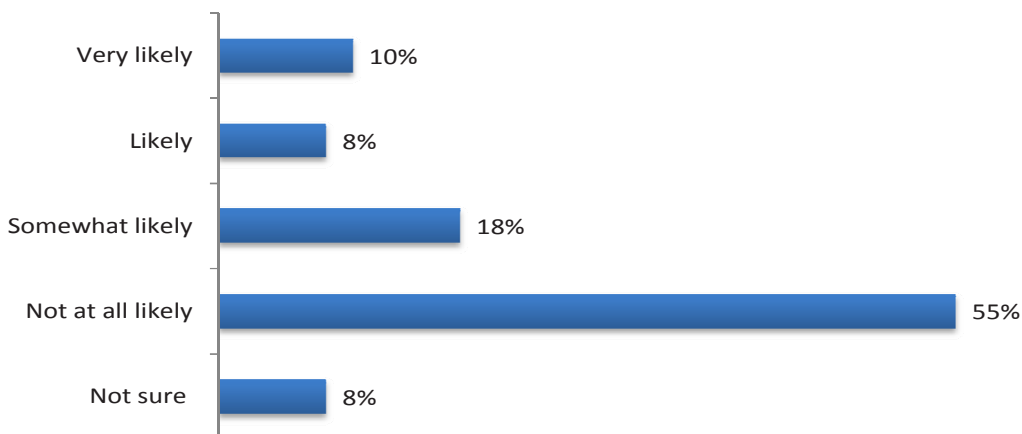
Total — Ratings for Southwest Florida Water Management District



Florida-Friendly Landscaping™

Two out of three residents (68%) with lawns claim they have Florida-Friendly Landscaping. Only 29% of residents without Florida-Friendly Landscaping indicate that they are aware of Florida-Friendly Landscaping. Lack of awareness is a key reason why those without Florida-Friendly Landscaping do not have it. Adding the percentage of residents who have Florida-Friendly Landscaping to the percentage of residents without Florida-Friendly Landscaping who are aware of the concept translates to 77% of all residents with lawns being aware of Florida-Friendly Landscaping.

Only 18% of residents who do not have Florida-Friendly Landscaping are likely or very likely to switch their lawns to Florida-Friendly Landscaping.

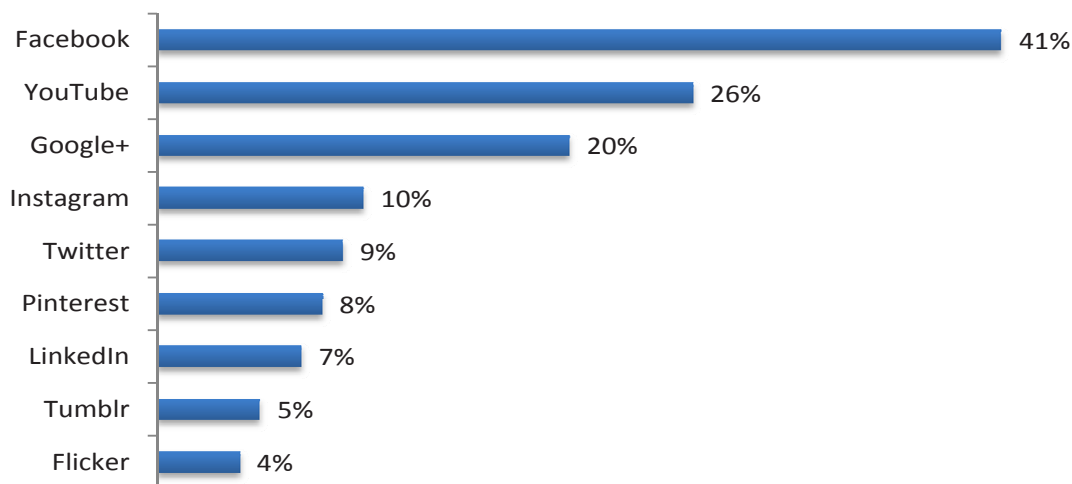


Residents who do not have Florida-Friendly Landscaping are more motivated to change their lawns to Florida-Friendly Landscaping by saving water, saving money, and protecting the environment (especially for future generations). Conversely, major obstacles for not changing their lawns to Florida-Friendly Landscaping include lack of knowledge, expense, and amount of work involved. Only one in four residents without Florida-Friendly Landscaping would agree to have a Florida-Friendly Landscaping expert give a free review of thier landscaping.

Information Sources

Facebook and YouTube are, by far, the most widely used social media among residents surveyed in this study. Over half (53%) claim to use Facebook. Of those residents, 32% use Facebook at least daily and 46% use it at least weekly. Just under half (48%) use YouTube with 35% using it at least weekly.

Social media usage— A few times a week or more (Total)

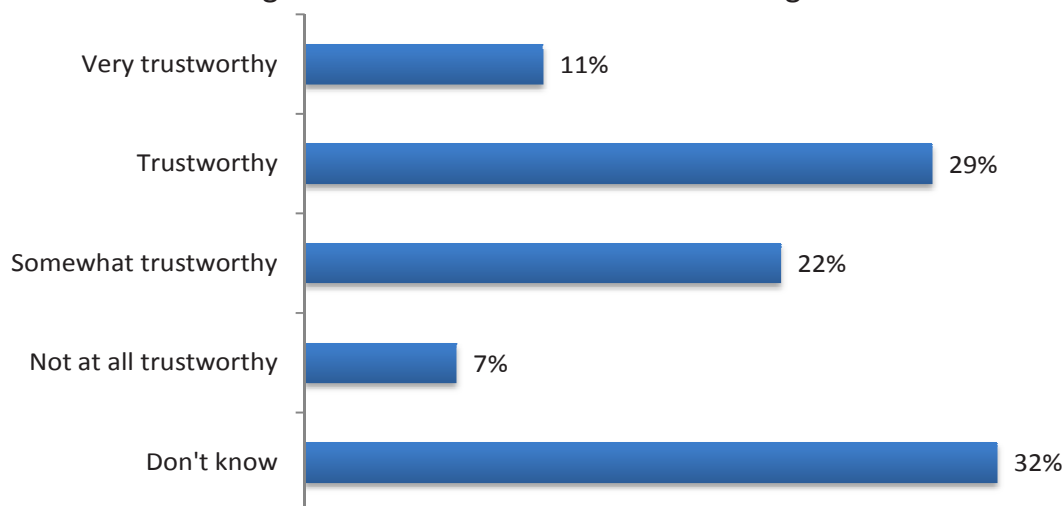


Google+ and Twitter are used by 30% and 17% of residents, respectively. Only 7% of residents use Twitter at least daily, while 15% use Google+ at least daily. One in six residents (17%) use LinkedIn, and of those, 5% use it daily. Fewer than one in six use Pinterest, Tumblr, Flickr, and Instagram.

Eight information sources were rated for their level of trustworthiness – percentages of “very trustworthy” + “trustworthy” ratings are summarized below:

- Universities (56%)
- US Geological Survey (52%)
- Department of Environmental Protection (51%)
- Local utility company (46%)
- Local environmental groups (41%)
- Southwest Florida Water Management District (40%)
- Traditional media (38%)
- Social media (14%)

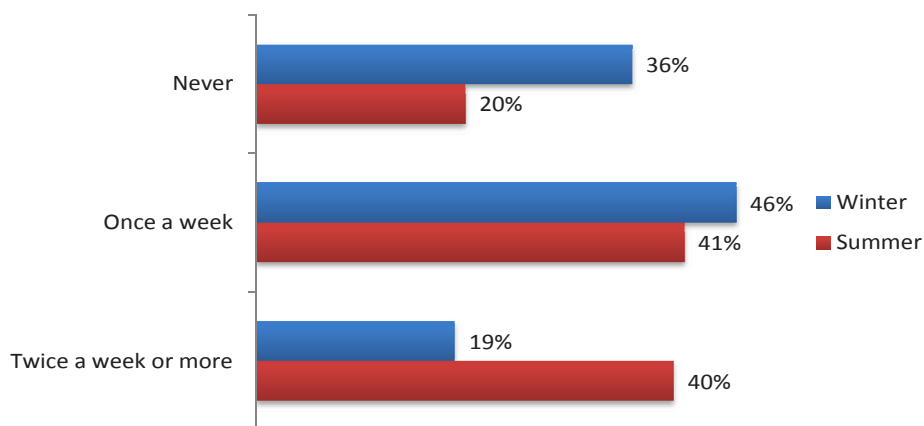
Total — Ratings for Southwest Florida Water Management District



Four out of five residents (80%) receive their news from television, while 52% also report getting their news from newspapers and 48% receive it from the Internet.

Lawn Irrigation

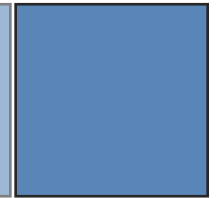
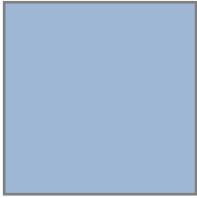
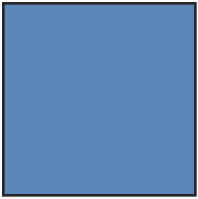
Not quite half of residents (45%) report having an in-ground irrigation system for their landscape. One in five residents who have in-ground irrigation systems (19%) reports watering their lawns more than once a week in the winter. Two in five residents who have in-ground irrigation systems (40%) report watering the lawns at least twice a week in the summer.



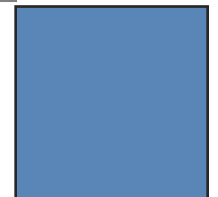
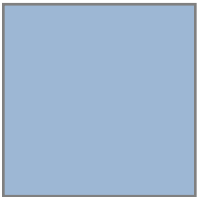
Demographics

The typical resident in this study is 49 years of age, and equal percentages of males and females are represented in the study. Seven in ten residents (72%) are Caucasian/white. The typical resident in this study has lived in his/her county for 15 years, and lived in Florida for 23 years. Nearly all residents (95%) in the study live in Florida fulltime, and 81% are homeowners. Two in five residents (44%) who own their homes have a homeowners association (this translates to 36% of all residents).

Two in ten residents (20%) report living in an urban environment, while most (51%) live in a suburban environment. Four in ten residents in the study (39%) are employed fulltime, while 10% are employed part-time. Over one in three residents (36%) are retired. One in three residents (34%) are college graduates and the average income is \$49,000.



NATURAL WATER RESOURCES



Natural Water Resources

This section of the report explores residents' attitudes and knowledge about natural water resources in their area. More specifically, this section includes the following questions:

- Which agency is responsible for managing and protecting natural water resources in your region?
- How would you rate the health of natural water resources in your area?
- How would you rate the health of rivers in your region?
- How would you rate the health of lakes in your region?
- How would you rate the health of springs in your region?
- How would you rate the health of wetlands or swamps in your region?
- How would you rate the health of groundwater or water from the aquifer in your region?
- Which of the following is more important to you, protecting natural water resources or ensuring adequate water supply for current and future use?

While there is considerable variation in responses, a plurality of residents (46%) believes that Southwest Florida Water Management District is responsible for managing and protecting the natural water resources in their region. Responses do not vary considerably across the four regions in the study (North – 47%; Heartland – 44%; Tampa Bay – 45%; and South – 48%). Just over one in five residents (22%) lists their local utility as the agency responsible for managing and protecting natural water resources in their region.

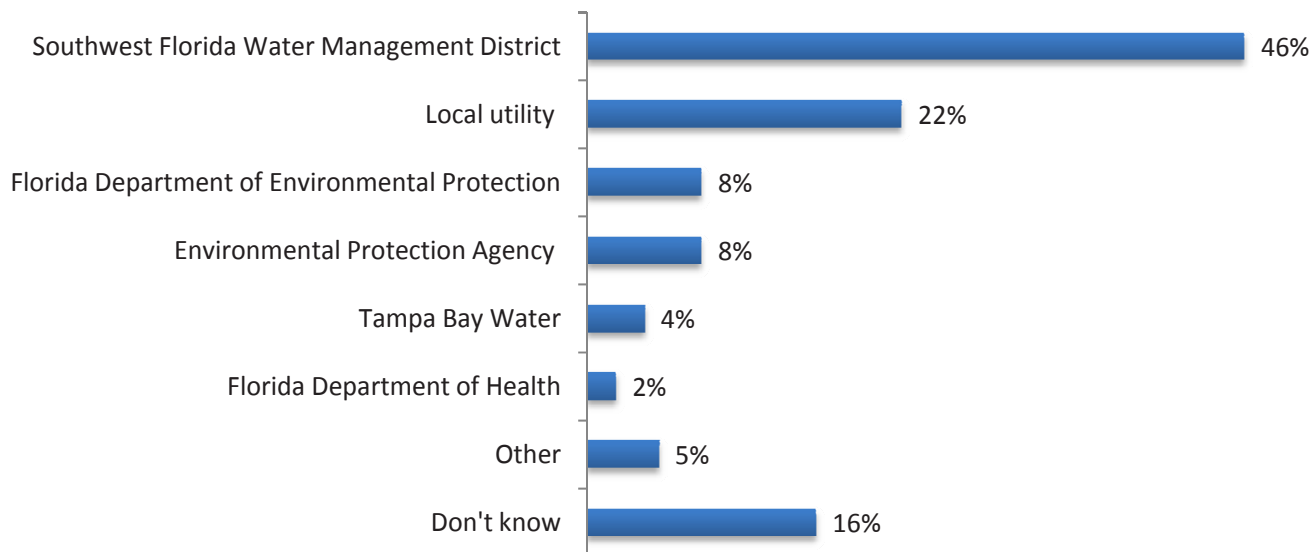
Just over half of residents (54%) rate the health of natural water resources in their region as positive (excellent or good), while 15% give negative ratings (poor or terrible). Residents in the South give higher ratings (62% positive), while residents in the North give more negative ratings (18%).

Residents perceive some variation in the health of various types of water bodies and wetlands. For example, 43% of residents give positive ratings to the health of groundwater or water from the aquifer. Conversely, only 33% of residents give positive ratings to the health of wetlands or swamps. Negative (poor + terrible) ratings ranged from a low of 12% for the health of springs to a high of 17% for the health of rivers and lakes. Residents in the South gave the highest level of positive ratings for the health of rivers and wetlands or swamps; however, they also gave the lowest level of positive ratings for the health of groundwater or water from the aquifer and springs. Residents in Heartland gave the highest level of positive ratings for the health of lakes, but they also gave the lowest level of positive ratings for the health of rivers and wetlands or swamps. Residents in the North gave the most negative ratings for all water types.

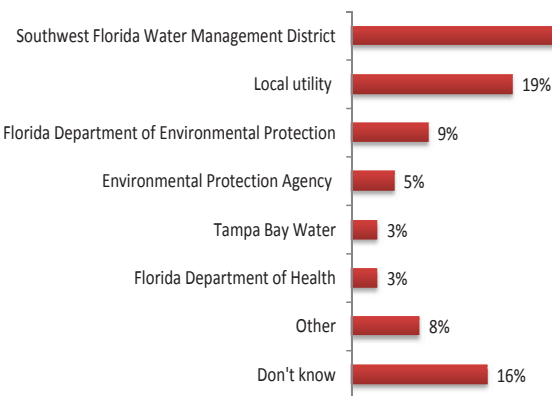
Three in ten residents (30%) felt that protecting natural water resources was more important. One in four residents (25%) felt that ensuring an adequate water supply for current and future use was more important, while almost half of residents (44%) felt that both were equally important.

To the best of your knowledge, which agency is most responsible for managing and protecting natural water resources in your region?*

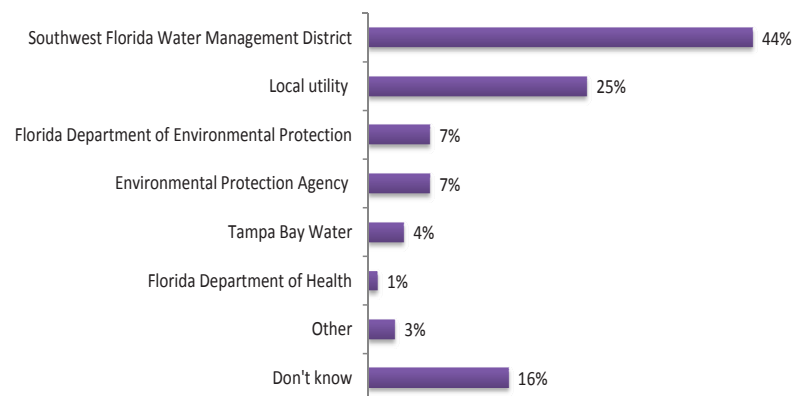
Total



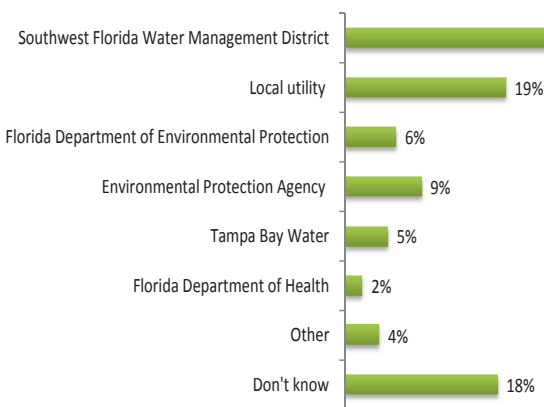
North



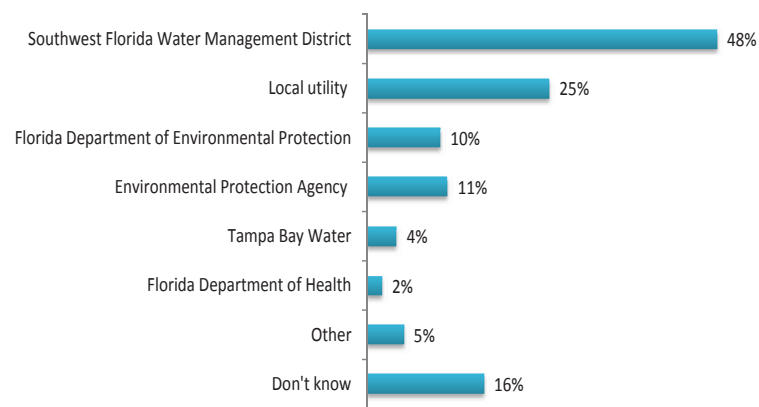
Heartland



Tampa Bay

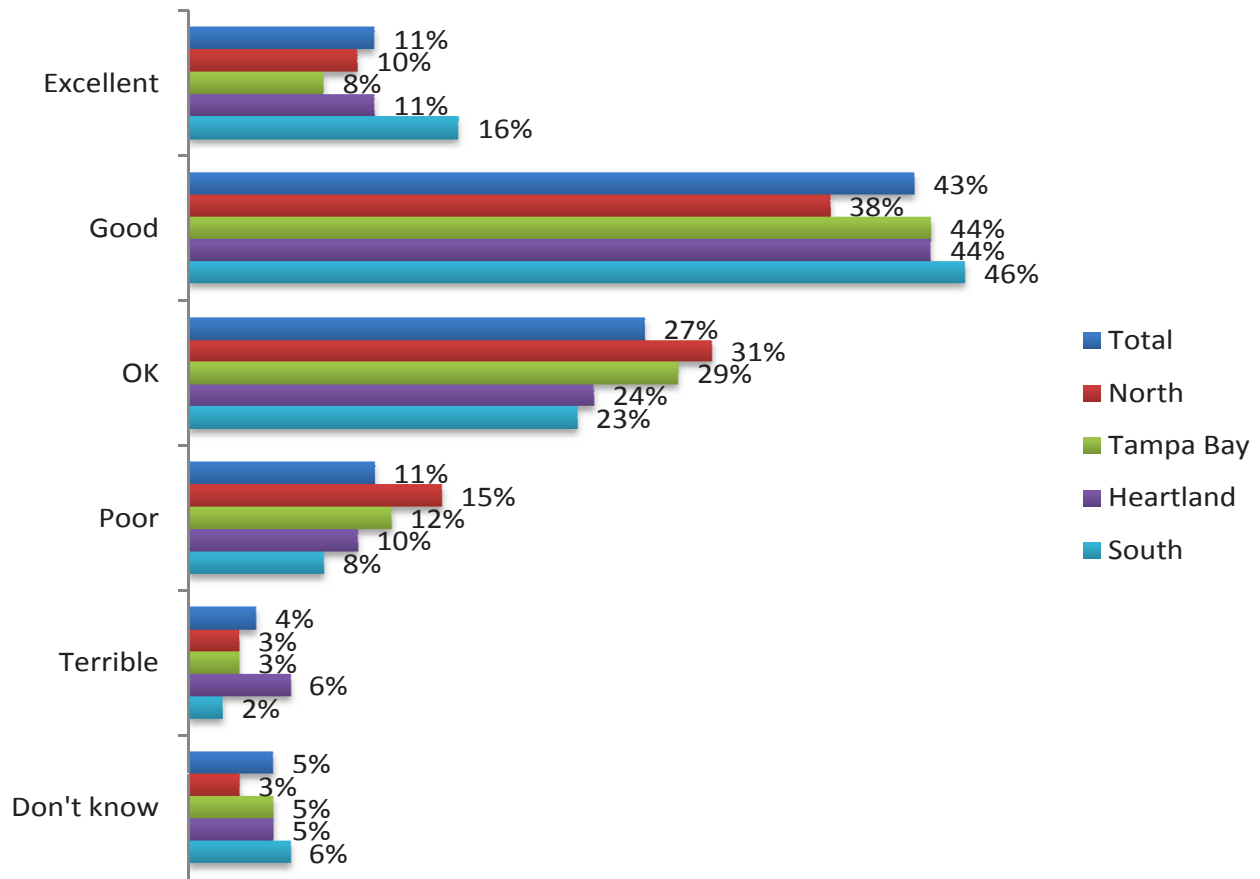


South



* Multiple responses permitted

How would you rate the health of natural water resources in your region?



Ratings for natural water resources

Total — Ratings for natural water resources

	Rivers	Lakes	Springs	Wetlands or swamps	Groundwater or water from the aquifer
Excellent	8%	9%	12%	7%	9%
Good	30%	31%	30%	26%	34%
OK	25%	25%	19%	23%	24%
Poor	13%	13%	9%	11%	10%
Terrible	4%	4%	3%	4%	5%
Don't know	20%	18%	26%	29%	18%

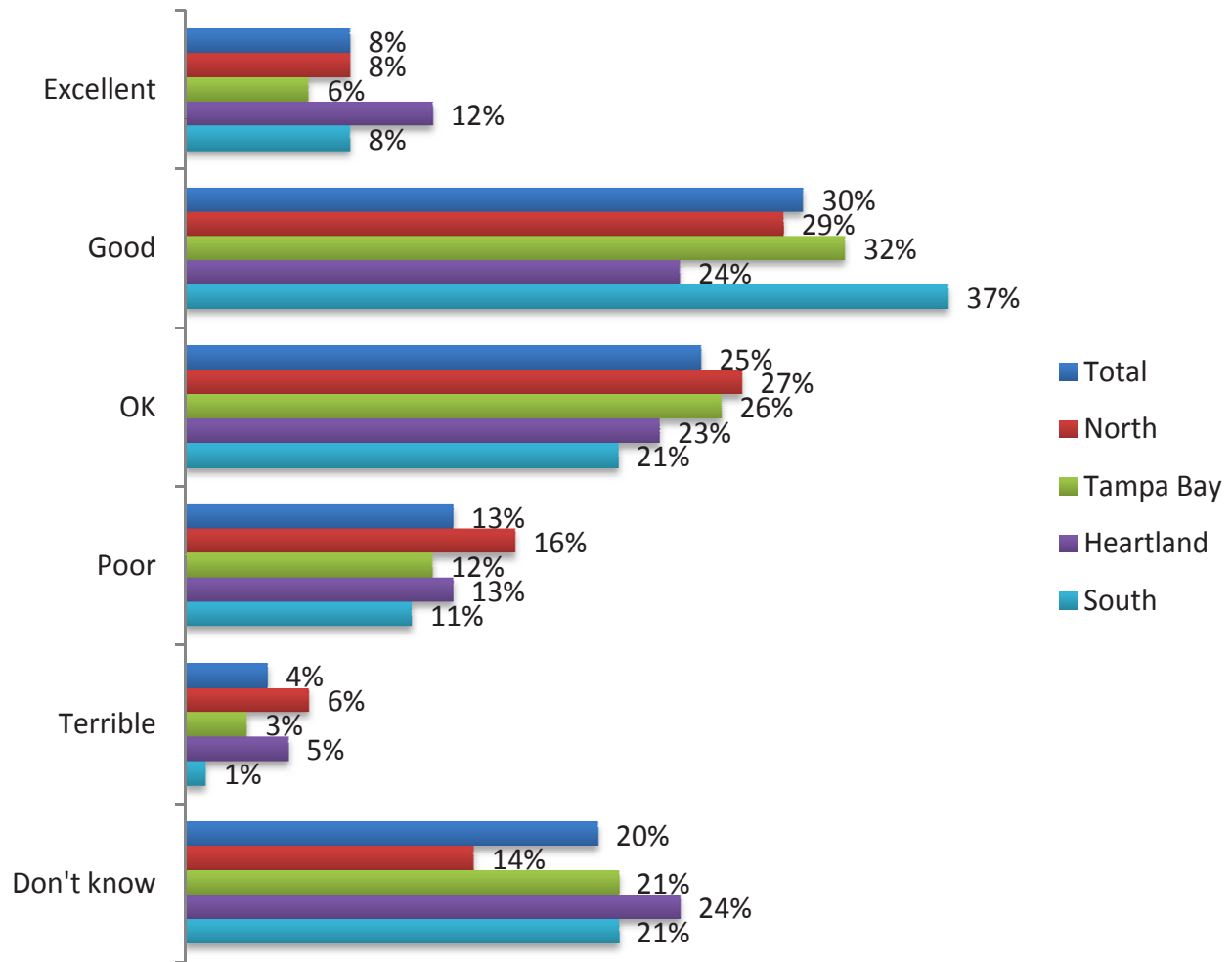
Excellent + Good Ratings

	Total	North	Tampa Bay	Heartland	South
Groundwater or water from the aquifer	43%	47%	43%	43%	41%
Springs	42%	48%	43%	40%	39%
Lakes	40%	35%	36%	46%	44%
Rivers	38%	37%	38%	36%	45%
Wetlands or swamps	33%	33%	32%	28%	40%

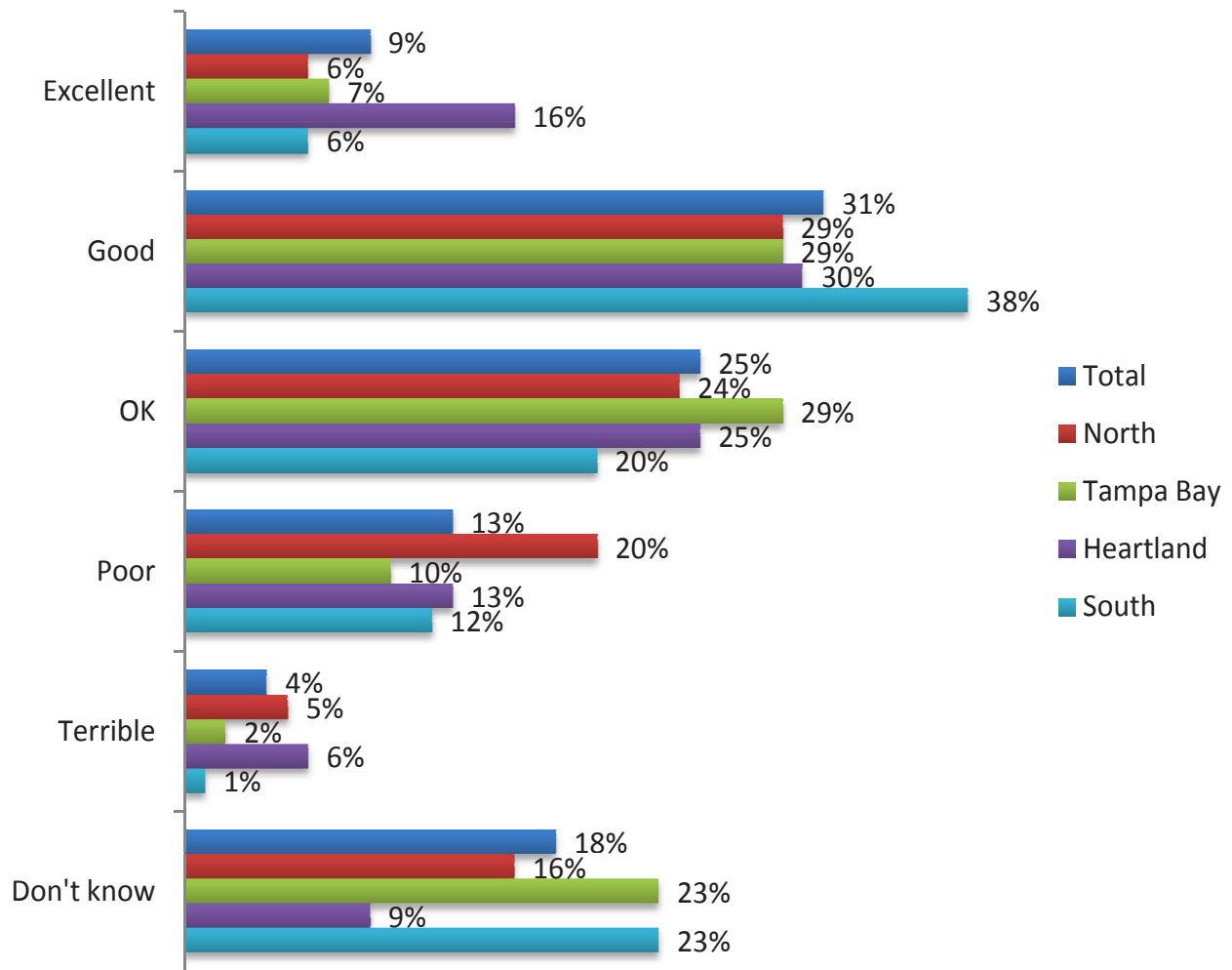
Poor + Terrible Ratings

	Total	North	Tampa Bay	Heartland	South
Rivers	17%	22%	15%	18%	12%
Lakes	17%	25%	12%	19%	13%
Groundwater or water from the aquifer	15%	19%	16%	13%	12%
Wetlands	15%	23%	14%	16%	12%
Springs	12%	17%	10%	15%	8%

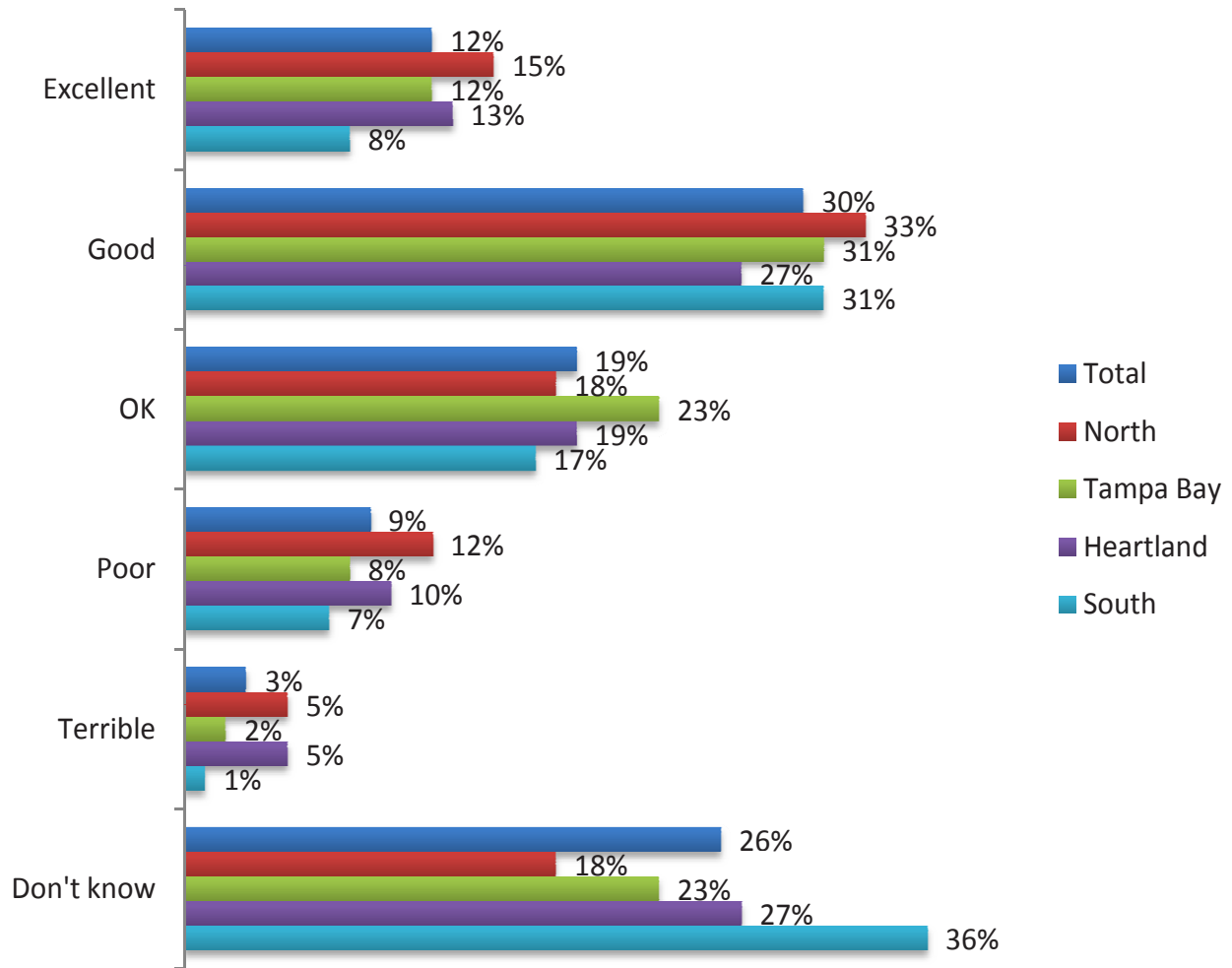
How would you rate the health of rivers in your region?



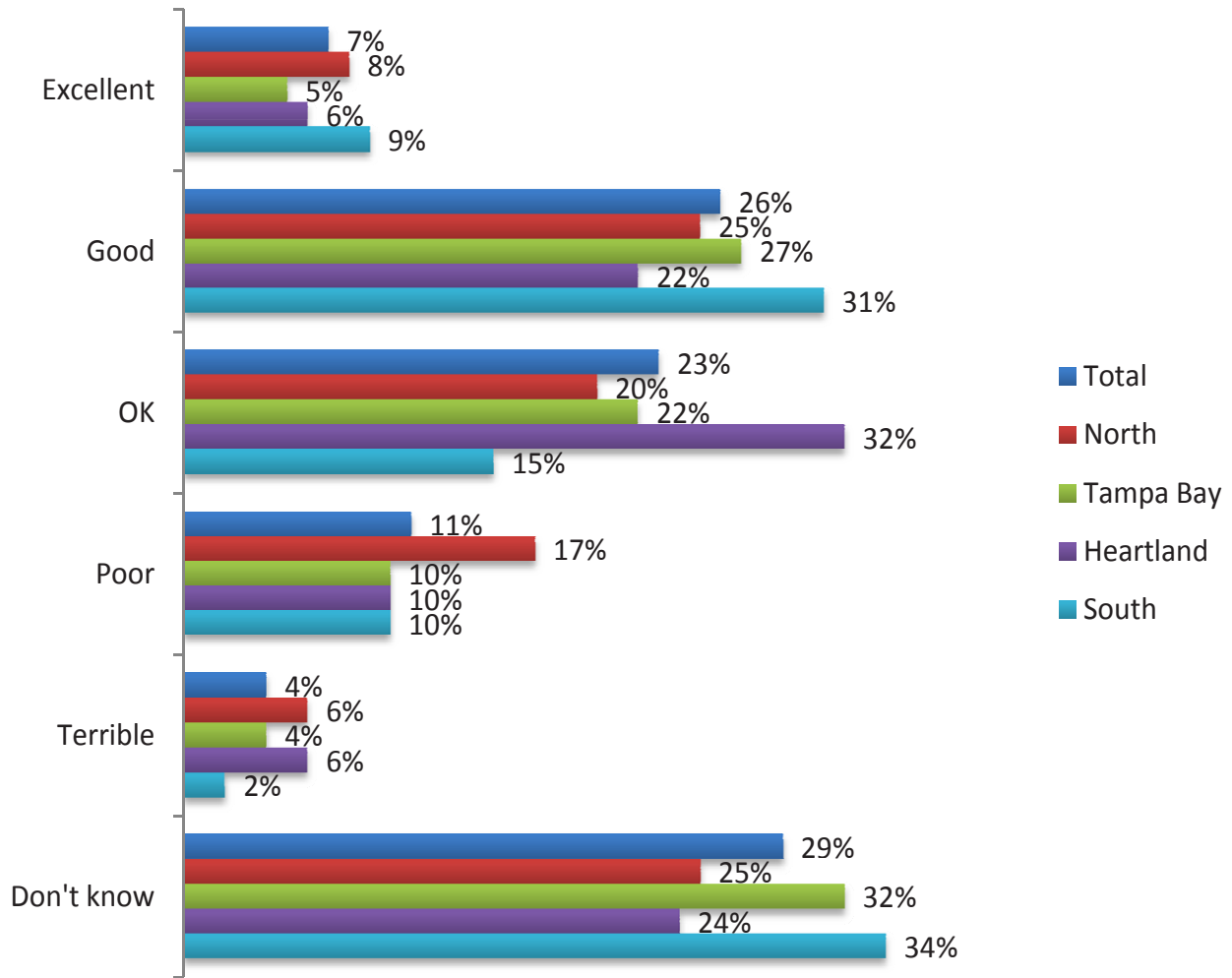
How would you rate the health of lakes in your region?



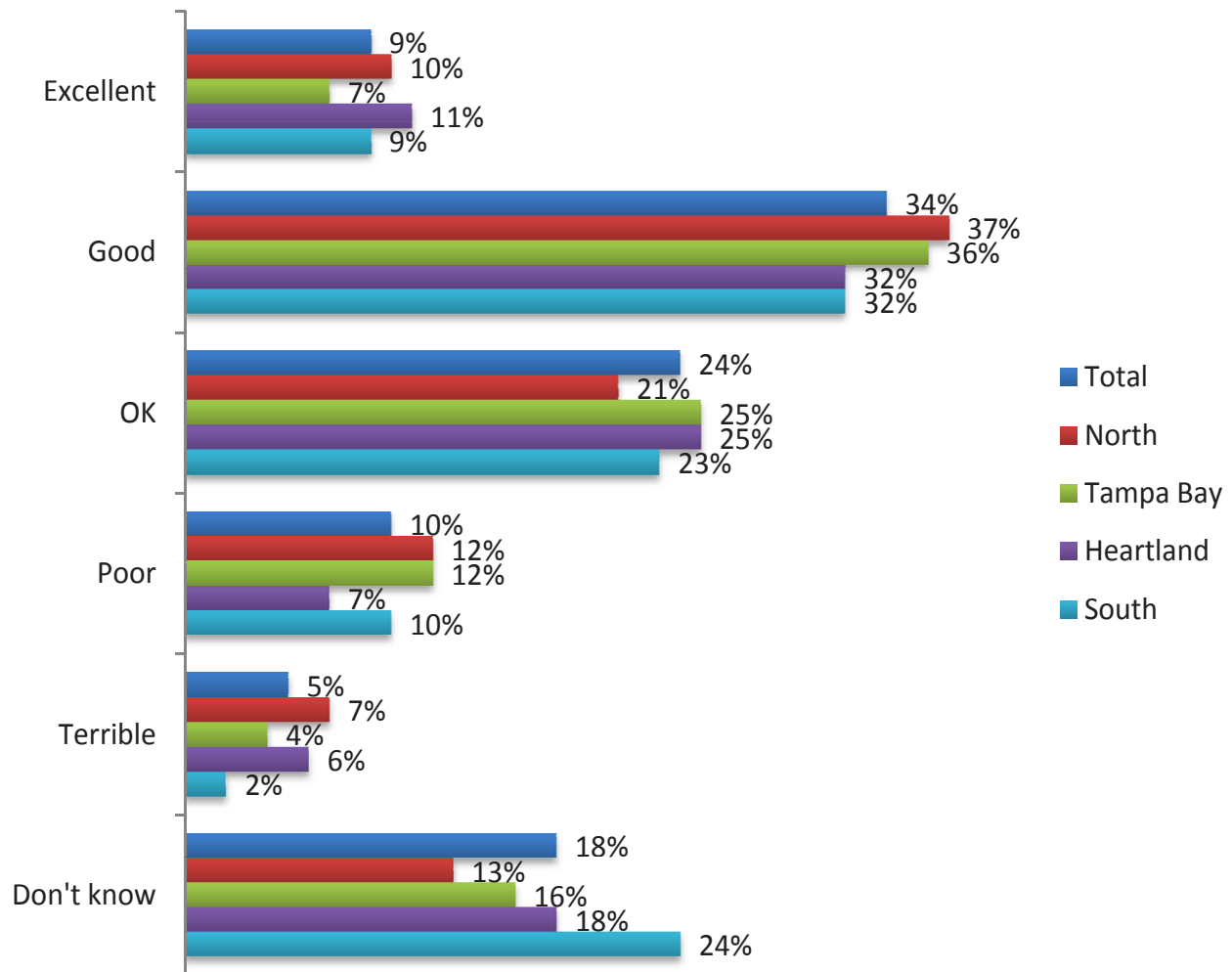
How would you rate the health of springs in your region?



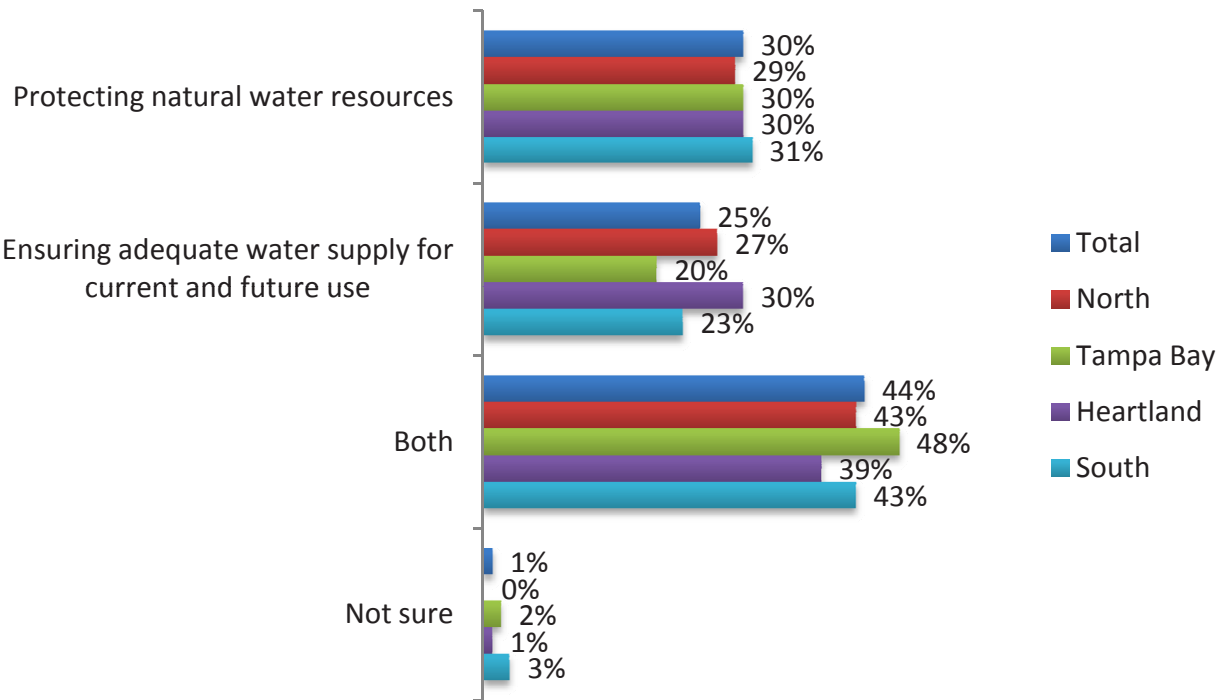
How would you rate the health of wetlands or swamps in your region?

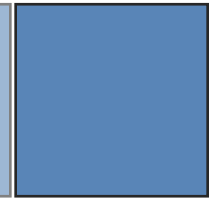
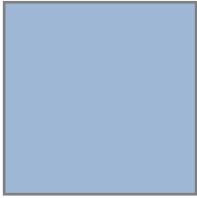
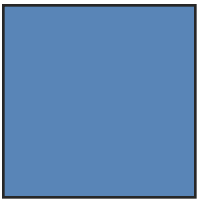


How would you rate the health of groundwater or water from the aquifer in your region?

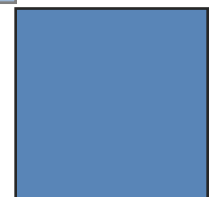
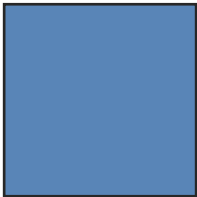
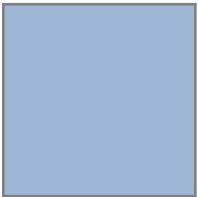


Which of the following is more important to you:





PERCEPTIONS OF RECLAIMED WATER



Perceptions of Reclaimed Water

This section of the report examines residents' reactions to reclaimed water including their willingness to use it for the following purposes:

- To water their lawns
- For generating electricity
- To wash their cars
- In industrial processes
- To water vegetables in their gardens
- To take showers/baths
- To swim in
- To add to existing water supplies
- To drink

Residents were most willing to use reclaimed water for the following:

- To water their lawns (85%)
- For generating electricity (85%)
- To wash their cars (79%)
- In industrial processes (79%)

Residents were least willing to use reclaimed water for the following:

- To drink (16%)
- To add to existing water supplies (37%)
- To swim in (39%)

There was not significant differences across the four regions in the study (North, Tampa Bay, Heartland, and South) in willingness to use reclaimed water for various purposes.

A study conducted for the District in 2012 that included only Hillsborough, Pasco, Pinellas and Polk counties produced different results than the current study. Residents in the 2012 study were more willing to use reclaimed water for various purposes. For example, 47% of residents in the 2012 study were willing to drink reclaimed water, while only 16% of residents in the present study were willing to do so. Differences in results between the two studies are summarized in the table below.

	2013	2012
To water your lawn	85%	89%
To water vegetables in your garden	63%	77%
To take a shower or bath	41%	70%
To add to existing water supplies	37%	46%
To drink	16%	47%

It should be noted that in addition to differences in the populations sampled in the two studies, the 2012 study asked the question in the most favorable context. That is, residents in the 2012 study were asked if they would use recycled¹ (not reclaimed) water that was certified safe and pure by scientists at the National Academy of Science.

Differences in results between the two studies further reinforces a critical finding in the 2012 study; that is, the name used for reclaimed water and the context in which it is positioned (e.g., certified by NAS scientists or described in various contexts such as the astronaut scenario) affects residents' willingness to use it for various purposes.

¹ Various terms for reclaimed water were used in the 2012 study. When residents were asked if they were willing to use reclaimed water for various purposes, the terms for reclaimed water that scored highest were used in the question.

Willingness to reuse reclaimed water — Total

	Willing	Unwilling	Not sure
To water your lawn	85%	11%	3%
For generating electricity	85%	8%	6%
To wash your car	79%	17%	4%
In industrial processes	79%	13%	7%
To water vegetables in your garden	63%	29%	8%
To take a shower or bath	41%	52%	8%
To swim in	39%	49%	12%
To add to existing water supplies	37%	49%	13%
To drink	16%	78%	8%

Willingness to reuse reclaimed water

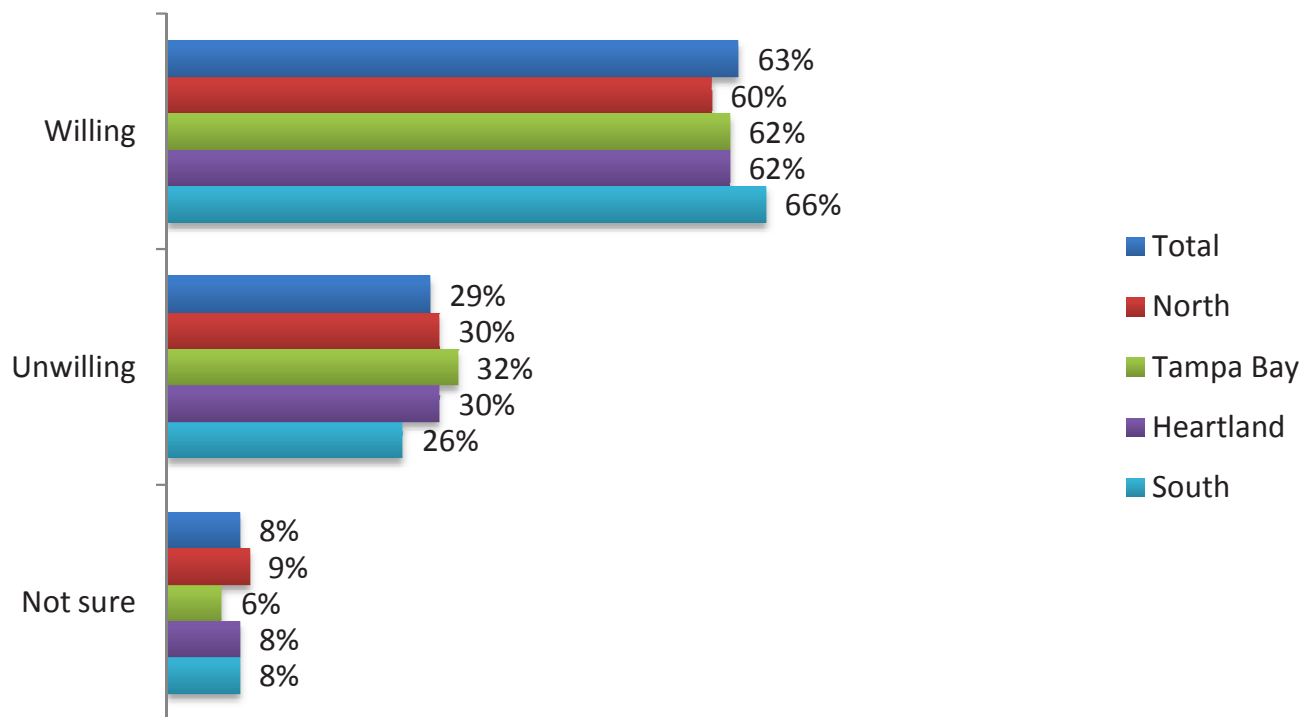
	Total	North	Tampa Bay	Heartland	South
To water your lawn	85%*	83%	88%	83%	88%
For generating electricity	85%	83%	89%	83%	86%
To wash your car	79%	79%	79%	77%	81%
In industrial processes	79%	75%	84%	79%	78%
To water vegetables in your garden	63%	60%	62%	62%	66%
To take a shower or bath	41%	45%	40%	40%	42%
To swim in	39%	43%	34%	38%	41%
To add to existing water supplies	37%	33%	37%	42%	35%
To drink	16%	17%	11%	15%	20%

	2013	2012**
To water your lawn	85%*	89%
To water vegetables in your garden	63%	77%
To take a shower or bath	41%	70%
To add to existing water supplies	37%	46%
To drink	16%	47%

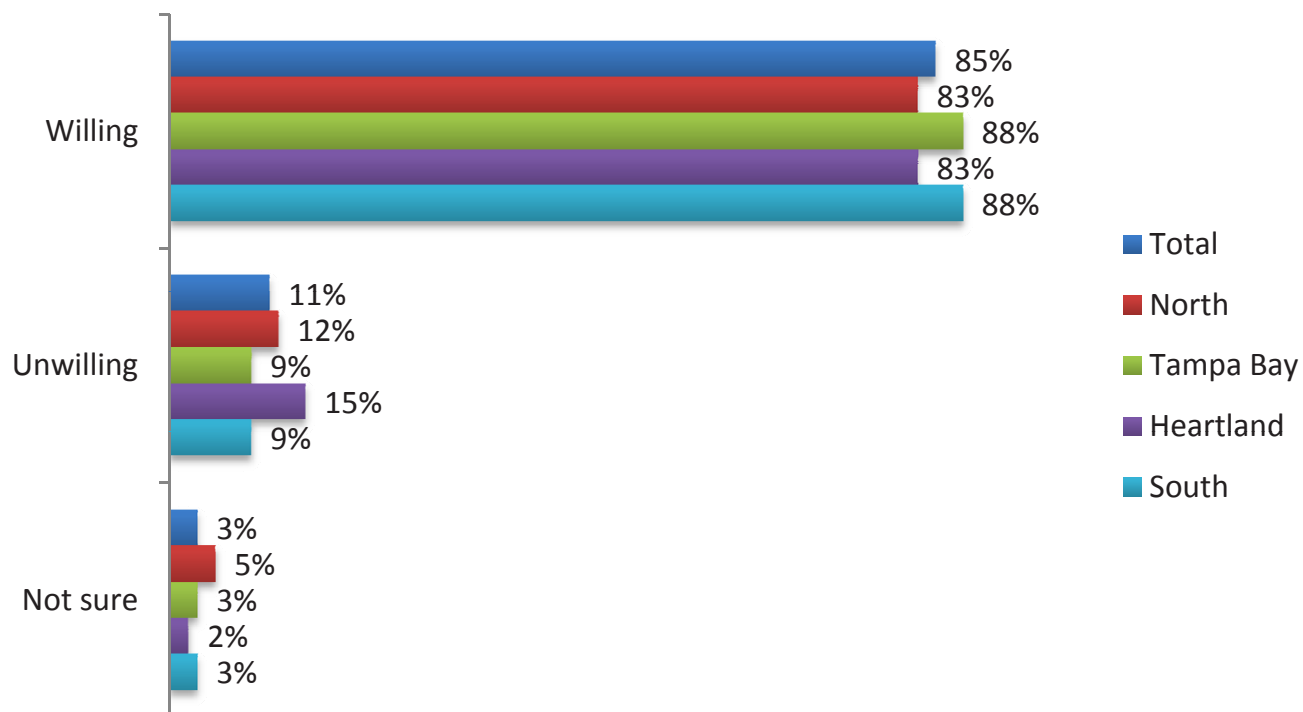
* Percent willing to use reclaimed water to water his or her lawn

** Residents surveyed in Hillsborough, Pasco, Pinellas and Polk counties

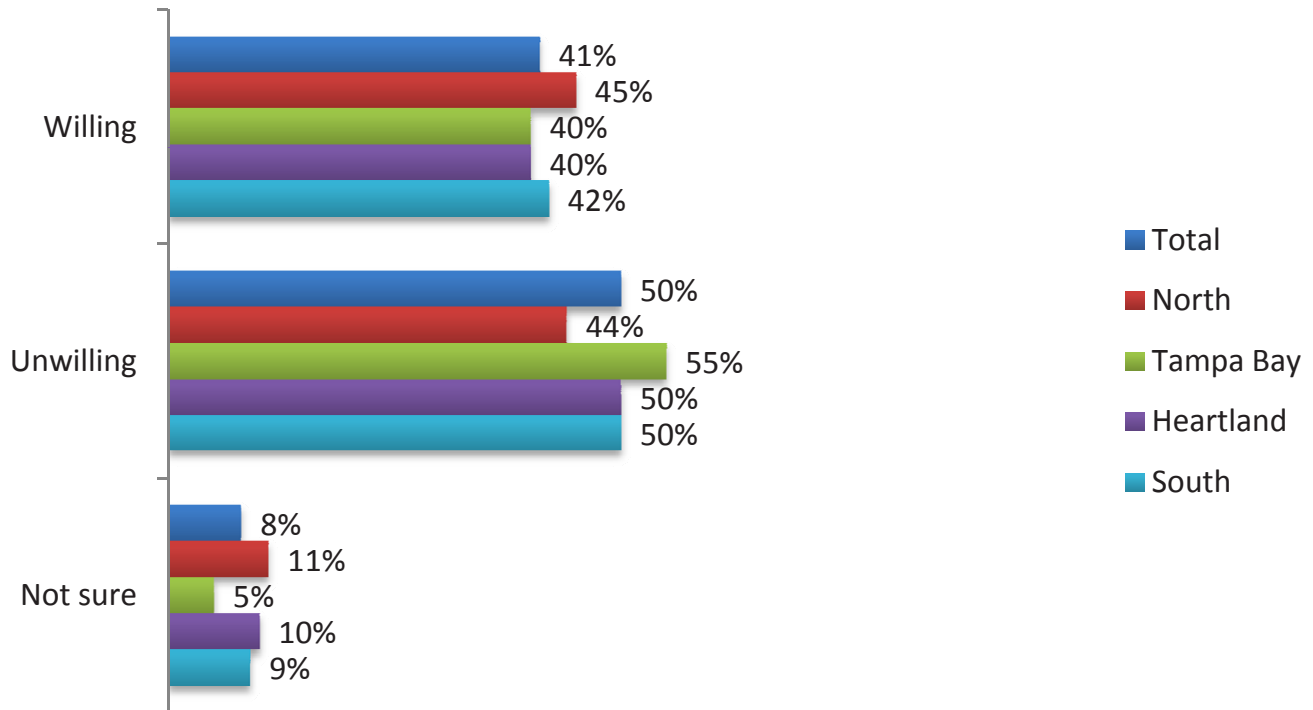
Are you willing, unwilling or not certain about using reclaimed water to water vegetables in your garden?



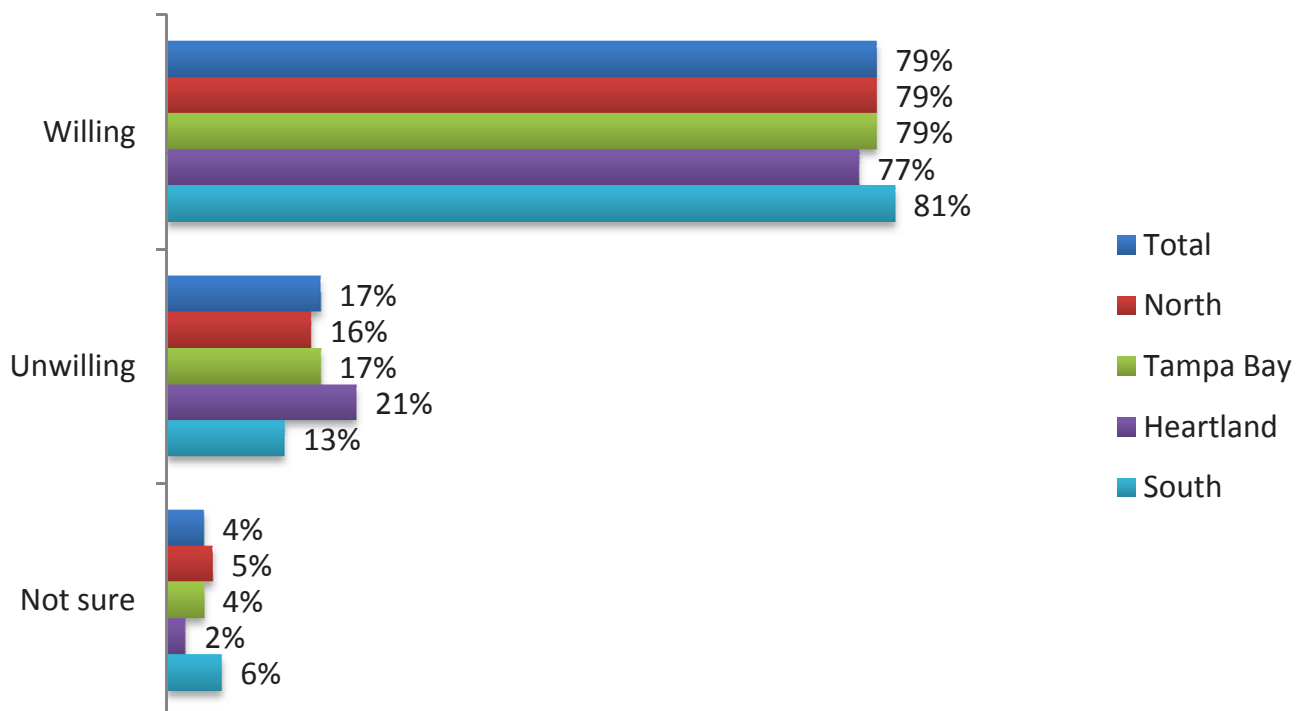
Are you willing, unwilling or not certain about using reclaimed water to water your lawn?



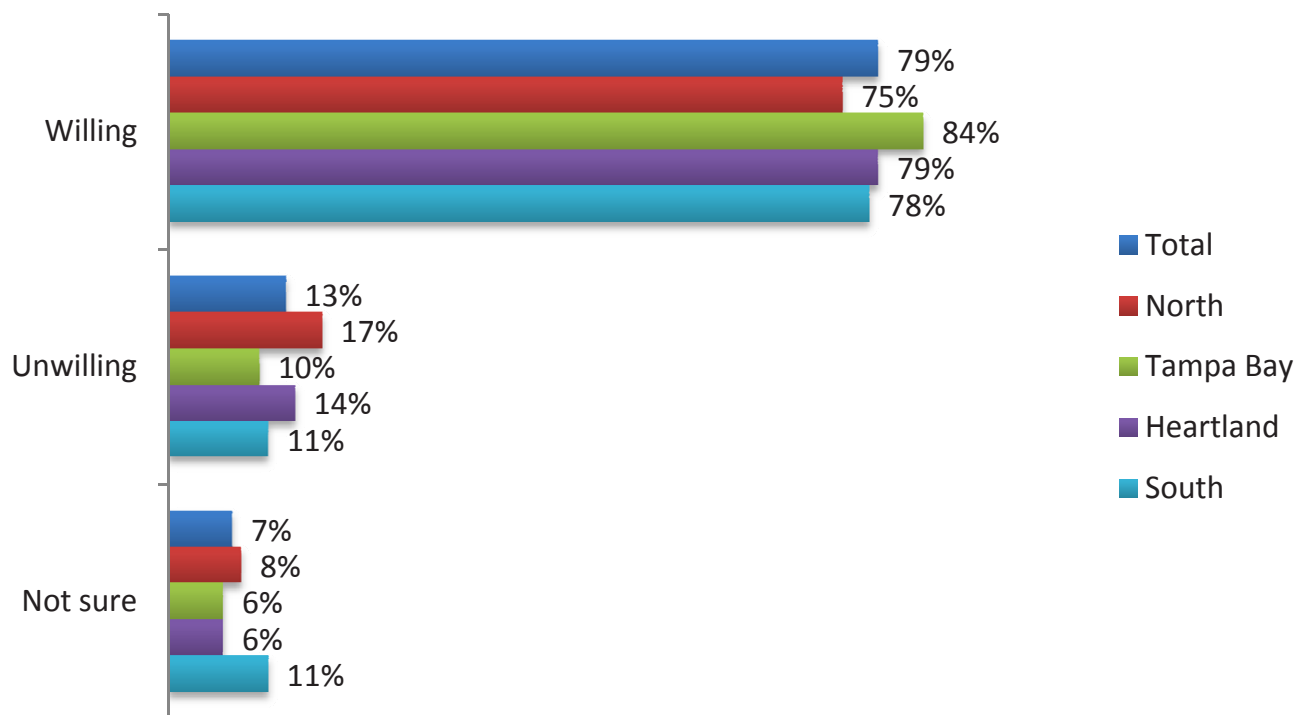
Are you willing, unwilling or not certain about using reclaimed water to take a shower or bath?



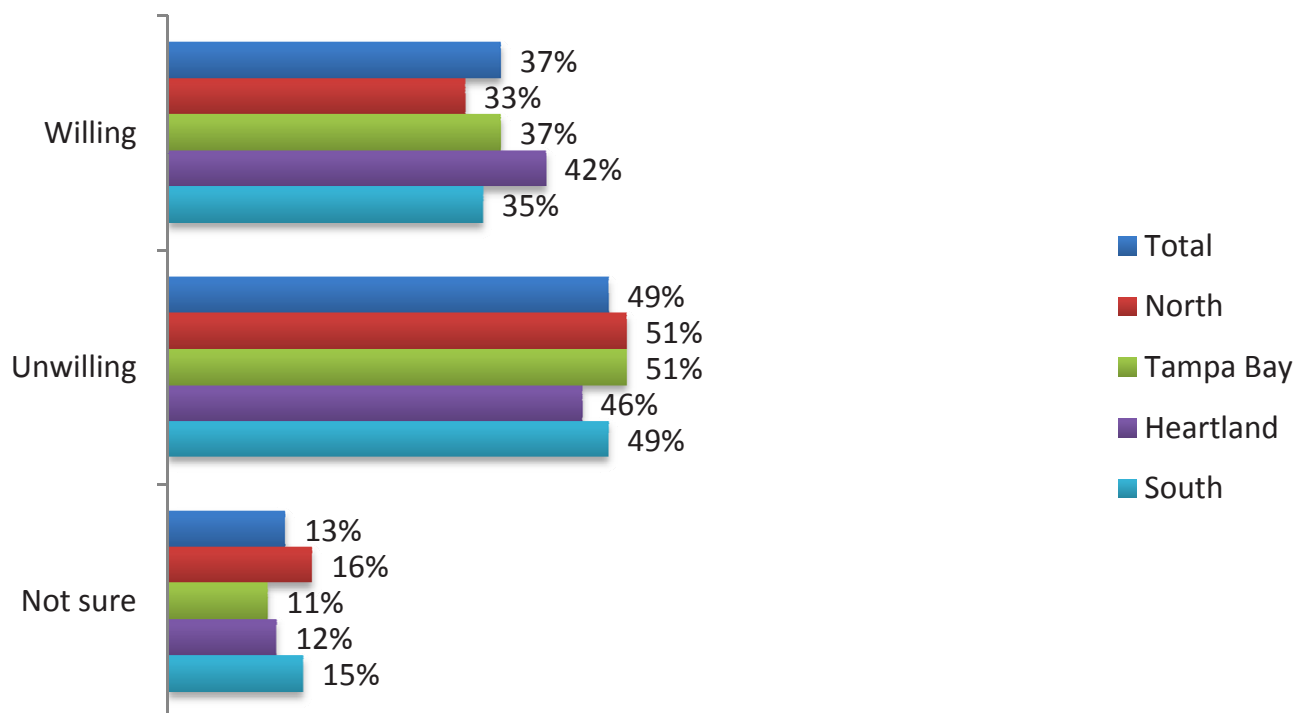
Are you willing, unwilling or not certain about using reclaimed water to wash your car?



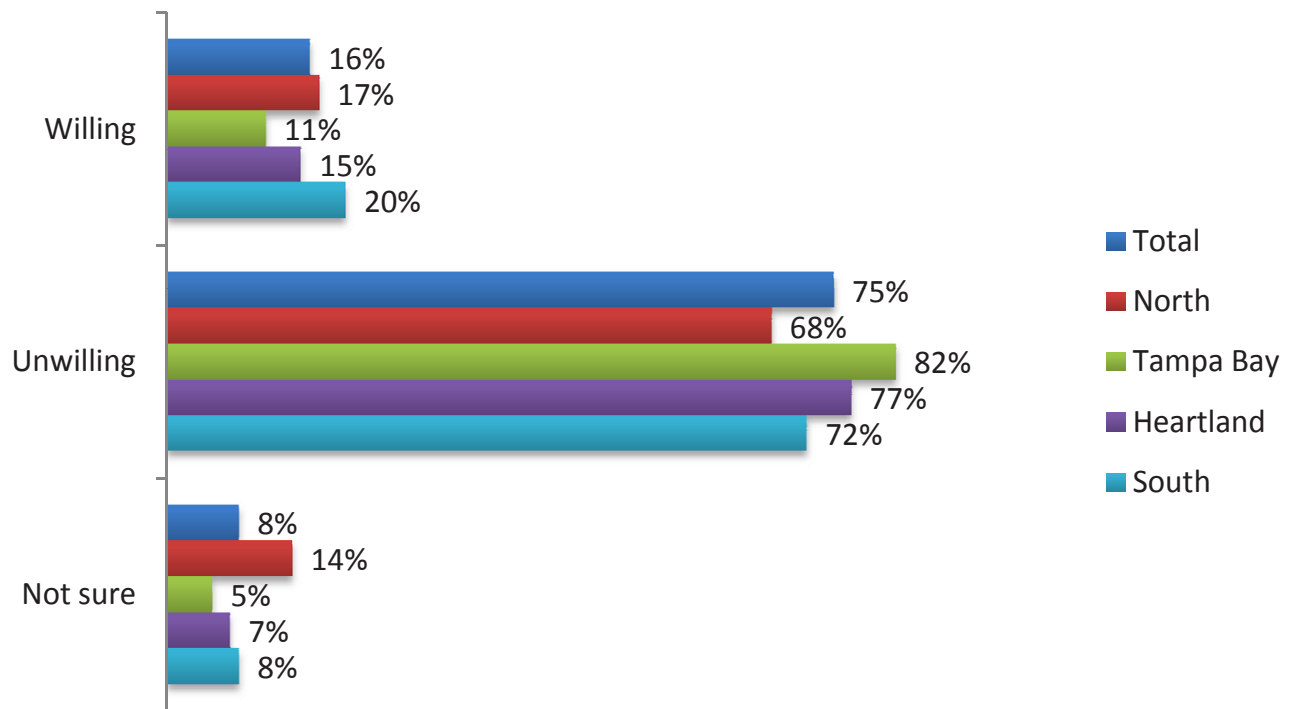
Are you willing, unwilling or not certain about using reclaimed water in industrial processes?



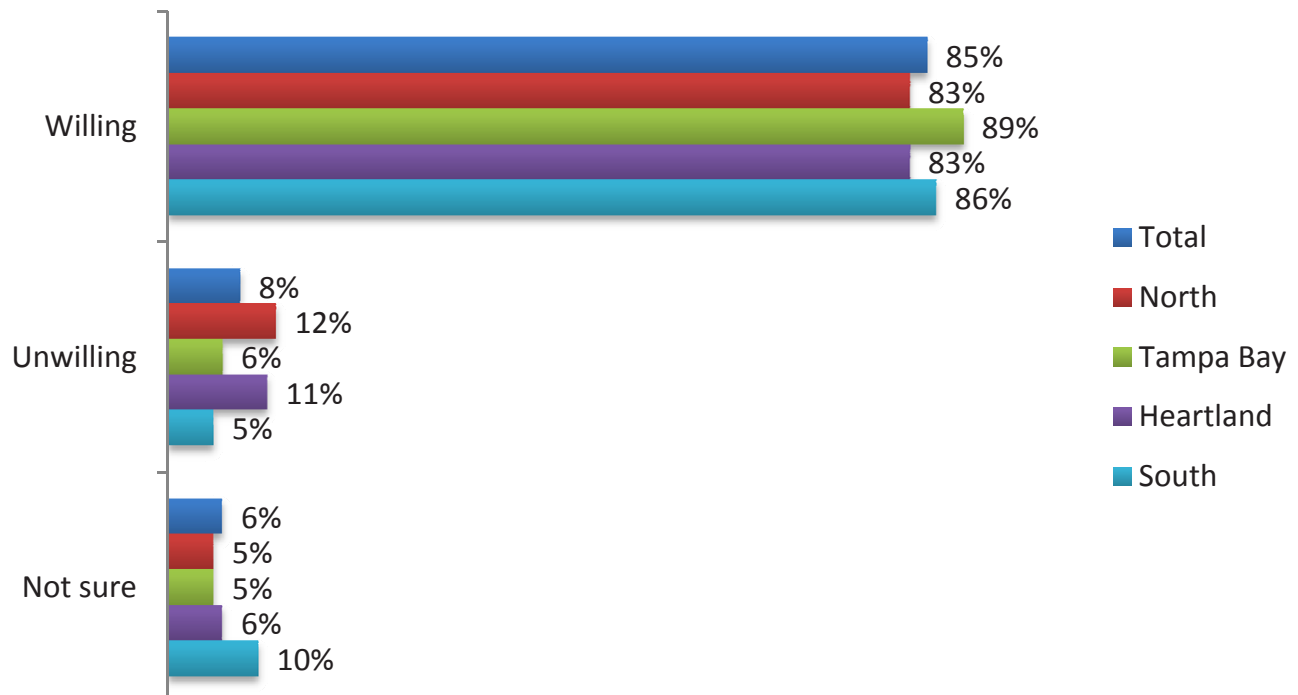
Are you willing, unwilling or not certain about using reclaimed water to add to existing water supplies?



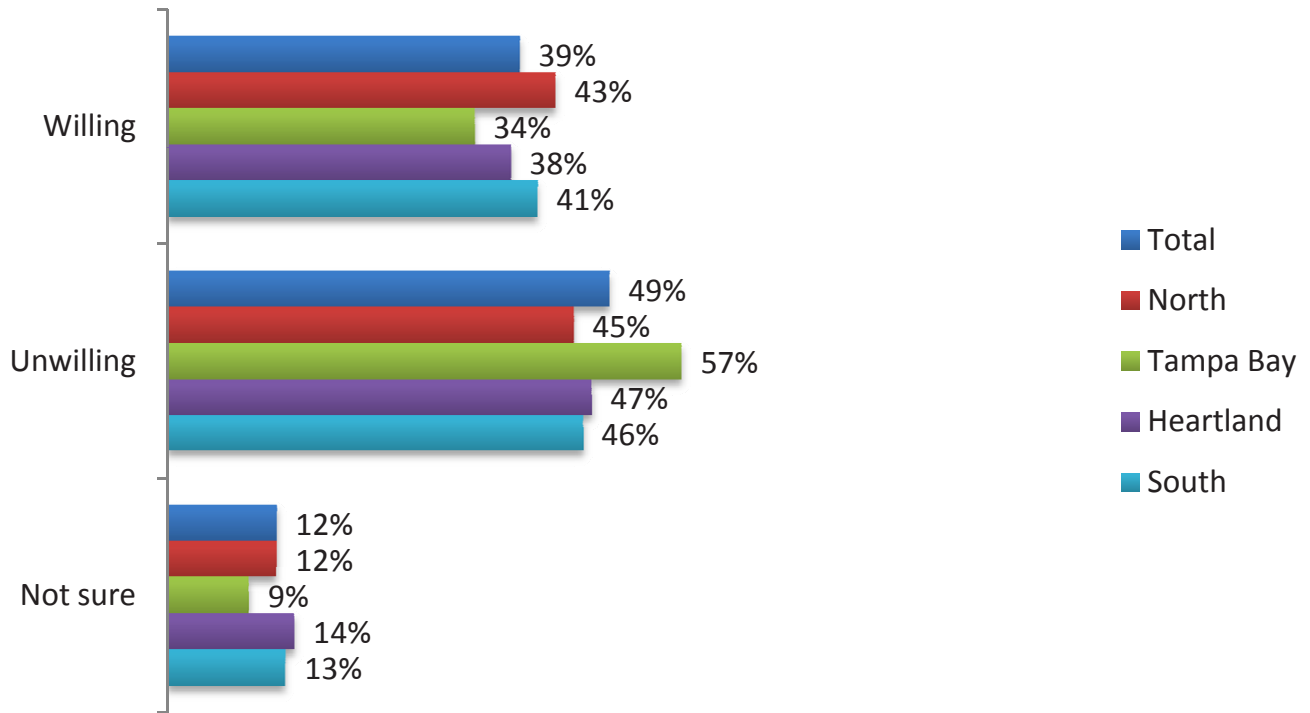
Are you willing, unwilling or not certain about using reclaimed water to drink?

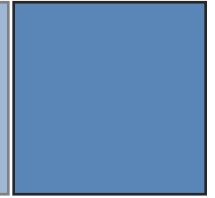
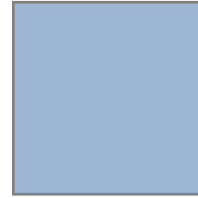
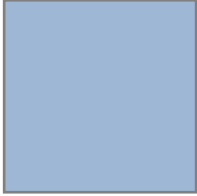
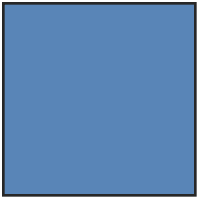


Are you willing, unwilling or not certain about using reclaimed water for generating electricity?

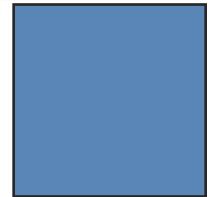
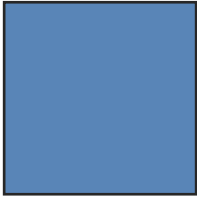
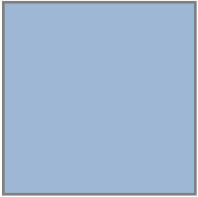


Are you willing, unwilling or not certain about using reclaimed water to swim in?





PERCEPTIONS OF SOUTHWEST FLORIDA WATER
MANAGEMENT DISTRICT



Perceptions of Southwest Florida Water Management District

Residents were queried regarding their awareness of the Southwest Florida Water Management District and the following evaluative questions about the District:

- Overall performance rating
- Degree of effort extended to protect rivers, springs, and groundwater

Two out of three residents (66%) in the study had heard of the Southwest Florida Water Management District. Awareness of the District across the four regions in the present study were nearly identical, ranging from a low of 64% in Tampa Bay to a high of 67% in the North.

Awareness of the District has varied across studies: 63% of residents in the 2009 Drought Campaign Survey, 50% of residents in a 2010 Skip a Week Campaign Survey, and 66% in the present survey were aware of the District.

Just over four out of ten residents (46%) gave the District a positive (excellent + good) rating, while only 10% gave it a negative (poor + terrible) rating. Positive ratings of the District varied considerably across regions, as only 34% of residents in the North and 54% of residents in the Heartland gave the District positive ratings. Conversely, 14% of residents in the North and only 4% of residents in the South gave the District negative ratings.

About one in four residents lacks sufficient knowledge to rate if the District is doing enough or too much to protect rivers, lakes, springs, wetlands/swamps, and groundwater. Percentages of resident who feel the District is doing too little to protect these water bodies is as follows:

- Rivers (32%)
- Lakes (34%)
- Springs (34%)
- Wetlands/swamps (31%)
- Groundwater (35%)

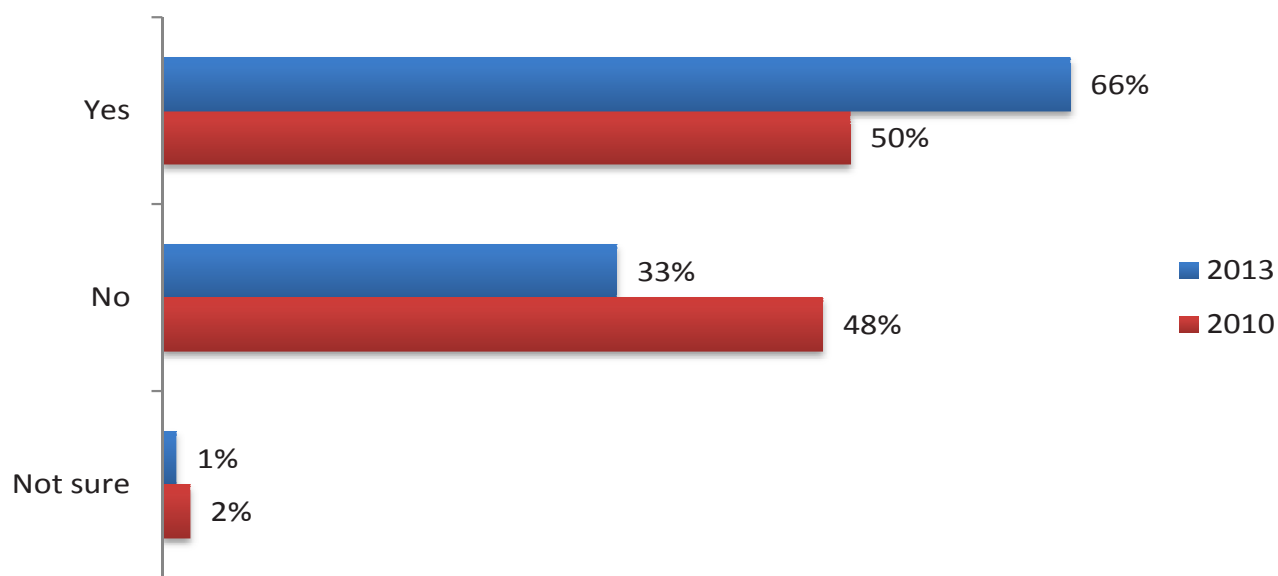
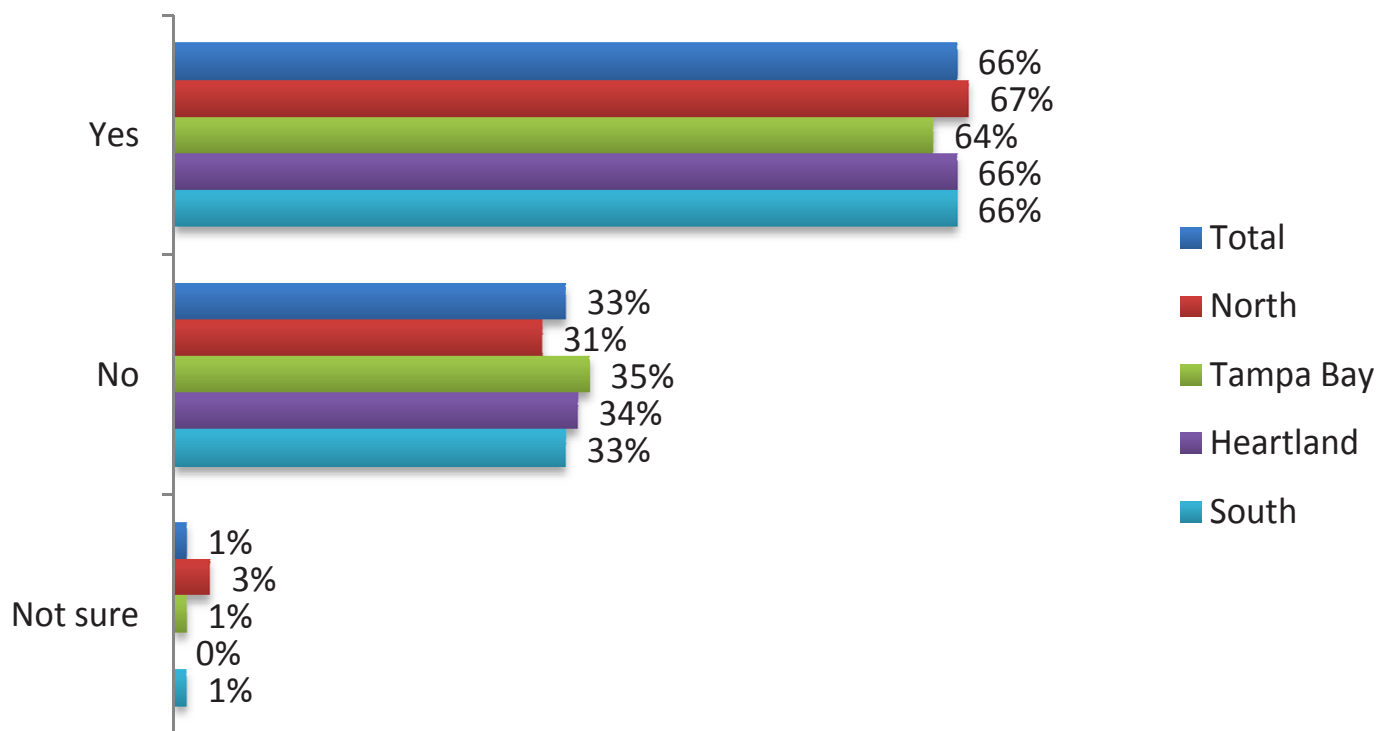
Residents in the North and Tampa Bay are more likely to think the District is doing too little to protect rivers, lakes, springs, wetlands/swamps, and groundwater.

Percentages of residents who feel the District is doing enough to protect various water bodies is as follows:

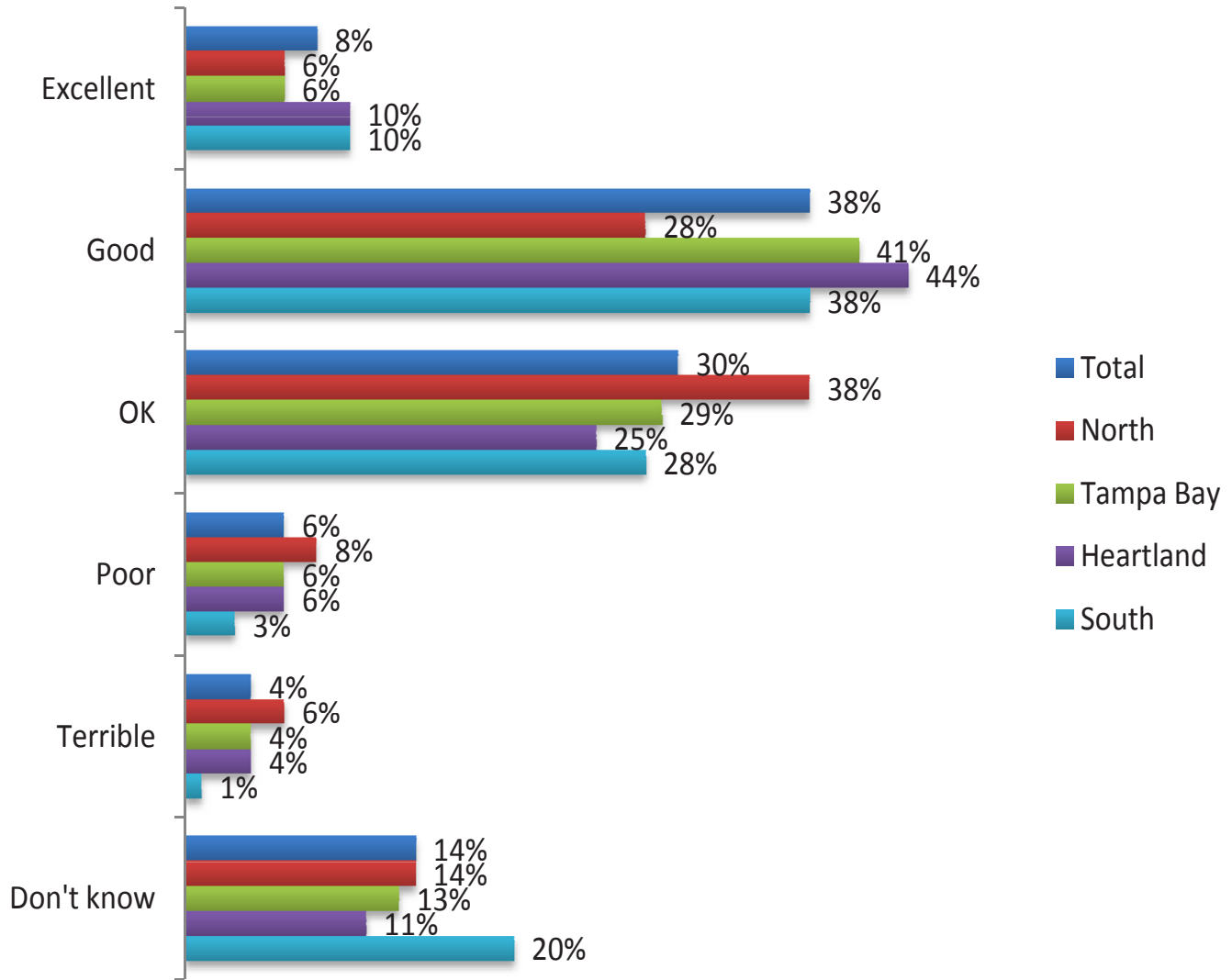
- Rivers (39%)
- Lakes (37%)
- Springs (34%)
- Wetlands/swamps (38%)
- Groundwater (36%)

Around 5% of residents believe the District is doing too much to protect rivers, lakes, springs, wetlands/swamps, and groundwater.

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

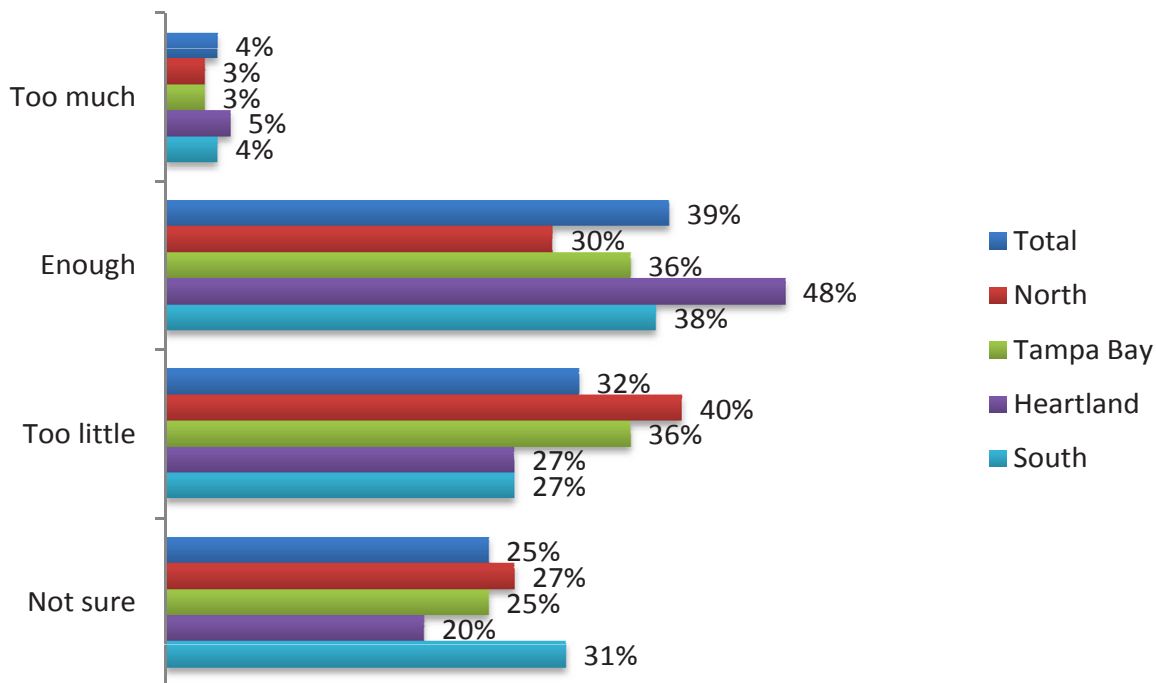


Based on what you may know or have heard, how would you rate the Southwest Florida Water Management District?*

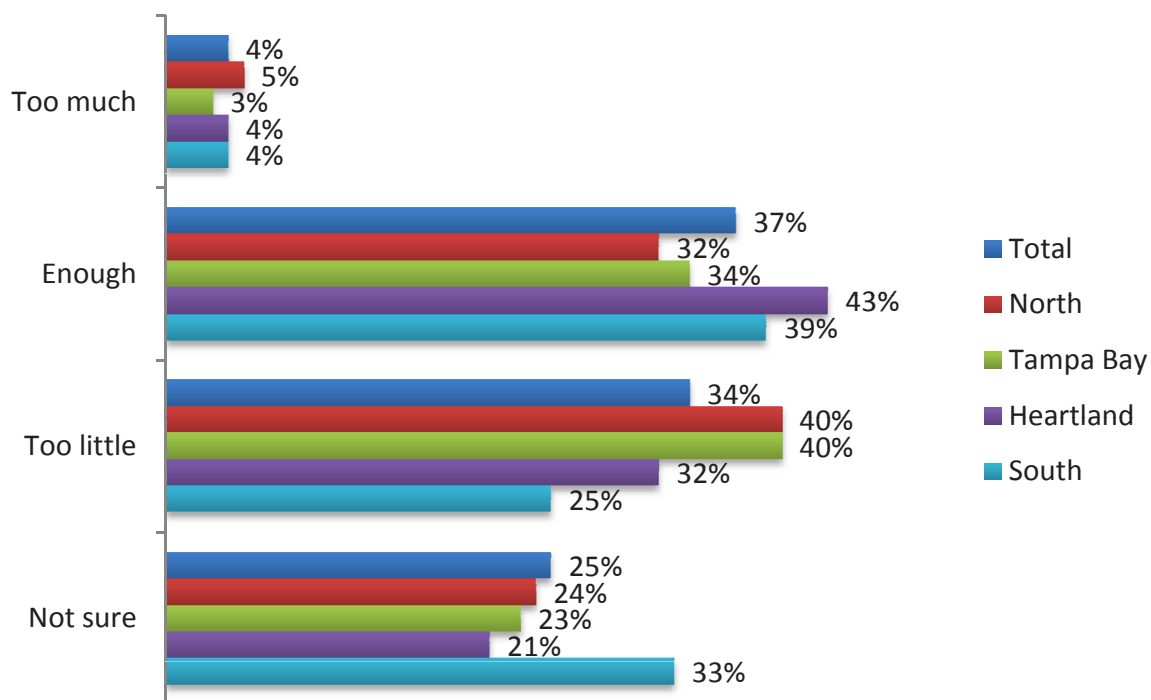


* Only asked to residents who had heard of the Southwest Florida Water Management District

Is the Southwest Florida Water Management District doing too much, enough or too little to protect rivers?*

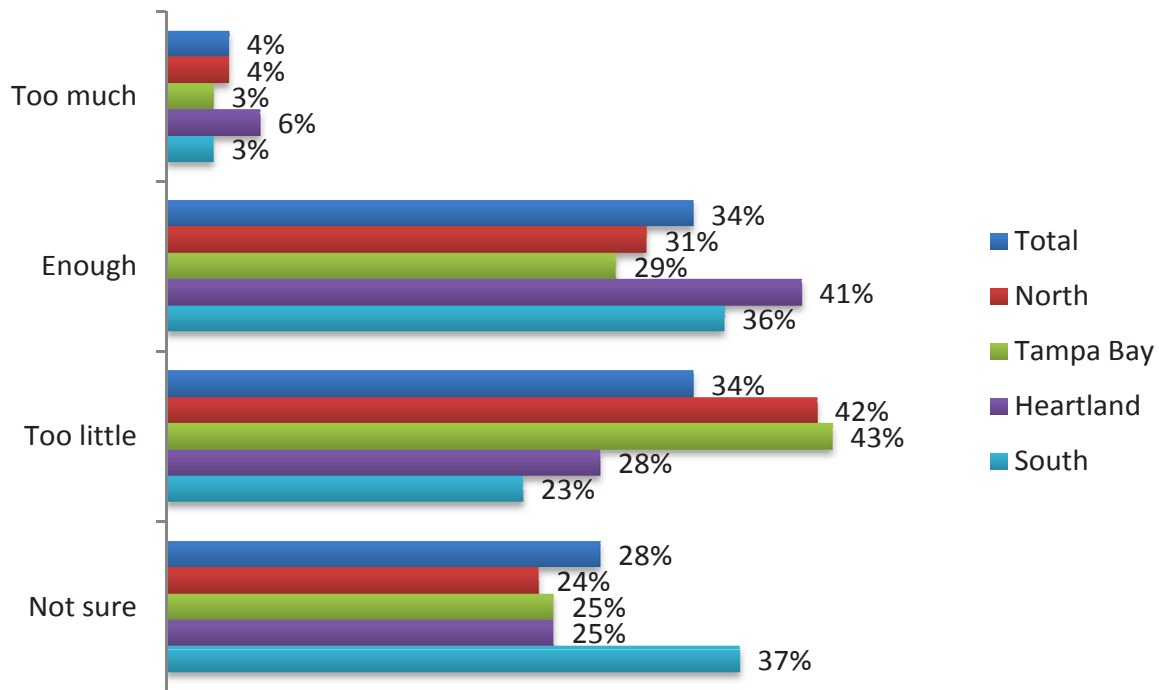


Is the Southwest Florida Water Management District doing too much, enough or too little to protect lakes?*

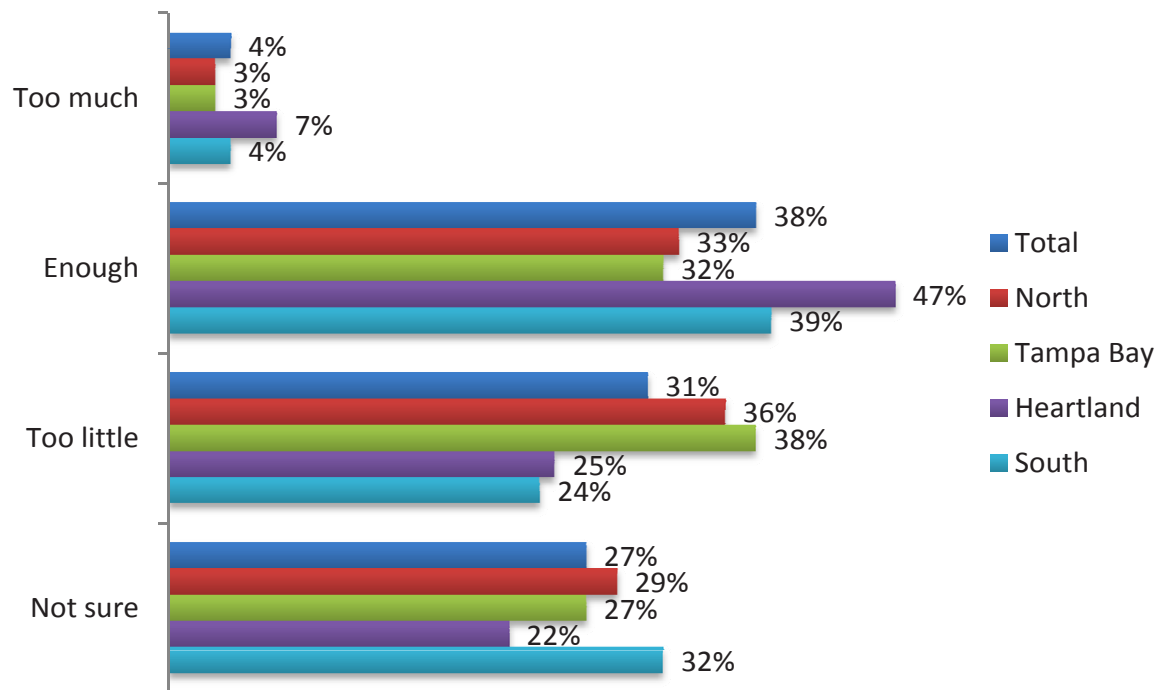


* Only asked to residents who had heard of the Southwest Florida Water Management District

Is the Southwest Florida Water Management District doing too much, enough or too little to protect springs?*

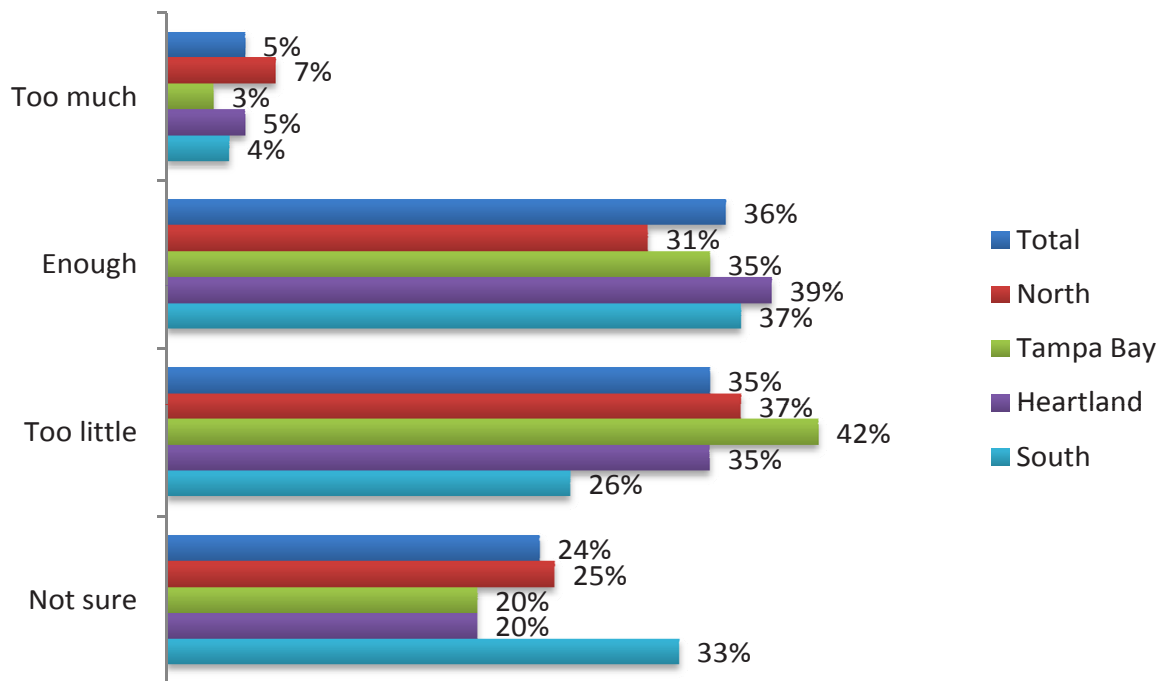


Is the Southwest Florida Water Management District doing too much, enough or too little to protect wetlands or swamps?*

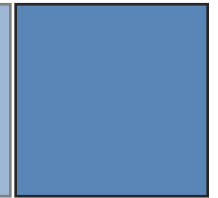
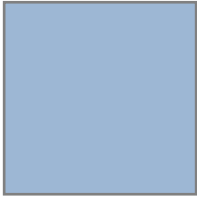
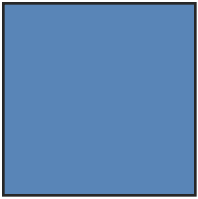


* Only asked to residents who had heard of the Southwest Florida Water Management District

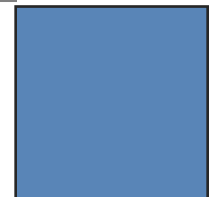
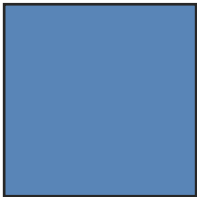
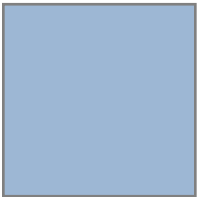
Is the Southwest Florida Water Management District doing too much, enough or too little to protect groundwater or water from the aquifer?*



* Only asked to residents who had heard of the Southwest Florida Water Management District



FLORIDA-FRIENDLY LANDSCAPING



Perceptions of Florida-Friendly Landscaping

This section of the report presents residents' reactions to Florida-Friendly Landscaping. Issues explored are as follows:

- Awareness of Florida-Friendly Landscaping
- Likelihood of changing lawns to Florida-Friendly Landscaping
- Motivations for changing to Florida-Friendly Landscaping
- Obstacles to changing lawns to Florida-Friendly Landscaping
- Interest in having lawns reviewed by Florida-Friendly Landscaping experts

Nearly nine out of ten residents (89%) in the study have lawns and thus were eligible to respond to questions about Florida-Friendly Landscaping.

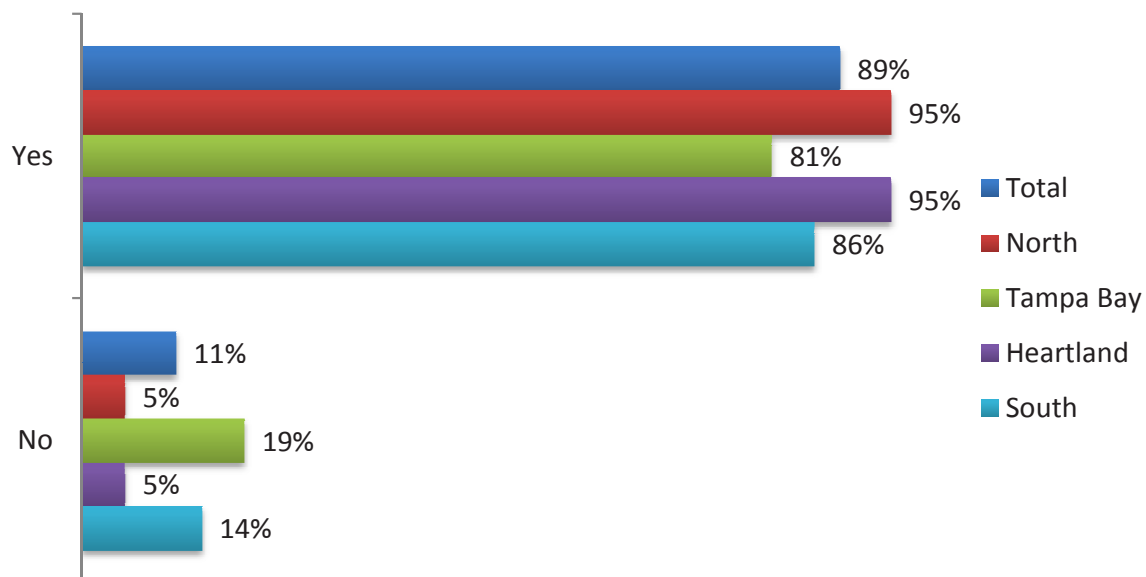
Two out of three residents with lawns (68%) claim they have Florida-Friendly Landscaping. Residents in the South (73%) are slightly more likely to say they have Florida-Friendly Landscaping. Only 29% of residents without Florida-Friendly Landscaping indicate that they are aware of Florida-Friendly Landscaping. Apparently, lack of awareness is a key reasons why those without Florida-Friendly Landscaping do not have it. Adding the percentage of residents who have Florida-Friendly Landscaping to the percentage of residents without Florida-Friendly Landscaping who are aware of the concept translates to 77% of all residents with lawns being aware of Florida-Friendly Landscaping.

Only 18% of residents who do not have Florida-Friendly Landscaping are likely or very likely to switch their lawns to Florida-Friendly Landscaping. Residents in the North (29%) are more likely to switch, while residents in Tampa Bay (14%) and Heartland (14%) are less likely to change to Florida-Friendly Landscaping.

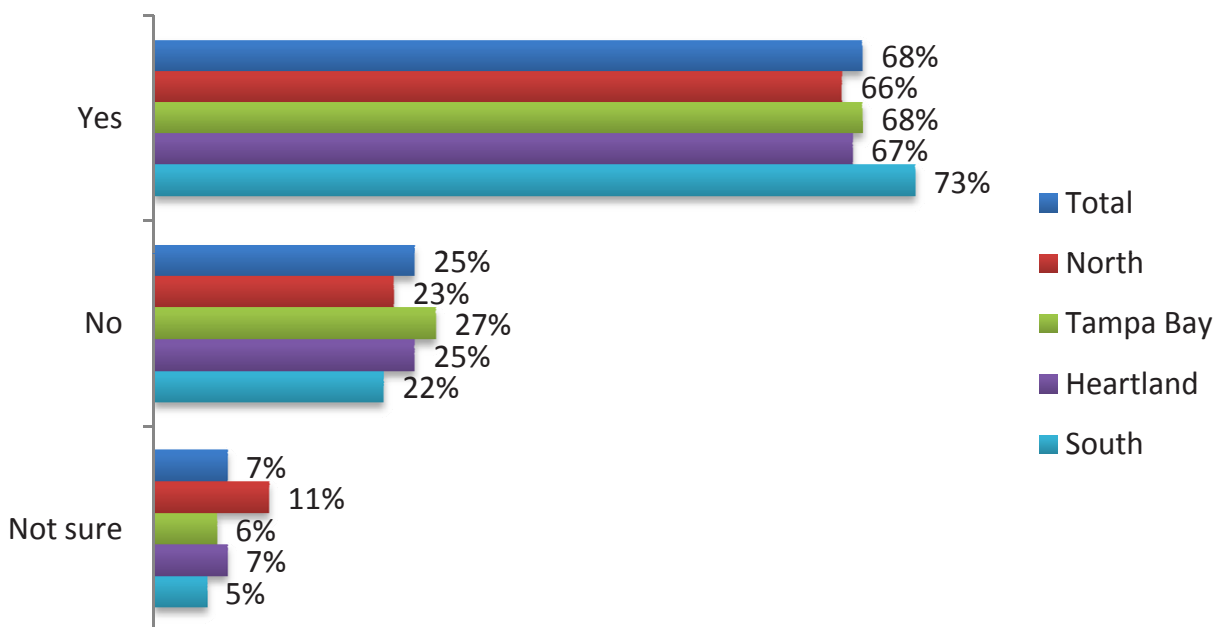
Residents who do not have Florida-Friendly Landscaping are more motivated to change their lawns to Florida-Friendly Landscaping by saving water, saving money, and protecting the environment (especially for future generations). Conversely, major obstacles for not changing their lawns to Florida-Friendly Landscaping include lack of knowledge, expense, and amount of work involved.

Only one in four residents without Florida-Friendly Landscaping (25%) would agree to have a Florida-Friendly Landscaping expert review their lawn for free. Residents in the North (35%) were more willing to have a Florida-Friendly Landscaping expert review their lawns, while residents in Heartland (19%) were less willing.

Do you have a lawn?

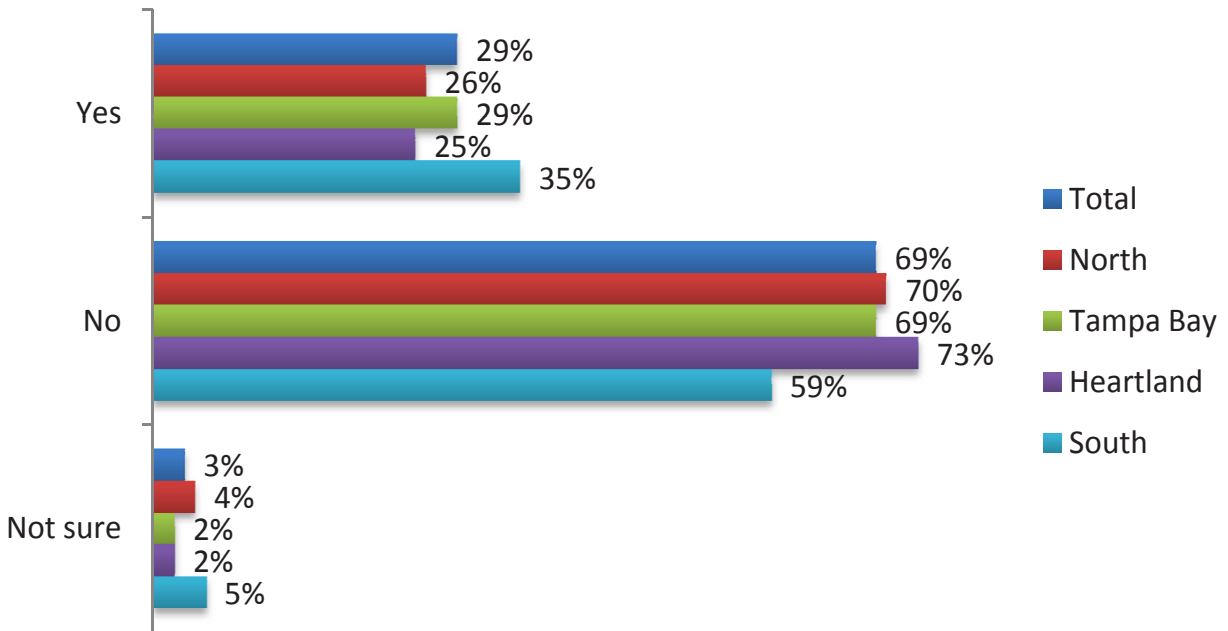


Do you have Florida-Friendly Landscaping?*



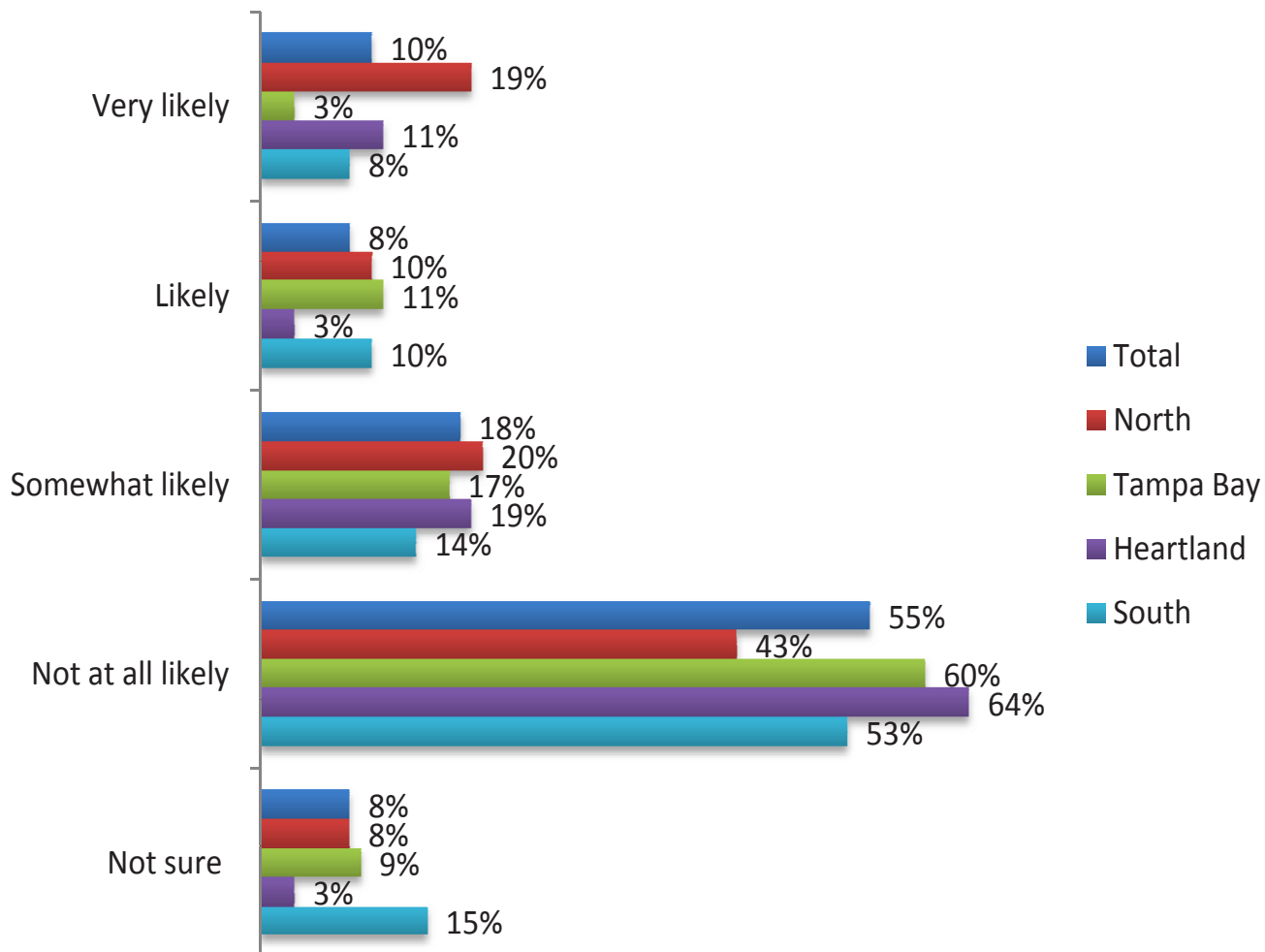
* Only asked to residents who have a lawn

Before this survey, had you ever heard the term “Florida-Friendly Landscaping?”*



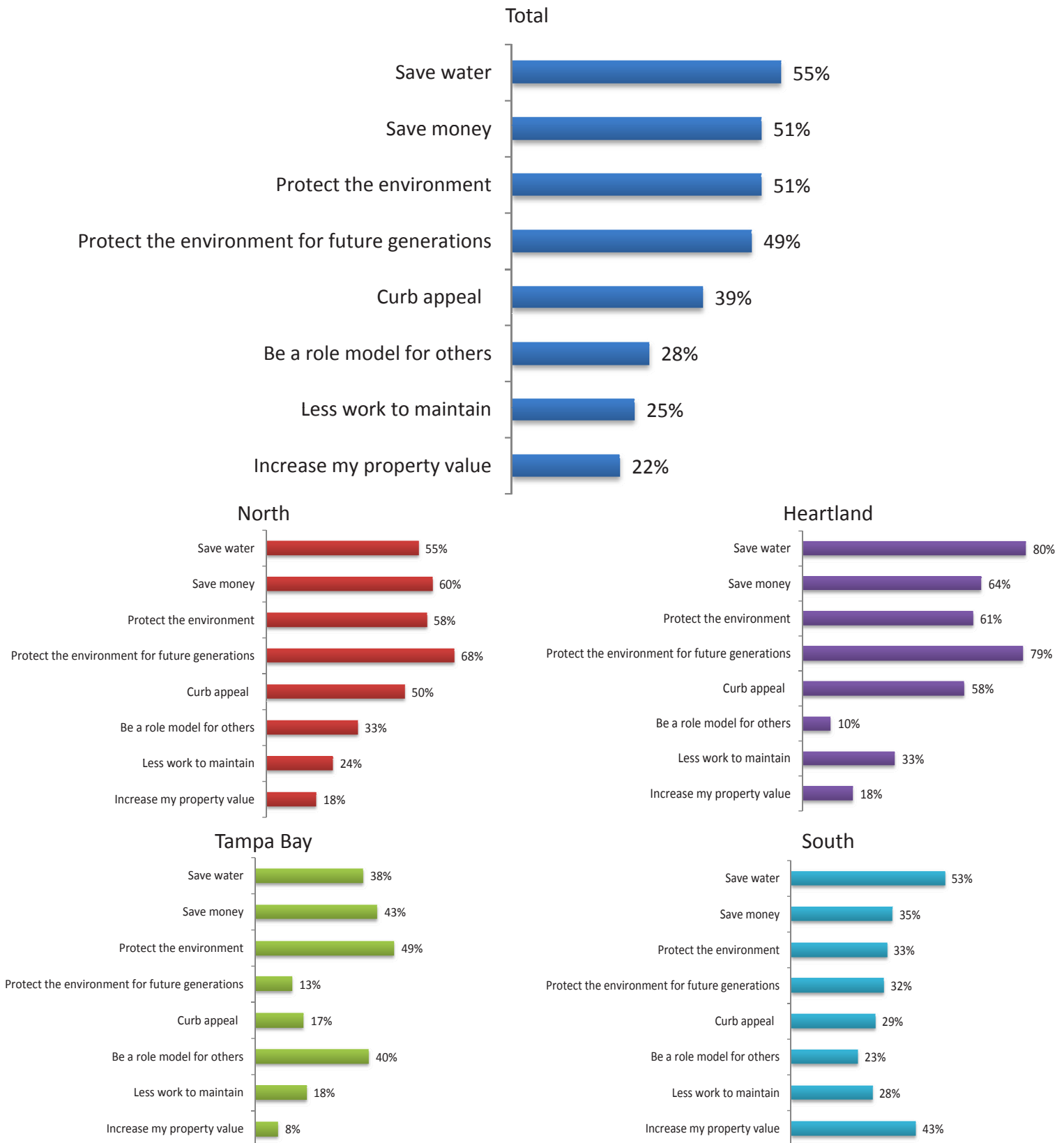
* Only asked to residents who have a lawn and do not have Florida-Friendly Landscaping

How likely are you to change your lawn to Florida-Friendly Landscaping?*



* Only asked to residents who have a lawn and do not have Florida-Friendly Landscaping

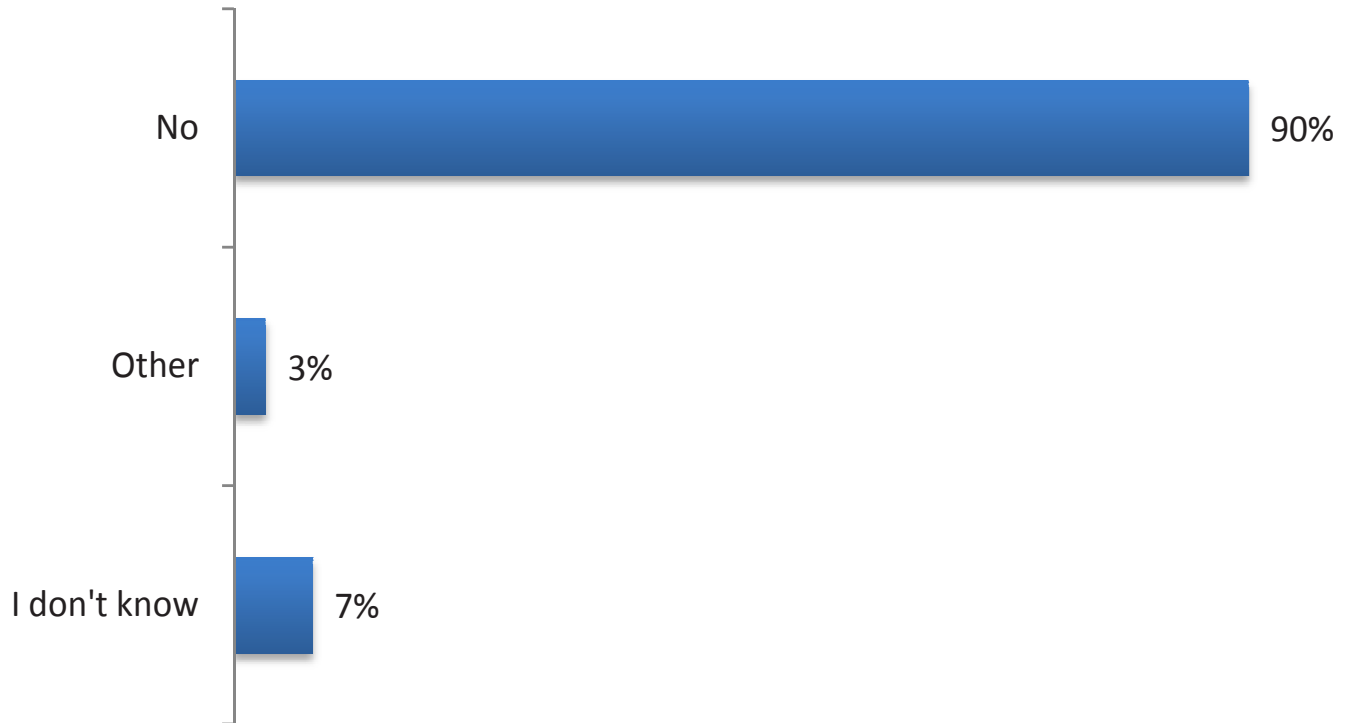
Which of the following might motivate you to change your lawn to Florida-Friendly Landscaping?*/**



* Multiple responses permitted

** Only asked to residents who have a lawn, do not have Florida-Friendly Landscaping and are very likely or likely to change to Florida-Friendly Landscaping

Is there any other reason why you might change your lawn to Florida-Friendly Landscaping?*/**/***

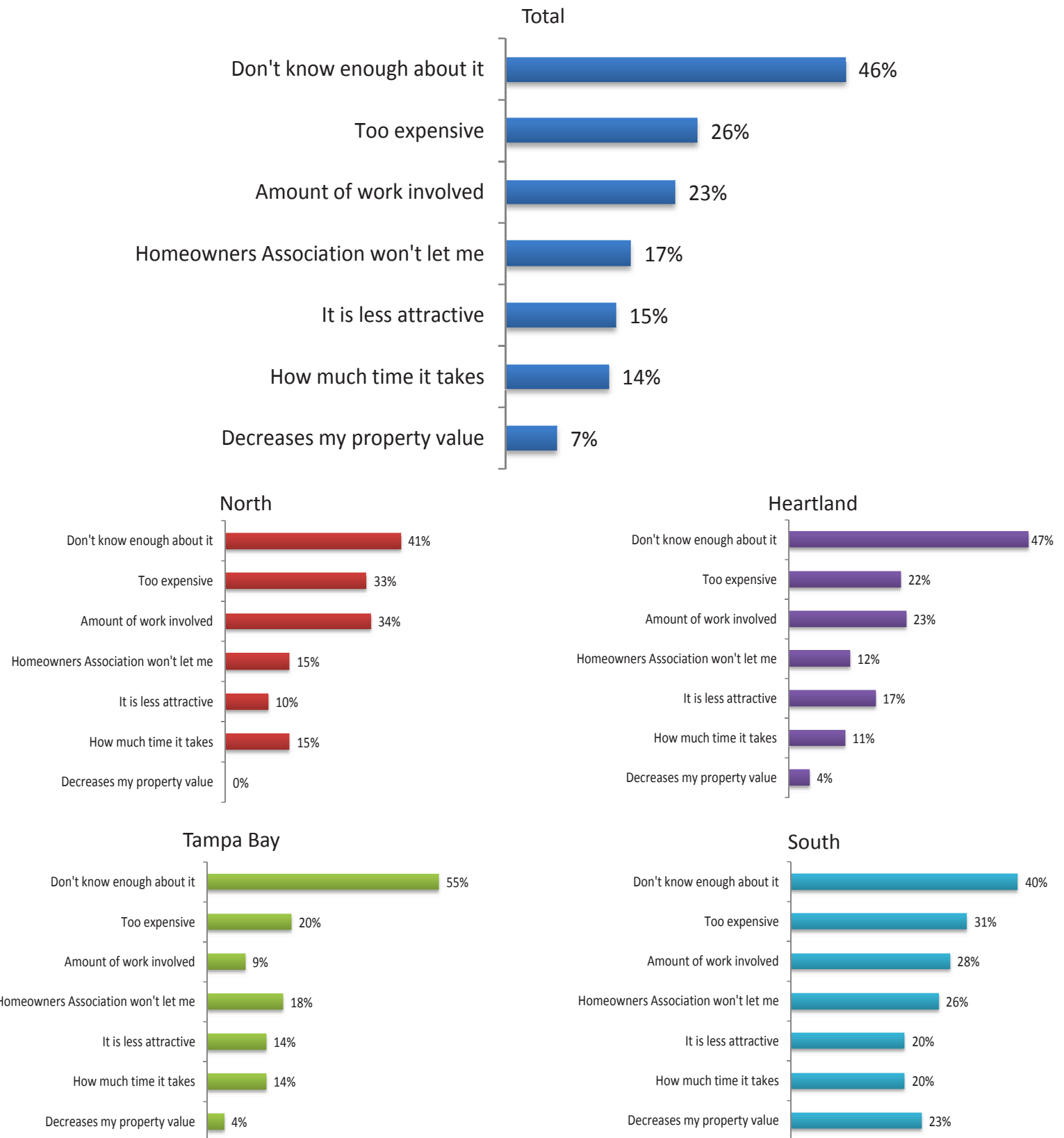


* Responses coded from an open-ended question. Complete list of verbatims available in a separate report.

** Multiple responses permitted

*** Only asked to residents who have a lawn, do not have Florida-Friendly Landscaping and are very likely or likely to change to Florida-Friendly Landscaping

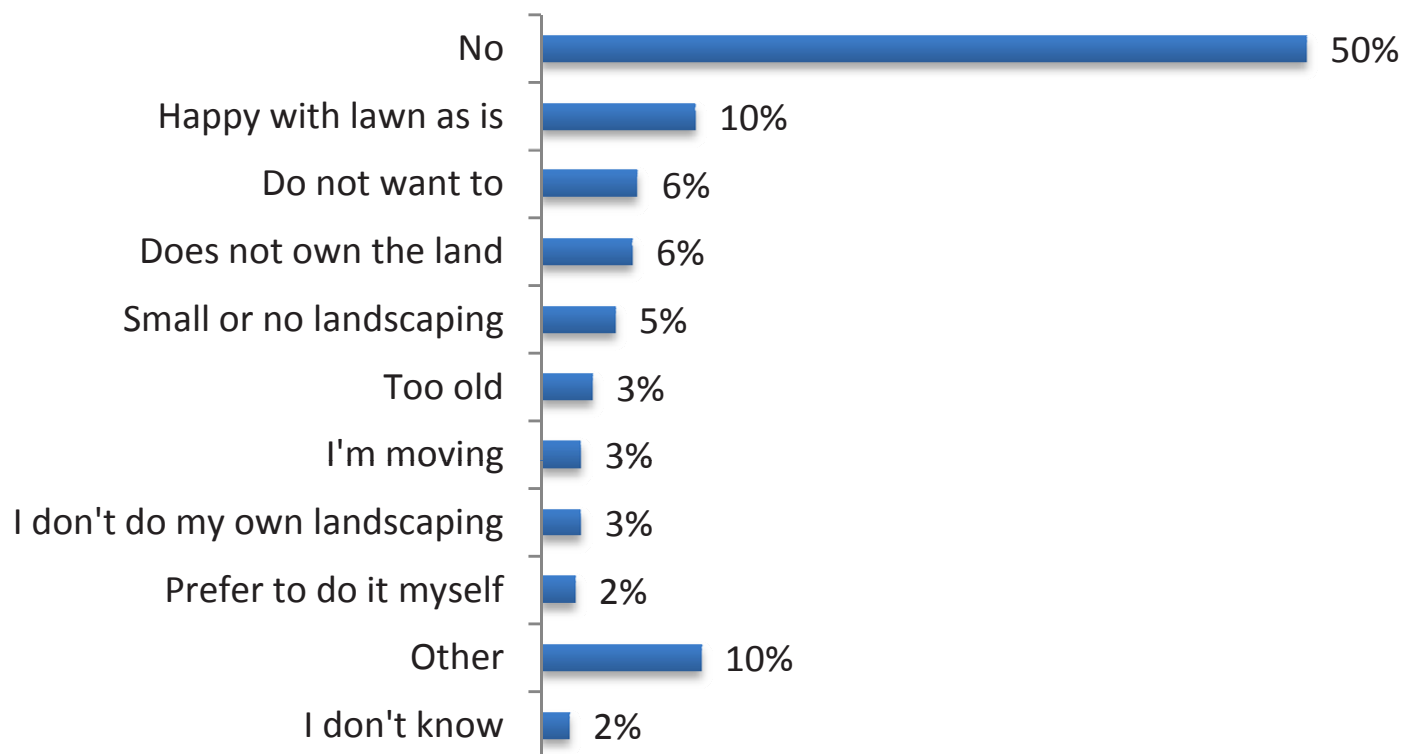
Which of the following are reasons why you are not likely to change your lawn to Florida-Friendly Landscaping?*/**



* Multiple responses permitted

** Only asked to residents who have a lawn, do not have Florida-Friendly Landscaping and are somewhat likely or not at all likely to change to Florida-Friendly Landscaping

Is there any other reason why you are not likely to change your lawn to Florida-Friendly Landscaping?*/**/***

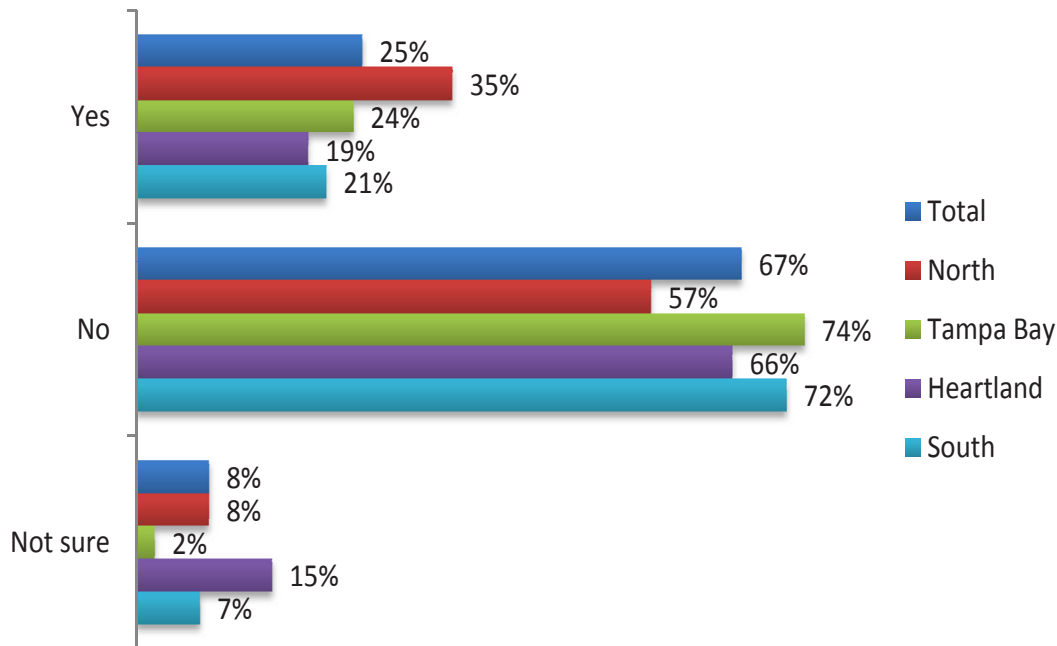


* Responses coded from an open-ended question. Complete list of verbatims available in a separate report.

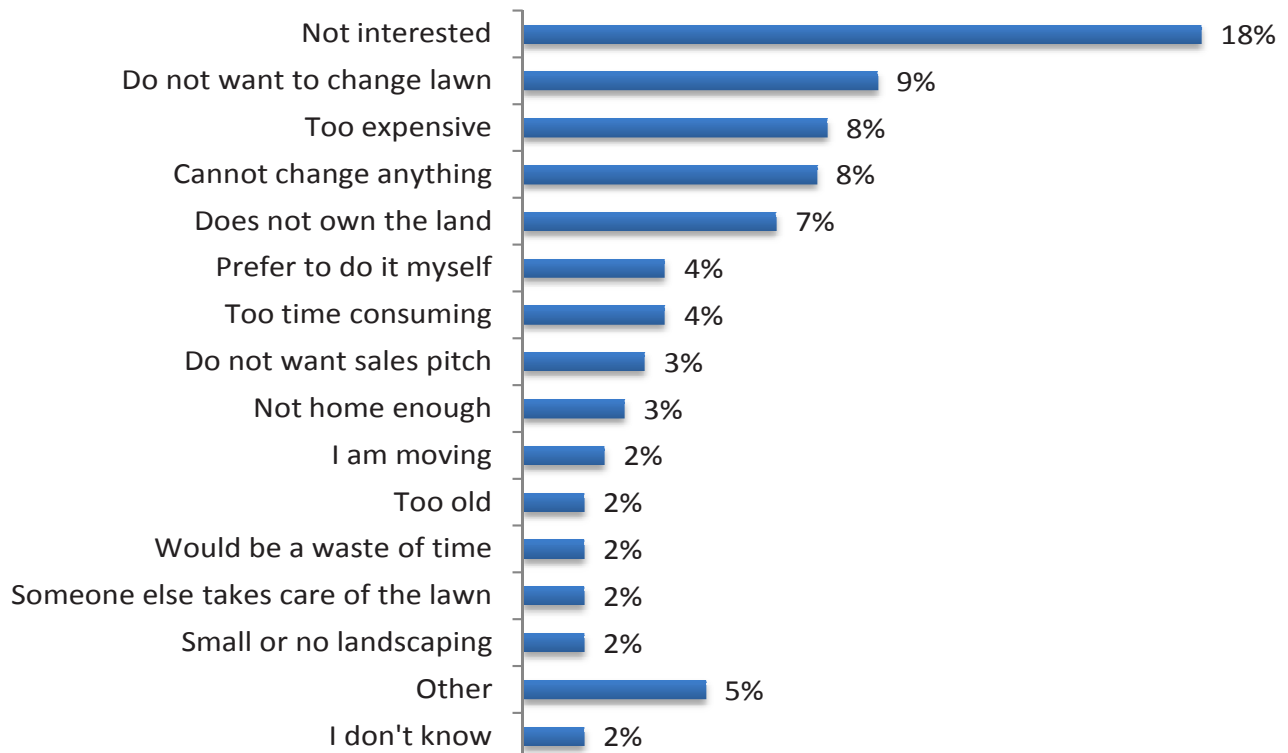
** Multiple responses permitted

***Only asked to residents who have a lawn, do not have Florida-Friendly Landscaping and are somewhat likely or not at all likely to change to Florida-Friendly Landscaping

Would you agree to a free review of your landscaping from a Florida-Friendly Landscaping expert?***



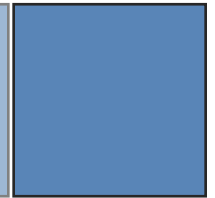
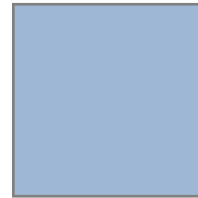
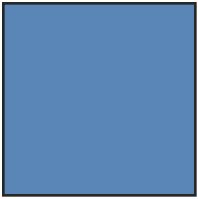
Why not?*/**/**



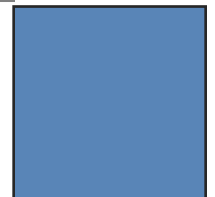
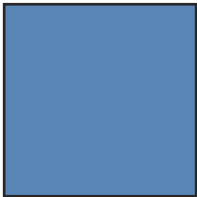
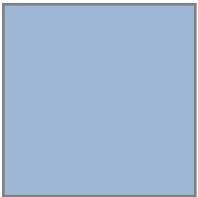
*Responses coded from an open-ended question. Complete list of verbatims available in a separate report.

** Multiple responses permitted

*** Only asked to residents who have a lawn and do not have Florida-Friendly Landscaping and do not want a free review by a Florida-Friendly Landscaping expert



INFORMATION SOURCES



Information Sources

This section of the report investigates residents' social media usage, perceived trustworthiness of various information sources, and where people get their news.

Facebook and YouTube are, by far, the most widely used social media among residents surveyed in this study. Over half (53%) claim to use Facebook. Of those residents, 32% use Facebook at least daily, and 46% use it at least weekly. Residents in the Tampa Bay region (40%) are more likely to use Facebook at least daily, while only 23% of residents in the South region use it daily. Just under half (48%) use YouTube, with 32% using it at least weekly.

Google+ and Twitter are used by 30% and 17% of residents, respectively. Only 7% of residents use Twitter at least daily, while 15% use Google+ at least daily. One in five residents (17%) use LinkedIn, with 5% using it daily. Fewer than one in six use Pinterest, Tumblr, Flickr, and Instagram.

Residents in the North and Tampa Bay tend to use social media more frequently than residents in the South and Heartland regions.

Eight information sources were rated for their level of trustworthiness – percentages of “very trustworthy” + “trustworthy” ratings are summarized below:

- Universities (56%)
- US Geological Survey (52%)
- Department of Environmental Protection (51%)
- Local utility company (46%)
- Local environmental groups (41%)
- Southwest Florida Water Management District (40%)
- Traditional media (38%)
- Social media (14%)

Southwest Florida Water Management District is perceived to be about as trustworthy as traditional media and local environmental groups, yet it is not rated as highly as universities, the US Geological Survey, and DEP in trustworthiness. Trustworthiness of Southwest Florida Water Management District varies only slightly across regions, as a low of 36% of residents in the Tampa Bay region and a high of 43% of residents in the South region find it very trustworthy or trustworthy.

A majority of residents (80%) receive their news from television, while 52% also report getting their news from newspapers and 48% receive it from the Internet. Residents in all four regions rank television as the number one source of news. Social media ranks low (11%) as a news source for this population. Residents in the Tampa Bay (56%) region are more likely compared to people in other regions to get their news via the Internet.

Social media usage—Total

	Facebook	Twitter	Youtube	Pinterest	Google+	Flicker	Tumblr	Instagram	LinkedIn
Never	44%	79%	49%	83%	67%	89%	87%	82%	80%
Once or twice a year	1%	1%	4%	1%	1%	1%	1%	1%	2%
Once or twice a month	6%	4%	9%	2%	5%	1%	2%	2%	4%
Once a week	5%	3%	9%	2%	4%	1%	1%	1%	4%
A few times a week	9%	2%	10%	3%	5%	1%	1%	1%	2%
Daily	26%	6%	13%	4%	12%	3%	3%	7%	4%
Several times a day	6%	1%	3%	1%	3%	0%	1%	2%	1%
Don't know	2%	3%	3%	4%	3%	3%	4%	4%	4%

Social media usage—Never

	Total	North	Tampa Bay	Heartland	South
Flicker	89%	87%	88%	90%	93%
Tumblr	87%	86%	88%	85%	91%
Pinterest	83%	78%	83%	82%	88%
Instagram	82%	85%	78%	78%	89%
LinkedIn	80%	80%	76%	86%	80%
Twitter	79%	77%	78%	78%	84%
Google+	67%	63%	69%	63%	72%
YouTube	49%	48%	49%	43%	57%
Facebook	44%	37%	38%	46%	55%

Social media usage—A few times a week or more

	Total	North	Tampa Bay	Heartland	South
Facebook	41%	44%	48%	37%	32%
YouTube	26%	28%	29%	29%	16%
Google+	20%	22%	18%	20%	21%
Instagram	10%	10%	12%	11%	6%
Twitter	9%	10%	11%	9%	6%
Pinterest	8%	13%	7%	9%	5%
LinkedIn	7%	8%	7%	5%	6%
Tumblr	5%	7%	1%	7%	3%
Flicker	4%	7%	5%	3%	4%

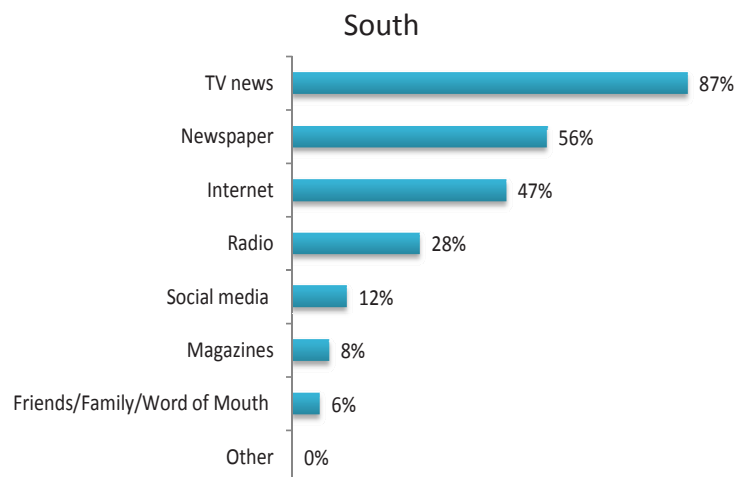
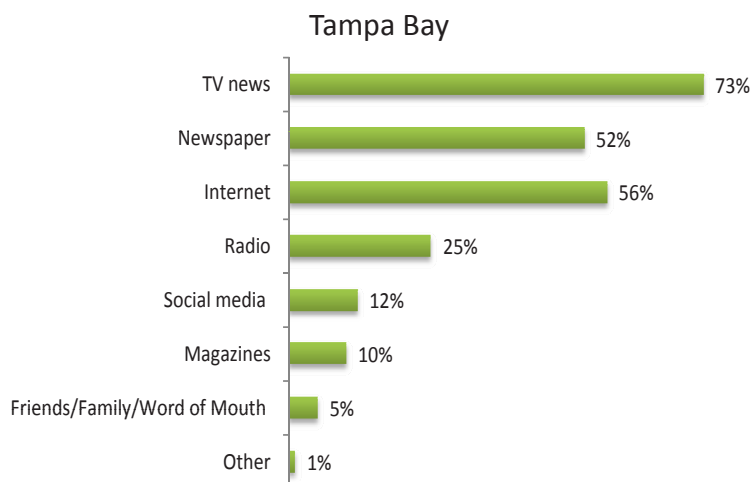
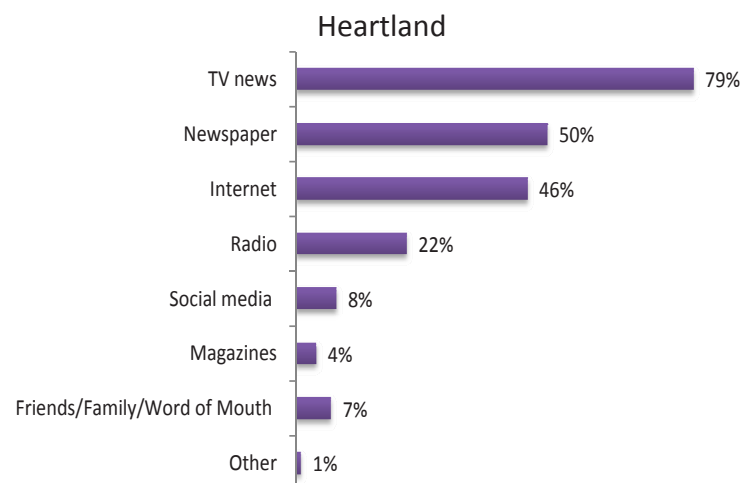
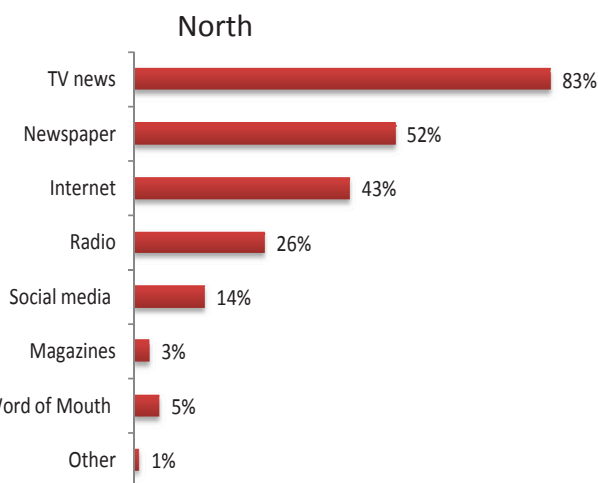
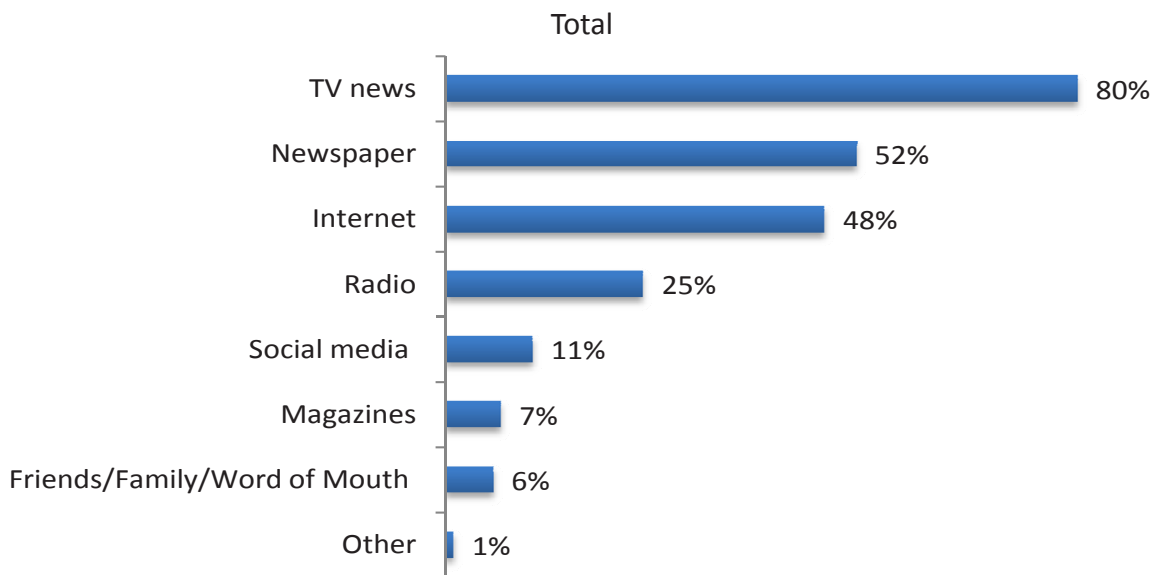
Ratings for trustworthiness of information sources—Total

	Very trustworthy	Trustworthy	Somewhat trustworthy	Not at all trustworthy	Don't know
Universities	18%	38%	24%	7%	12%
US Geological Survey	17%	35%	16%	7%	25%
Department of Environmental Protection	15%	36%	25%	14%	10%
Southwest Florida Water Management District	11%	29%	22%	7%	32%
Local environmental group	10%	31%	27%	12%	20%
Local utility company	9%	37%	30%	15%	9%
Traditional media	8%	30%	43%	15%	4%
Social media	2%	12%	32%	33%	21%

Very trustworthy ratings for information sources

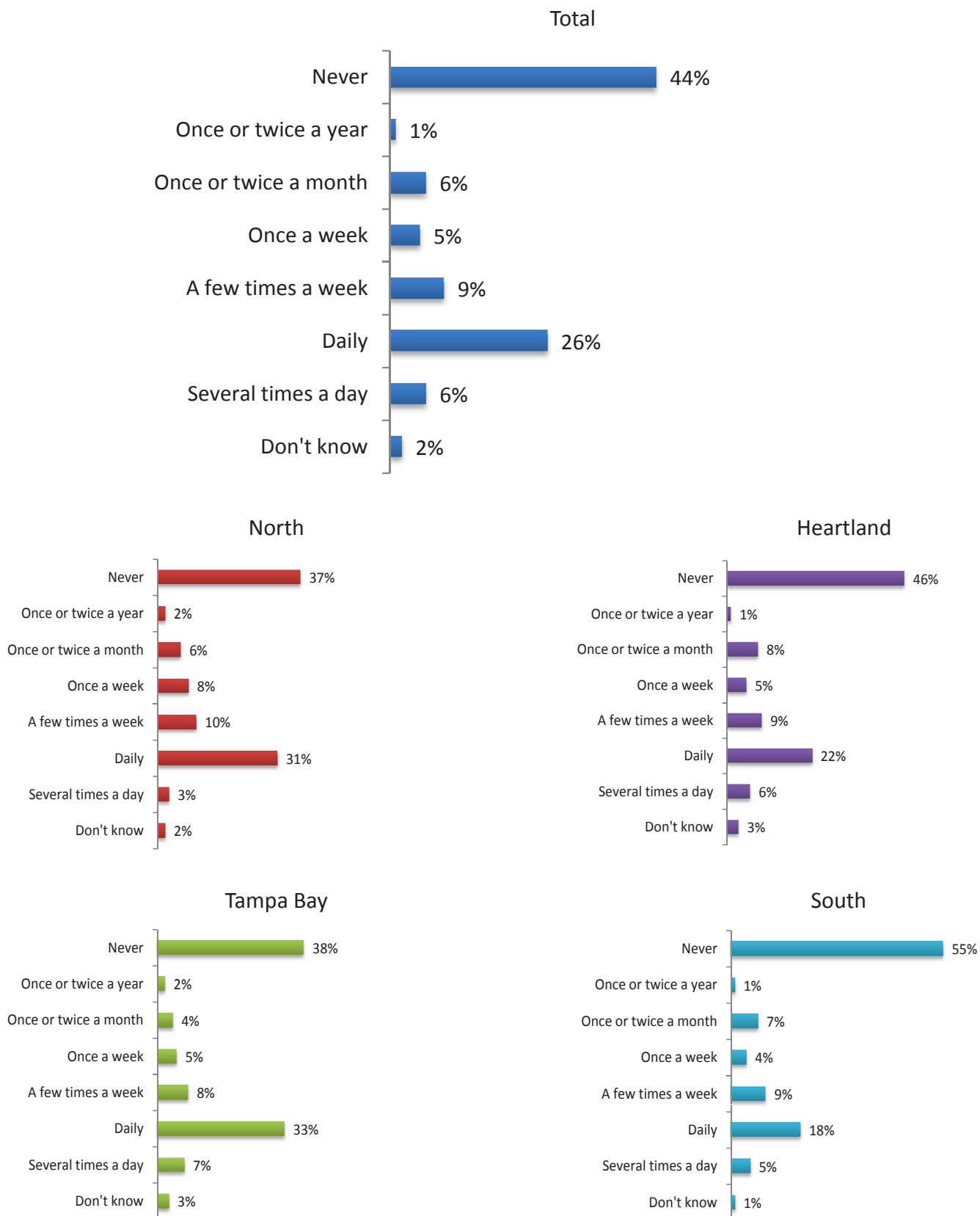
	Total	North	Tampa Bay	Heartland	South
Universities	18%	15%	17%	21%	19%
US Geological Survey	17%	17%	22%	15%	16%
Department of Environmental Protection	15%	12%	16%	16%	16%
Southwest Florida Water Management District	11%	10%	10%	11%	13%
Local environmental group	10%	8%	11%	9%	11%
Local utility company	9%	10%	6%	11%	9%
Traditional media	8%	7%	6%	11%	8%
Social media	2%	1%	2%	4%	1%

Where do you get your news?*



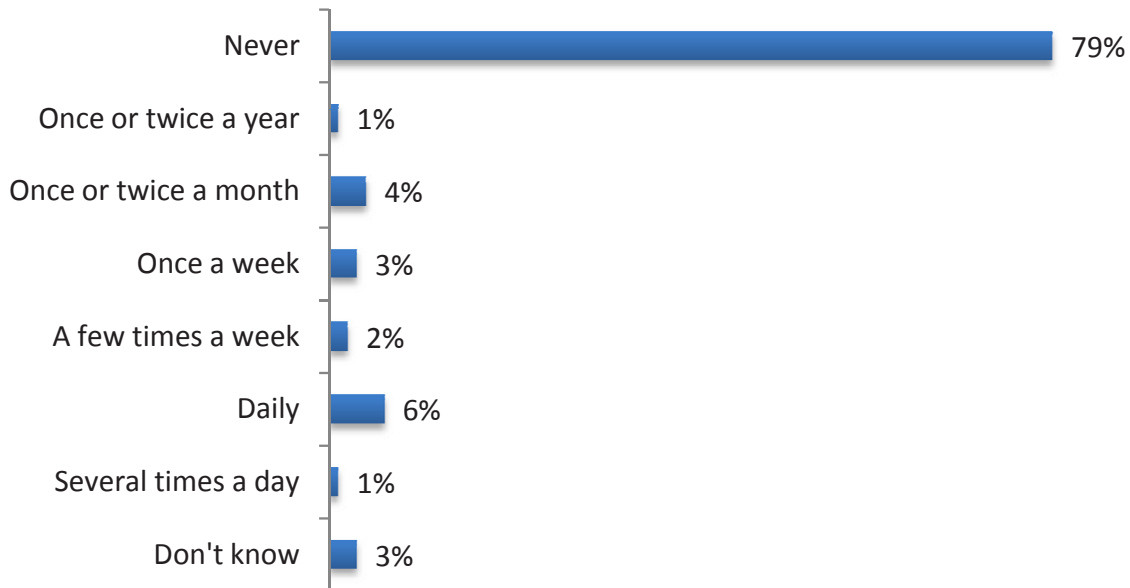
* Multiple responses permitted

How often do you use Facebook?

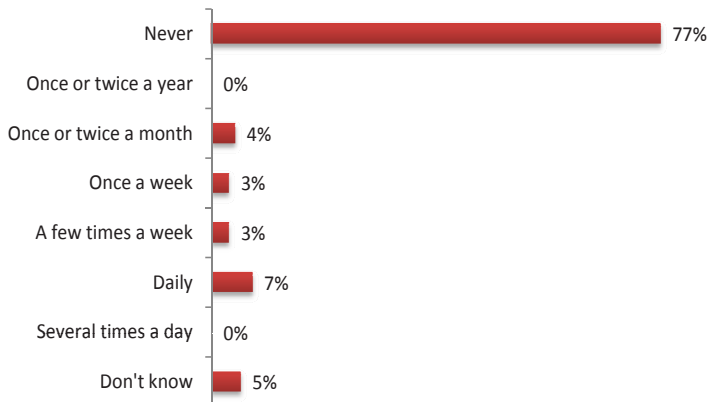


How often do you use Twitter?

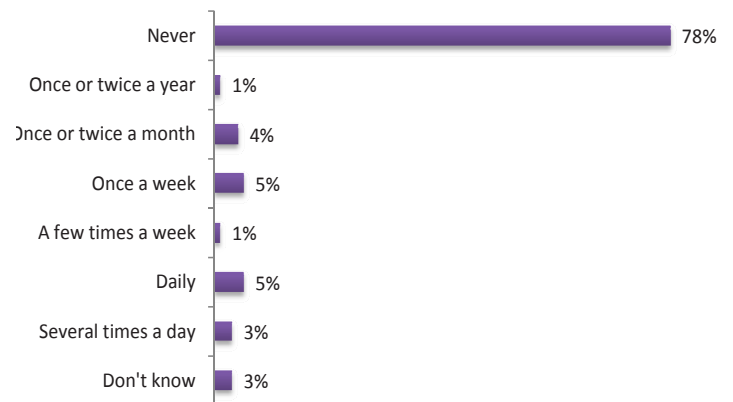
Total



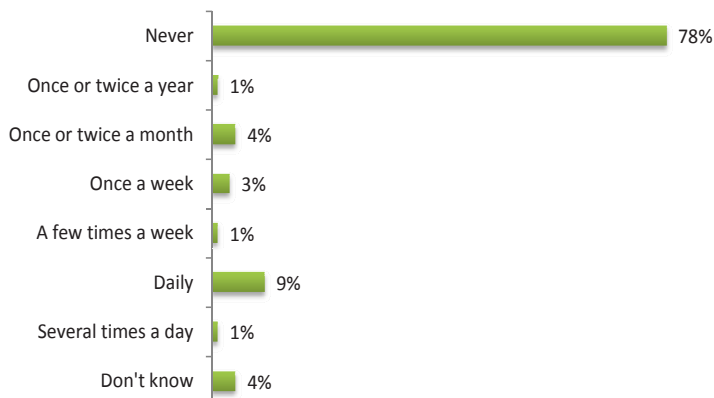
North



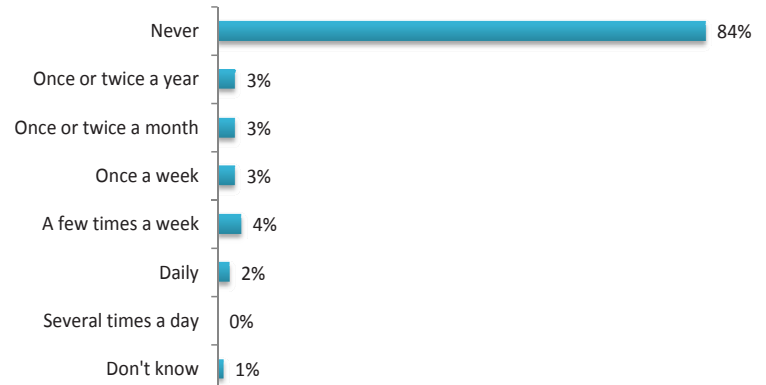
Heartland



Tampa Bay

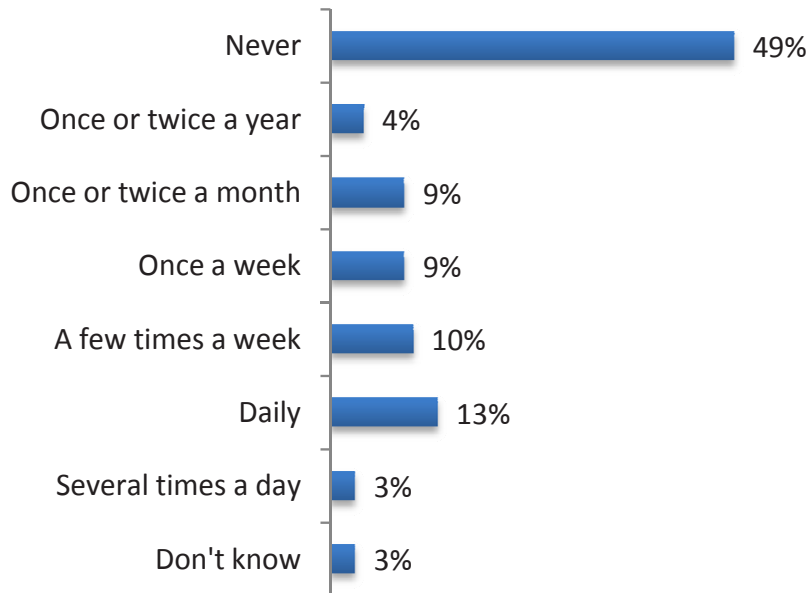


South

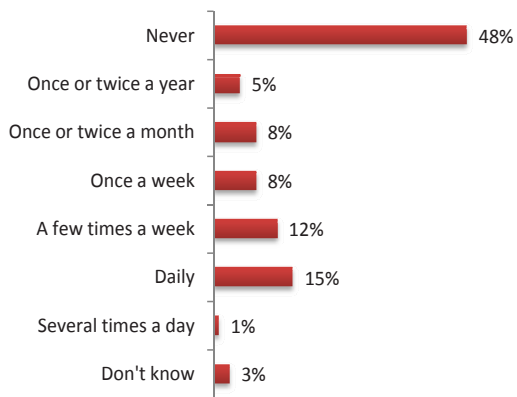


How often do you use YouTube?

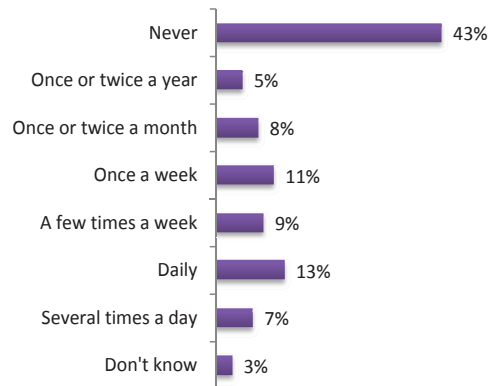
Total



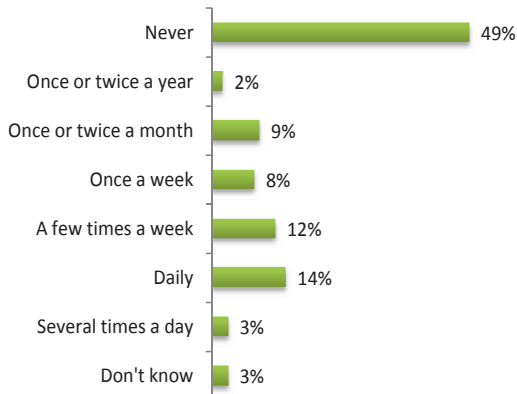
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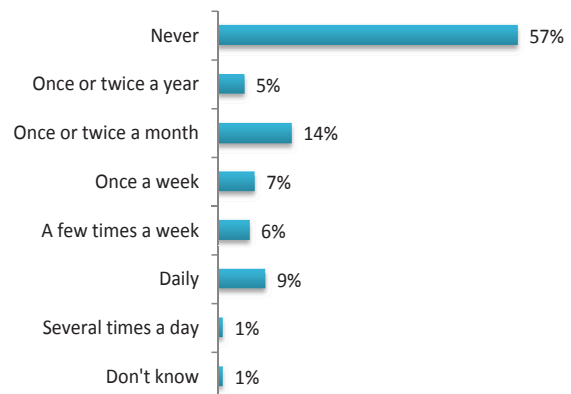
Heartland



Tampa Bay

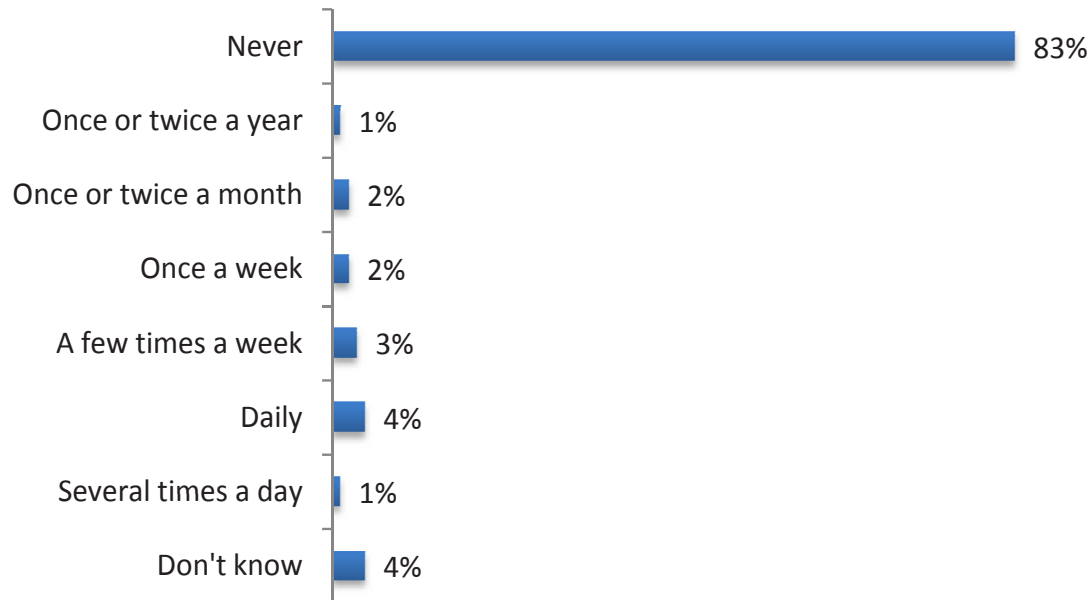


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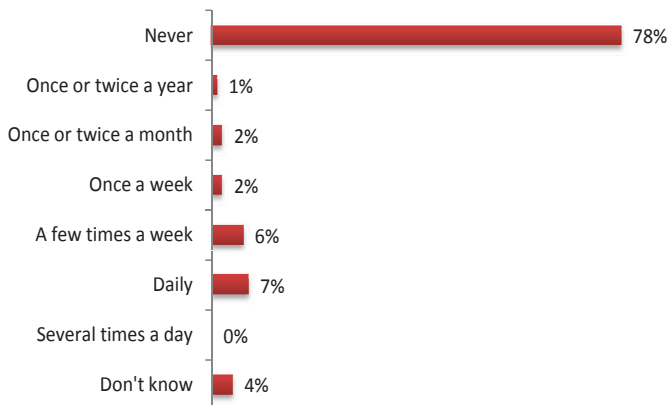


How often do you use Pinterest?

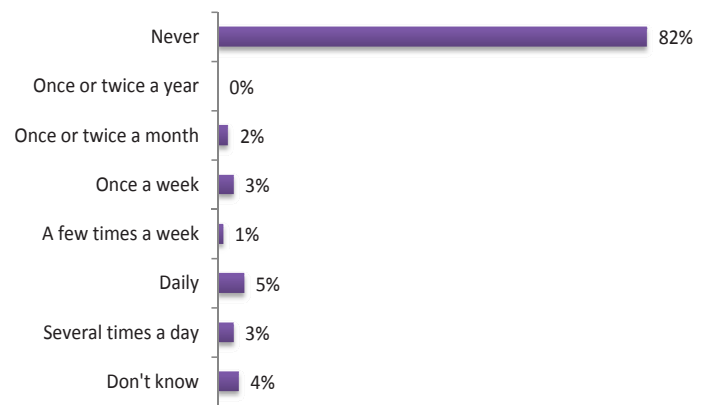
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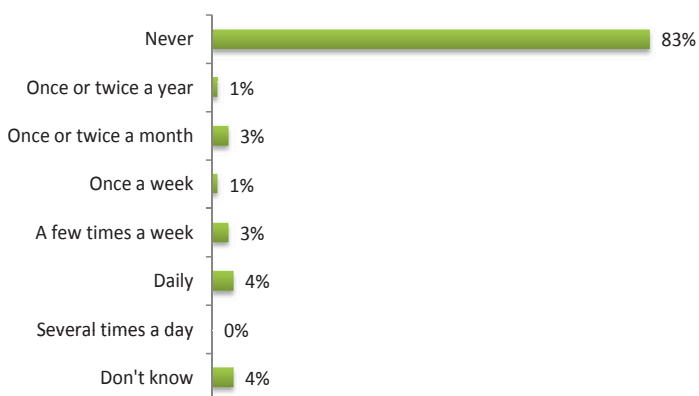
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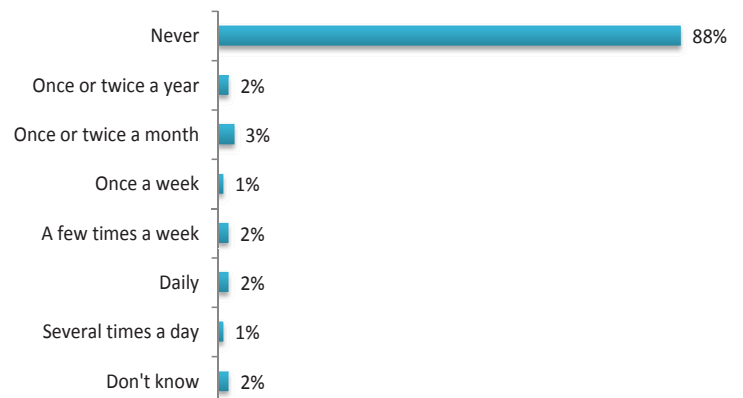
Heartland



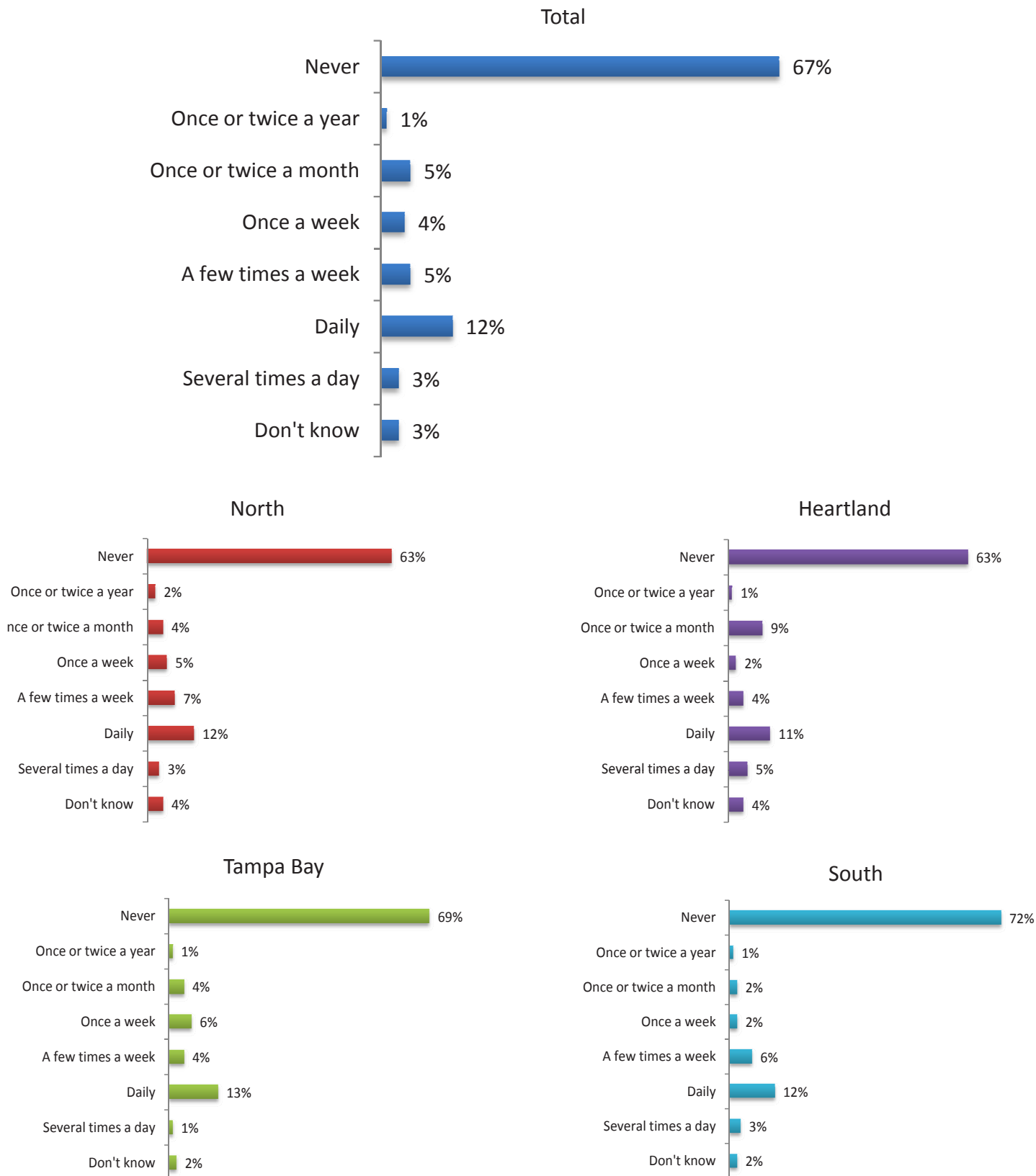
Tampa Bay



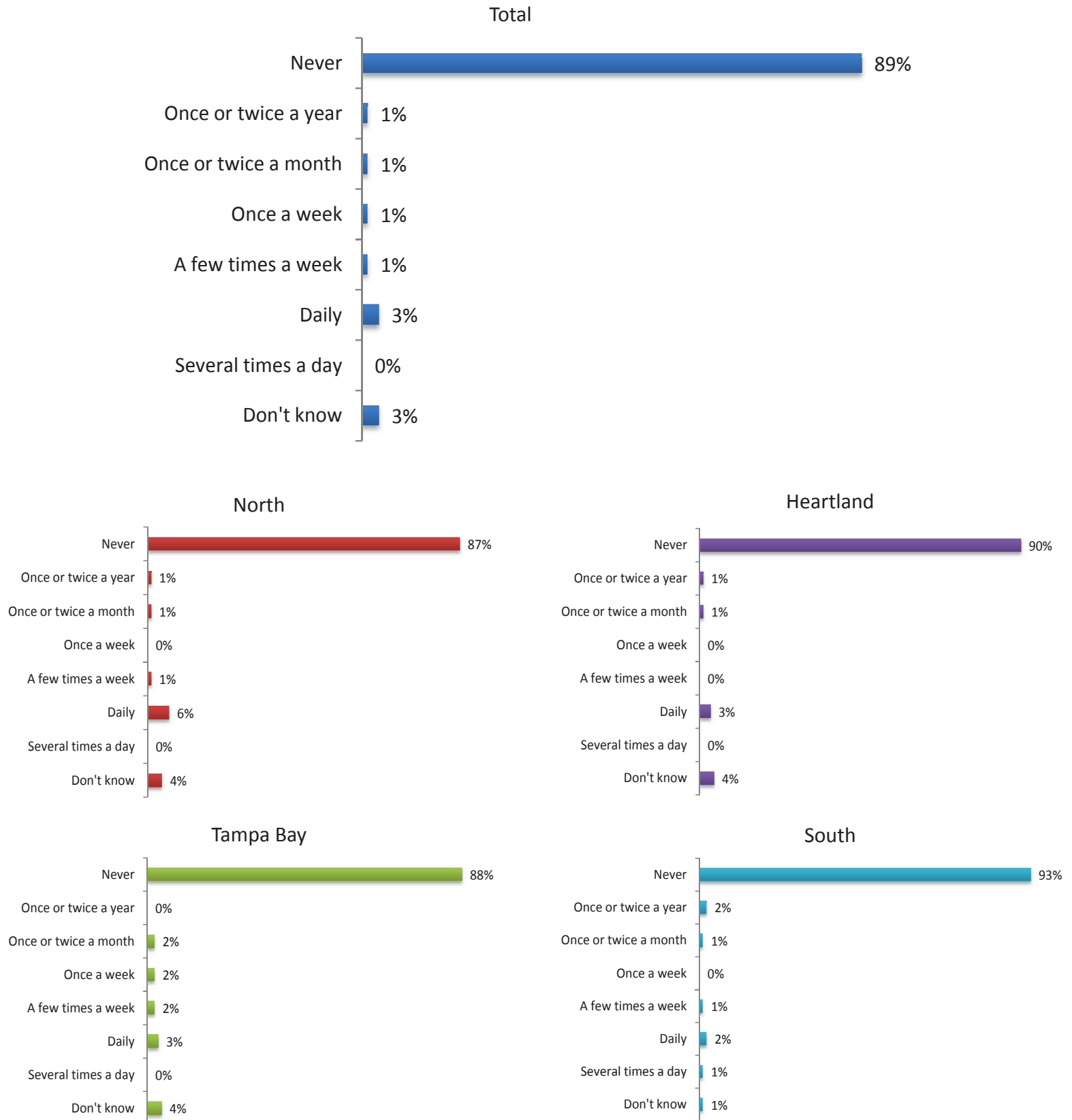
South



How often do you use Google+?

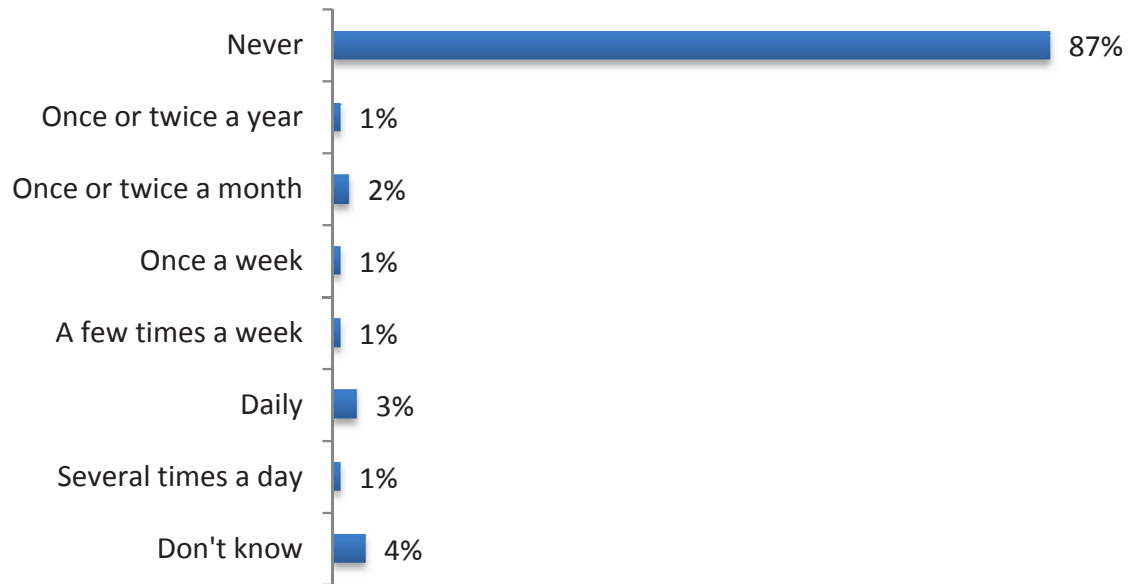


How often do you use Flickr?

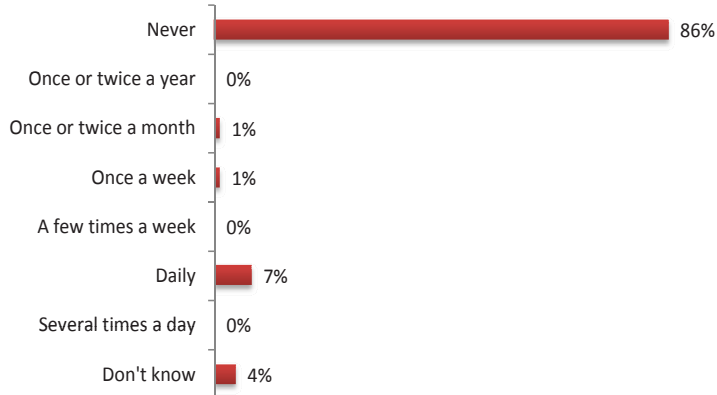


How often do you use Tumblr?

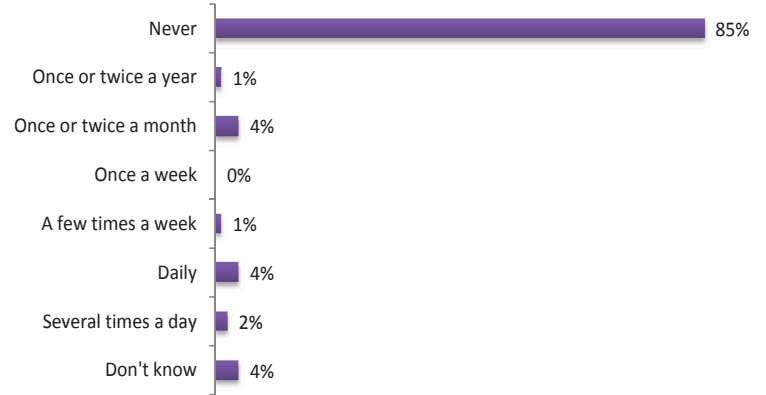
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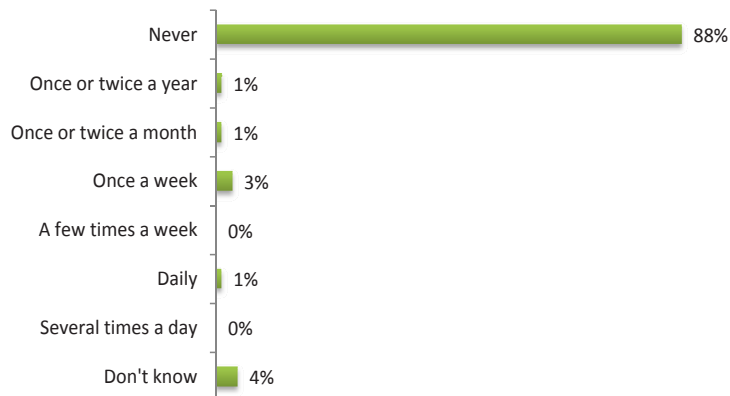
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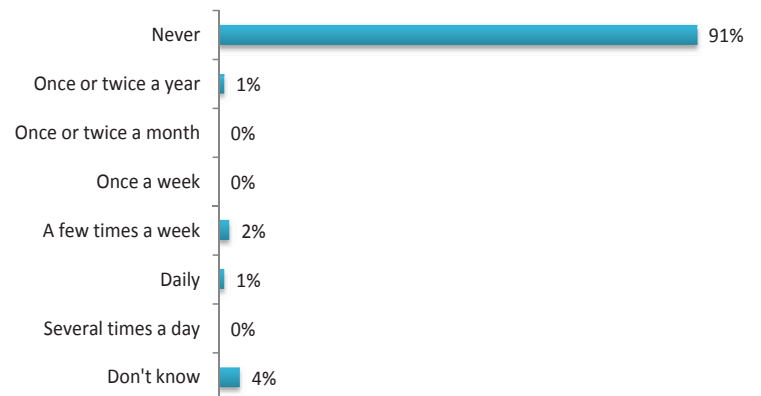
Heartland



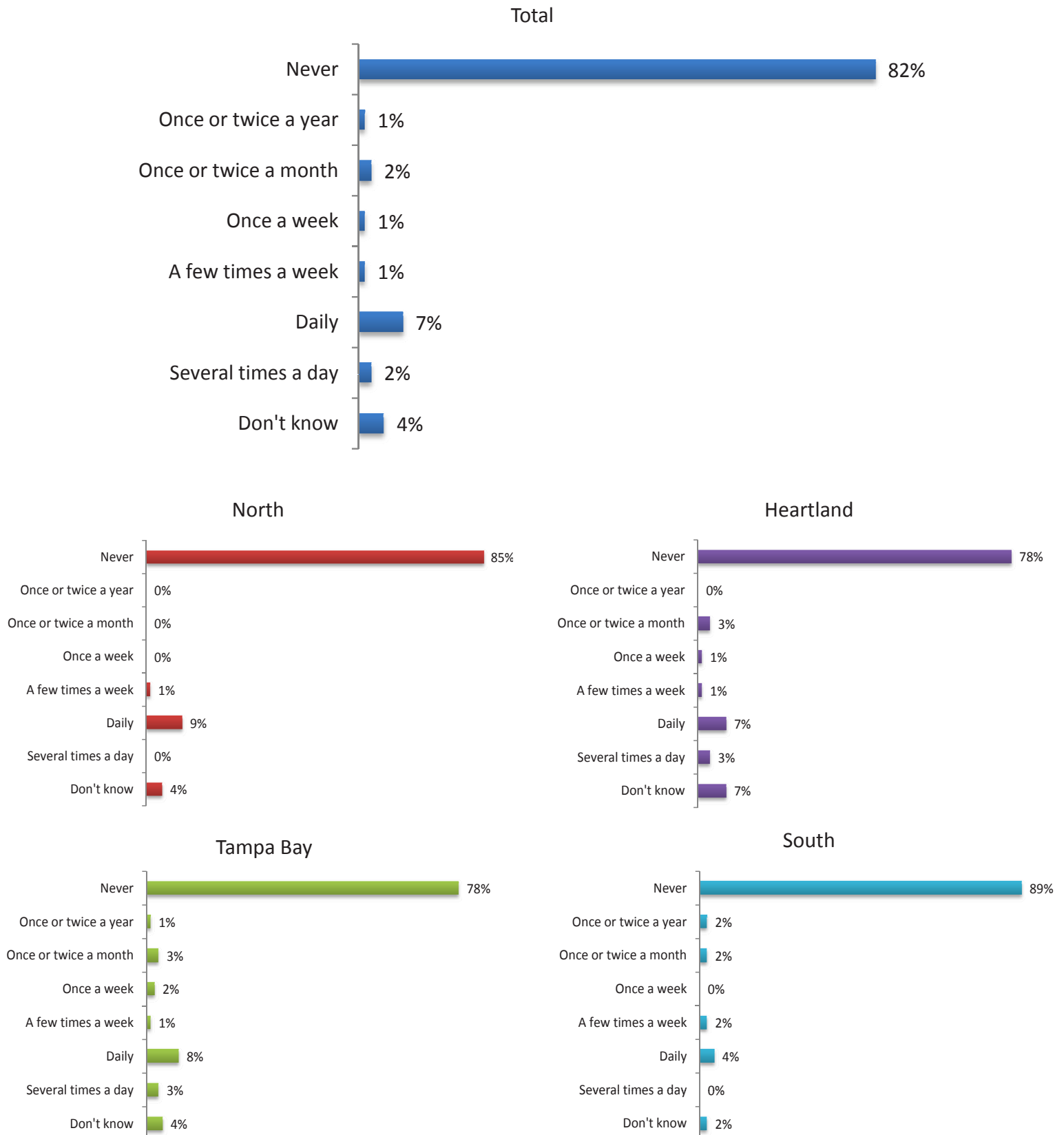
Tampa Bay



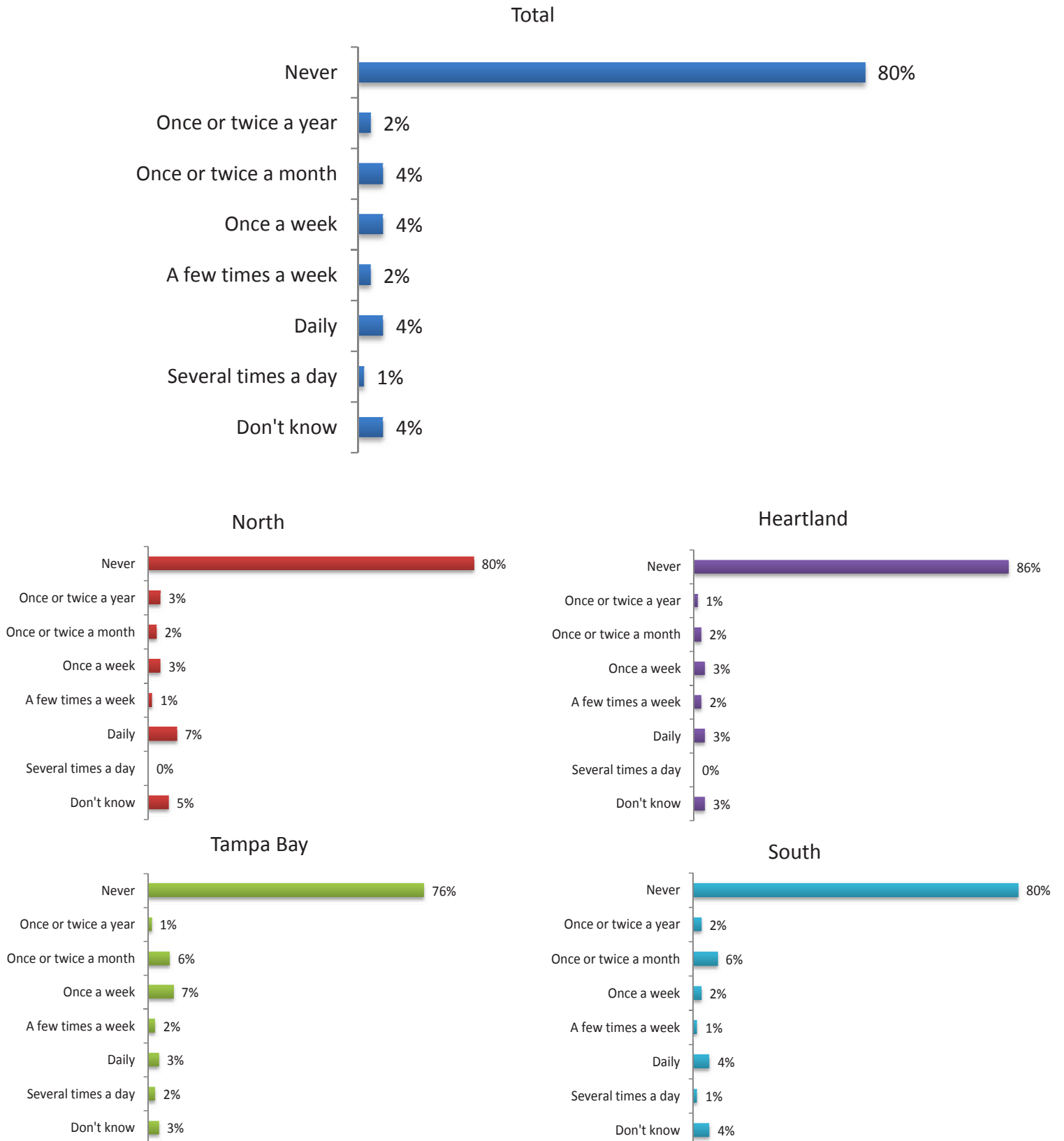
South



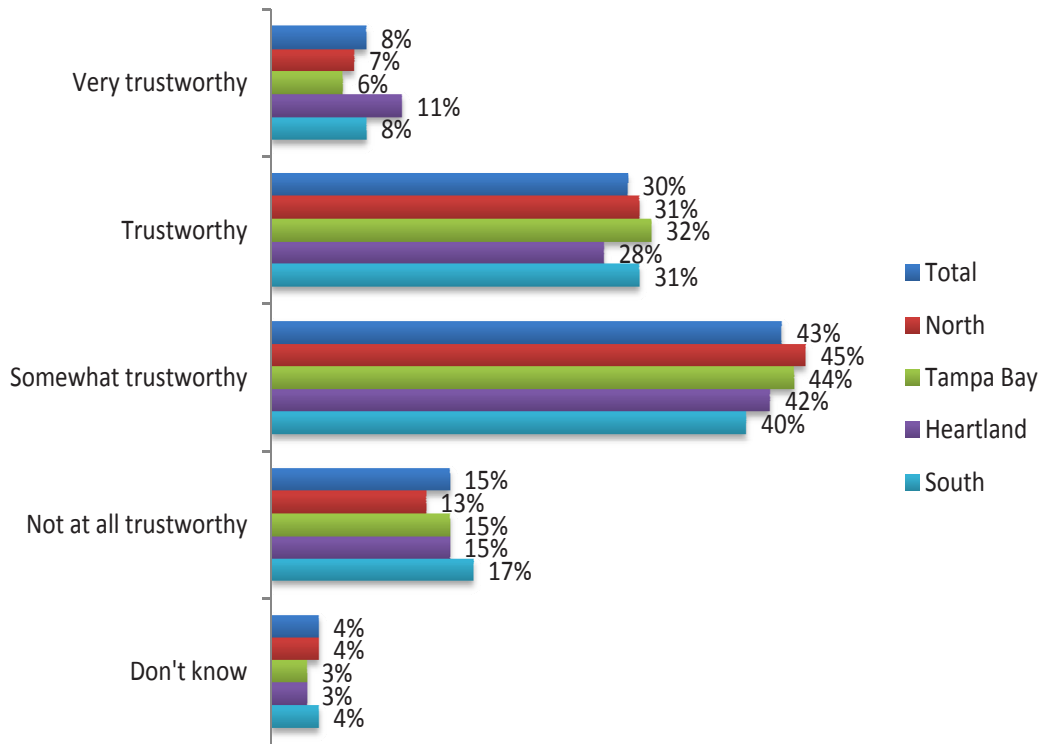
How often do you use Instagram?



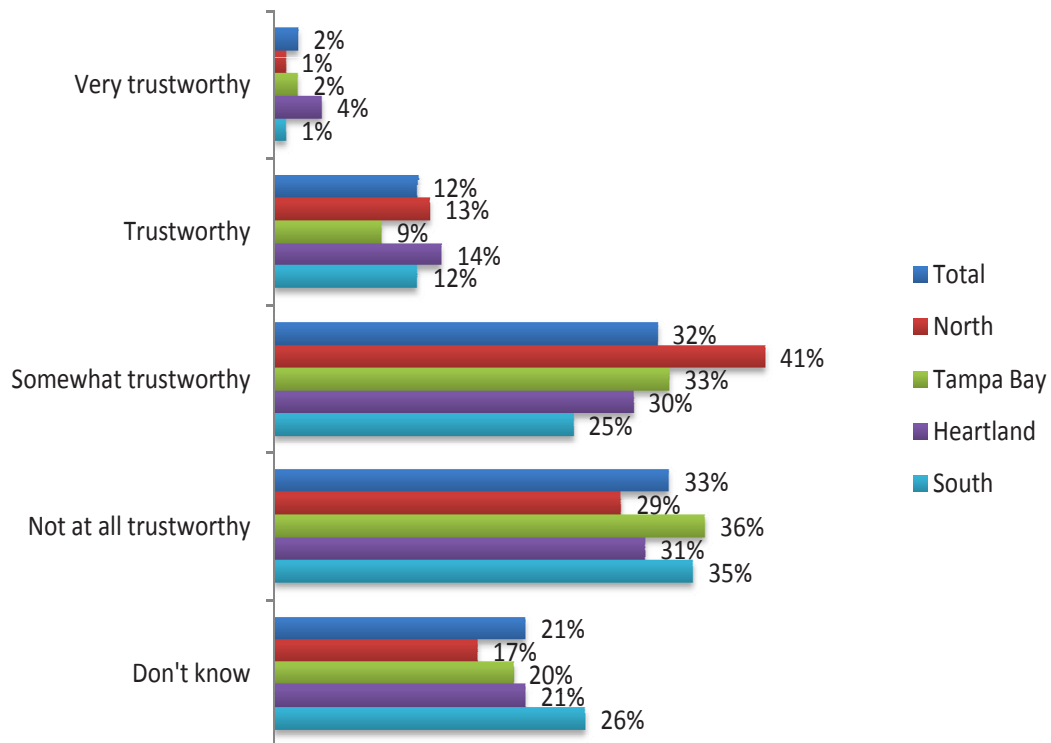
How often do you use LinkedIn?



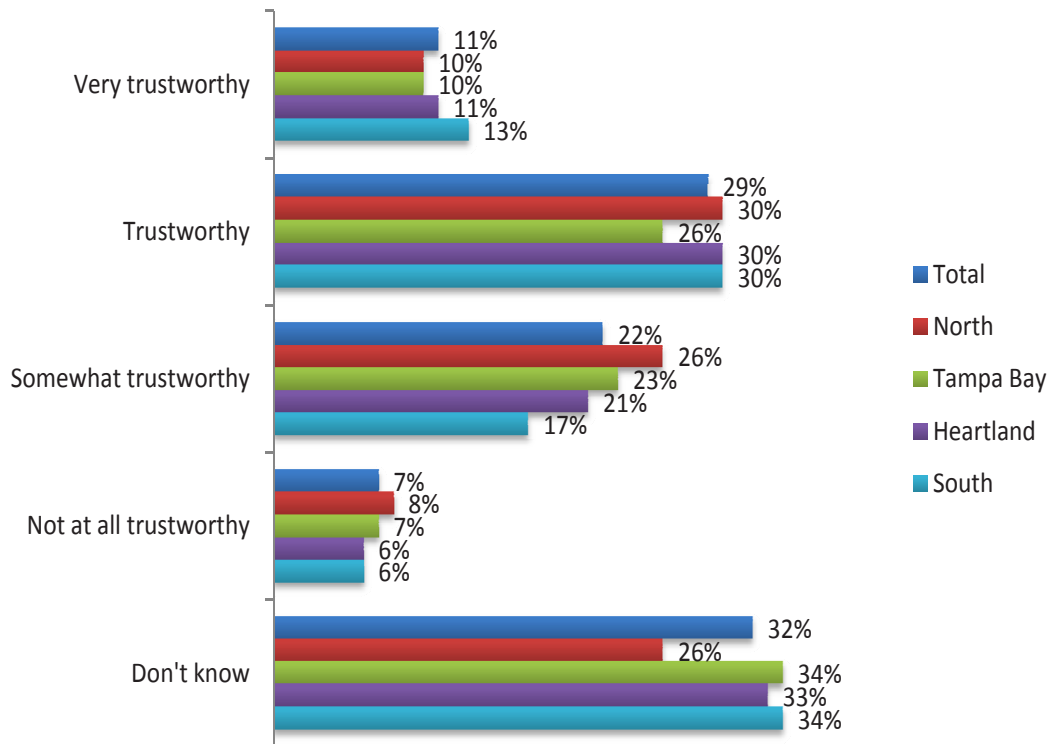
How trustworthy is traditional media?



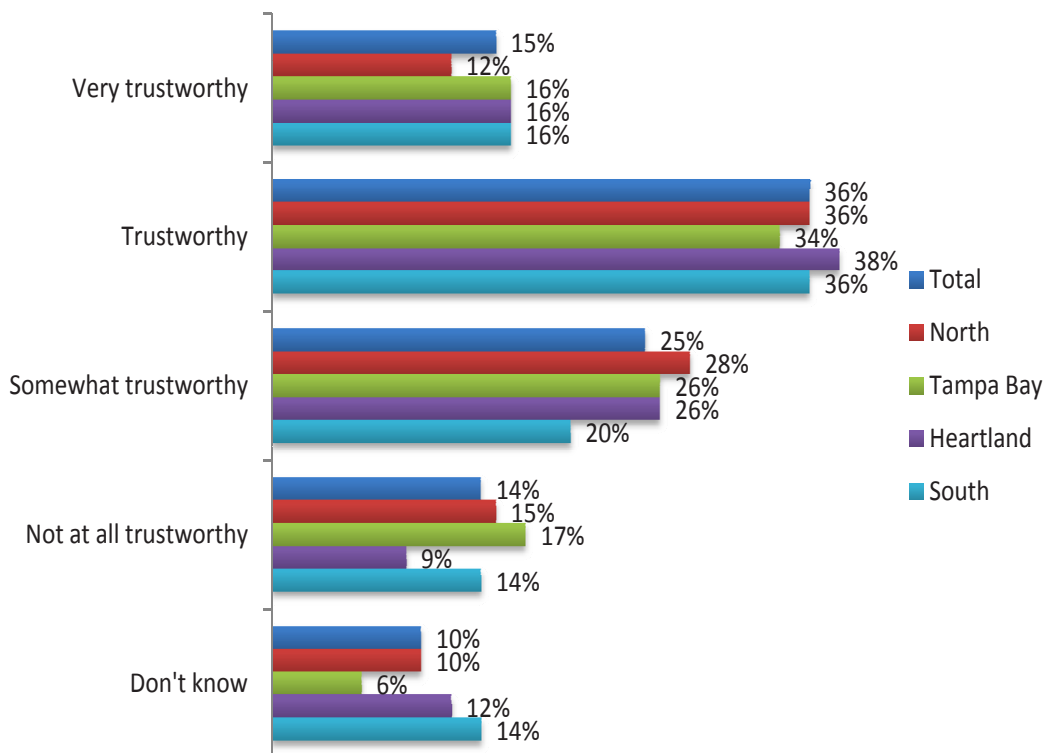
How trustworthy is social media?



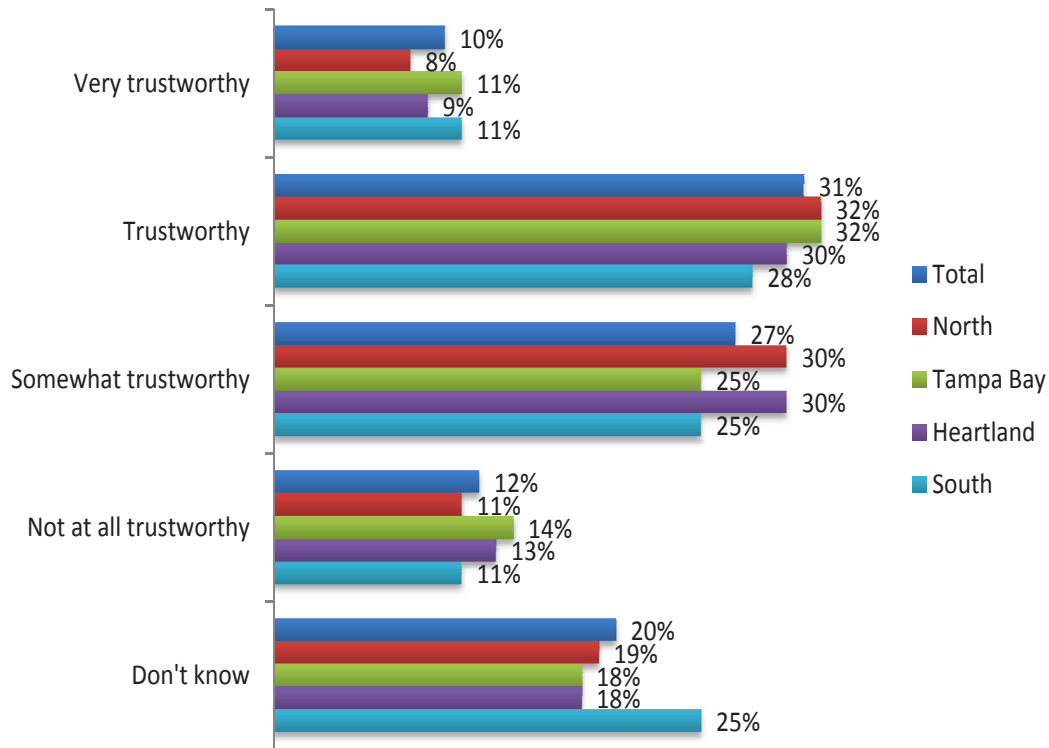
How trustworthy is the Southwest Florida Water Management District?



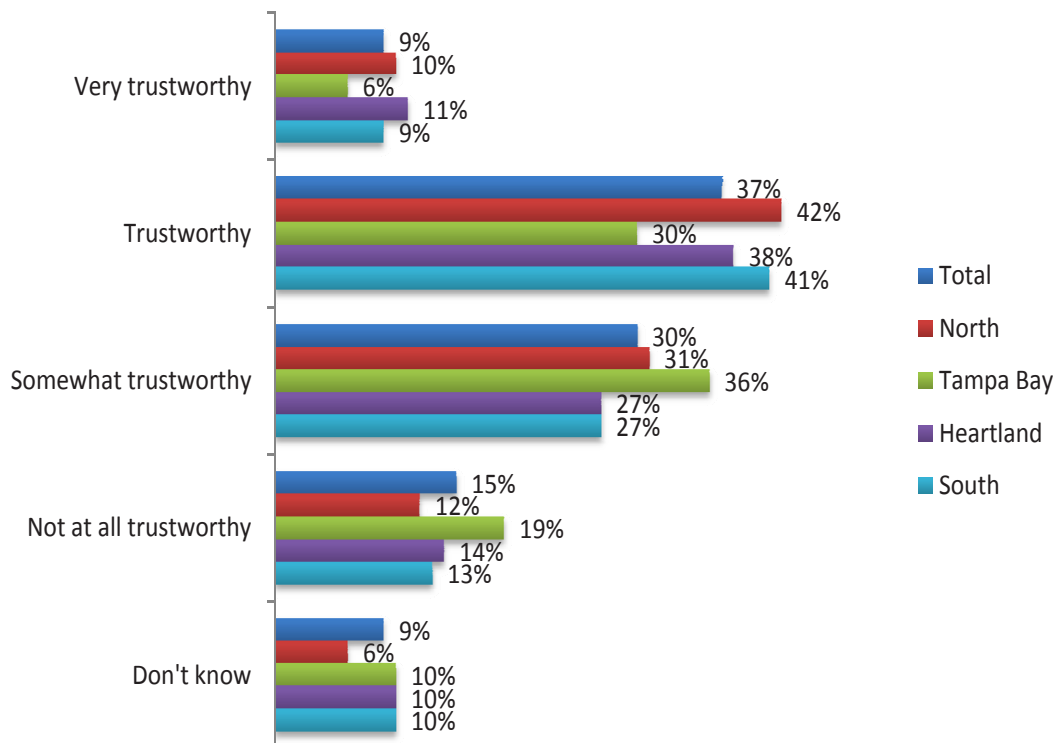
How trustworthy is the Department of Environmental Protection?



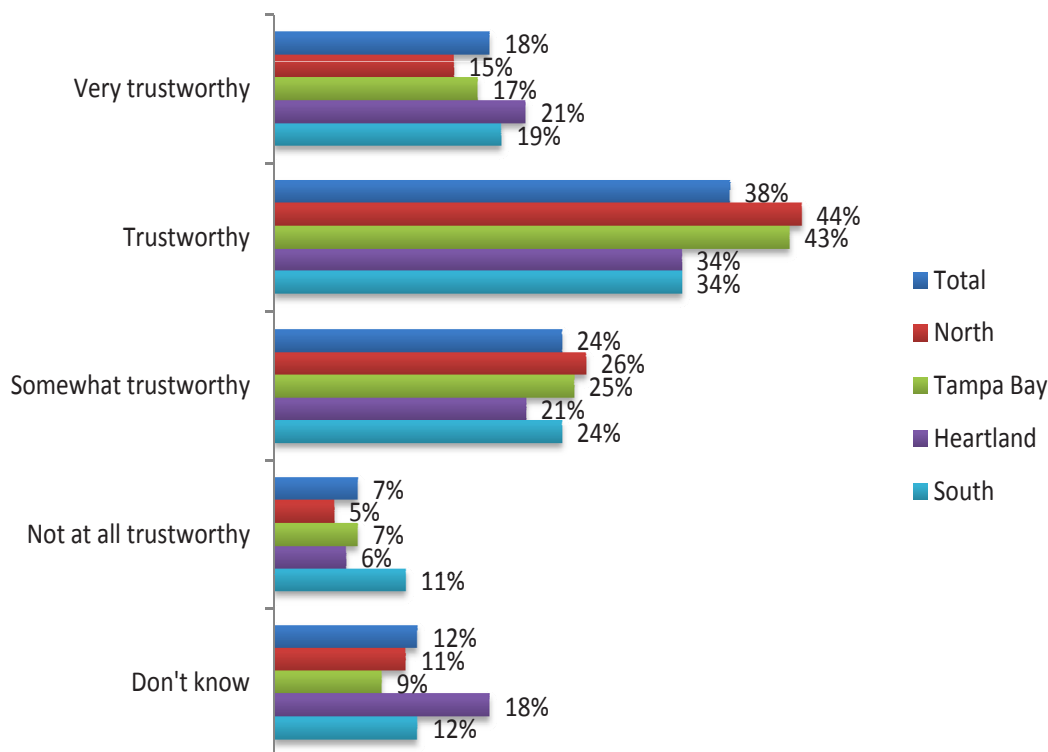
How trustworthy is the local environmental group?



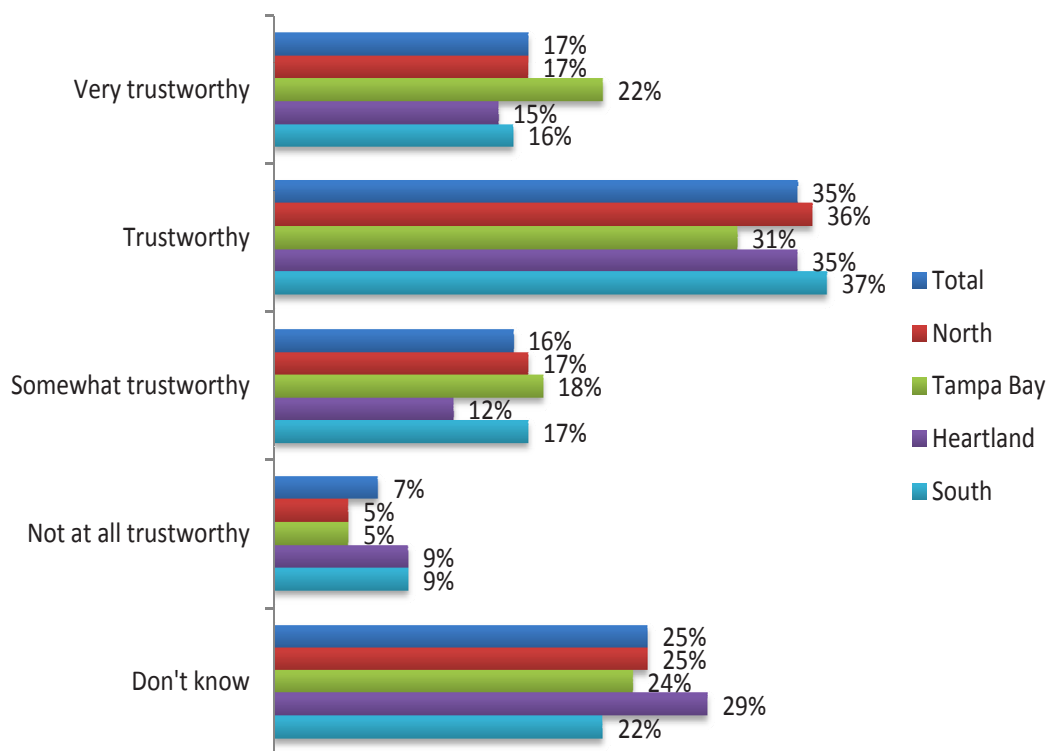
How trustworthy is the local utility company?

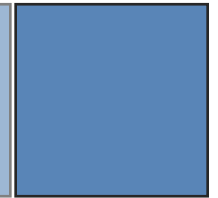
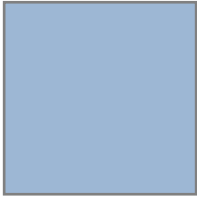
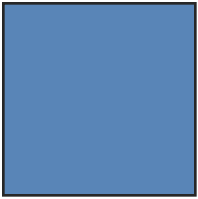


How trustworthy are universities?

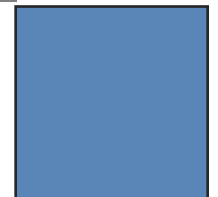
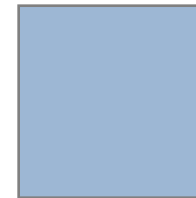
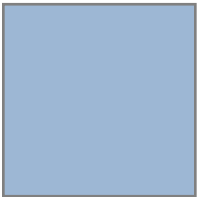


How trustworthy is the US Geological Survey?





LAWN IRRIGATION



Lawn Irrigation

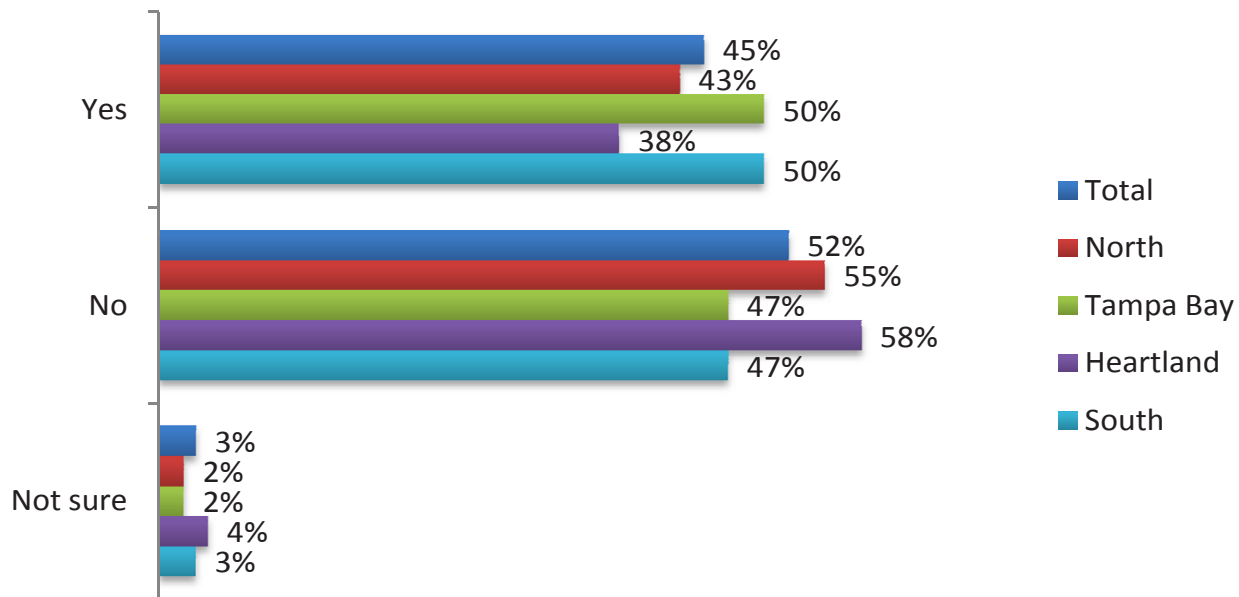
This section of the report presents residents' lawn watering behavior.

Not quite half of residents (45%) report having an in-ground irrigation system for their landscape. Residents of the South (50%) and Tampa Bay (50%) regions are more likely to have in-ground irrigation systems for their landscapes. Only 38% of residents in the Heartland region have in-ground irrigation systems.

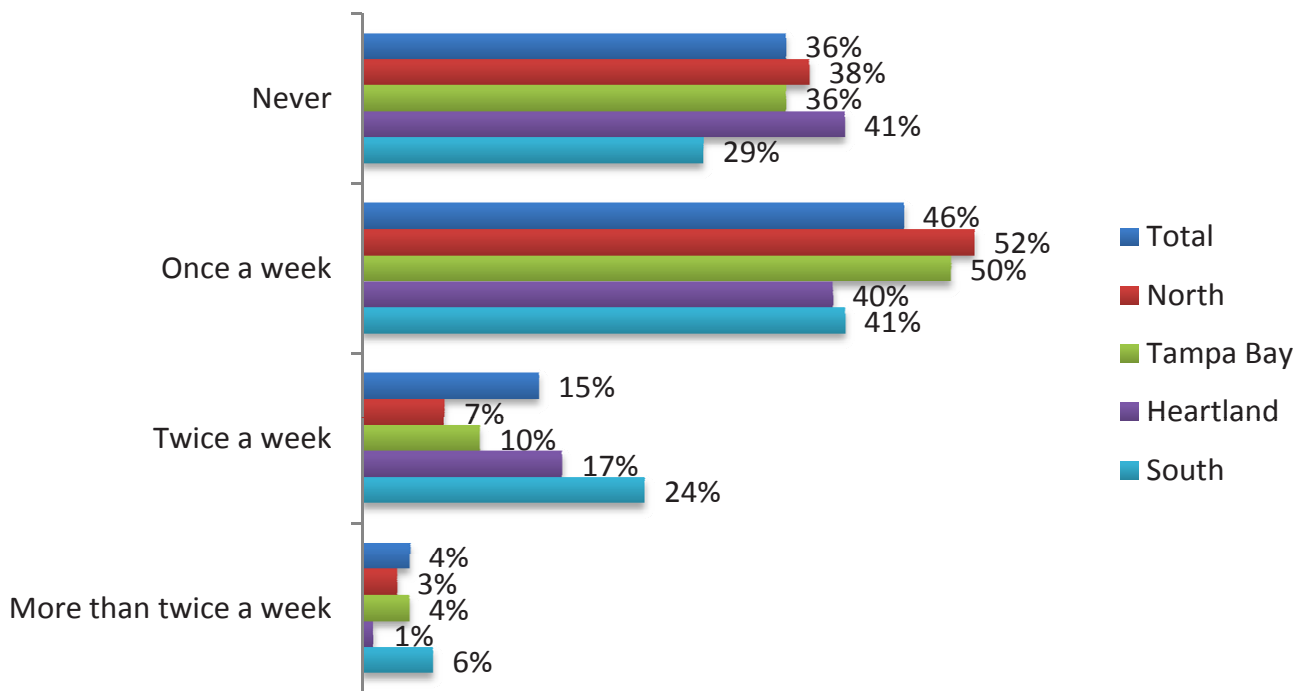
One in five residents with in-ground irrigation systems (19%) reports watering the lawn more than once a week in the winter. Residents in the South region with in-ground irrigation systems (30%) are more likely to exhibit this behavior. Only 10% of residents in the North region with in-ground irrigation systems report watering their lawns at least twice a week in the winter.

Two in five residents with in-ground irrigation systems (40%) report watering their lawns at least twice a week in the summer. Residents in the North region with in-ground irrigation systems (46%) are more likely to water their lawn twice or more a week in the summer, while only 34% of residents in the Tampa Bay region with in-ground irrigation systems do so.

Do you have an in-ground irrigation system for your landscape?

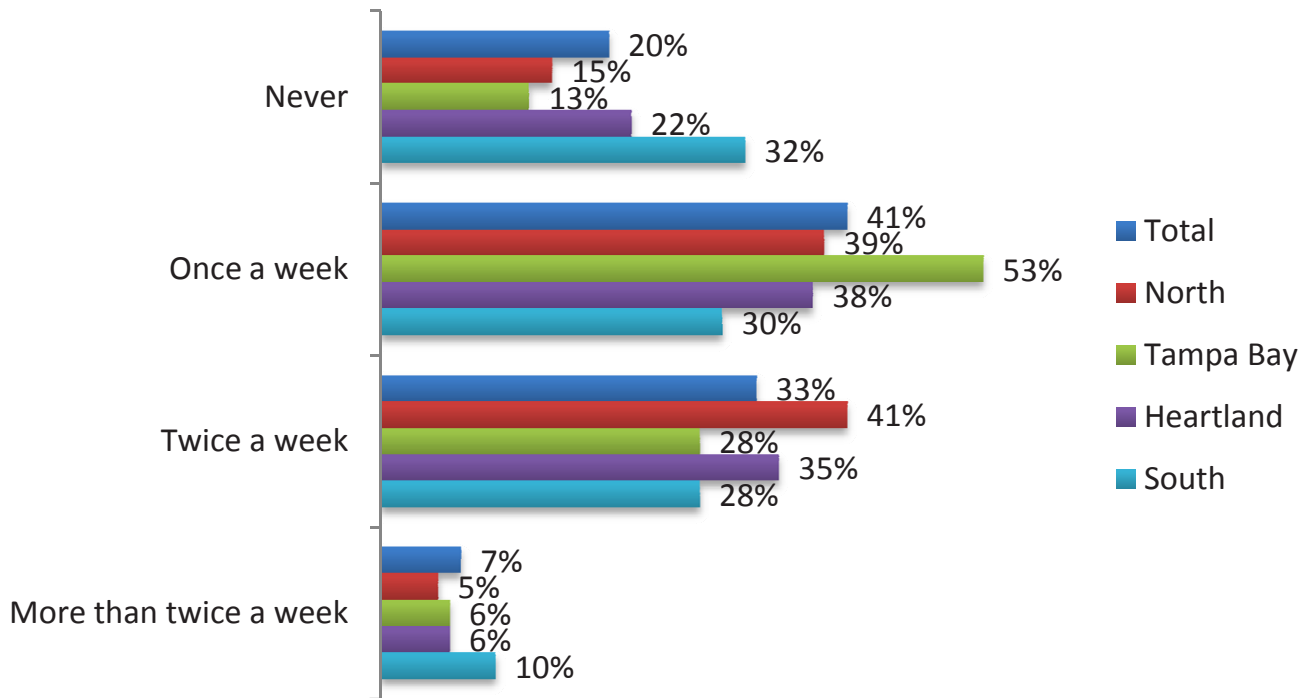


How often do you water your lawn in the winter?*

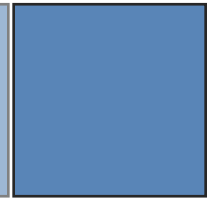
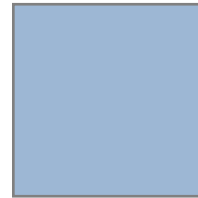
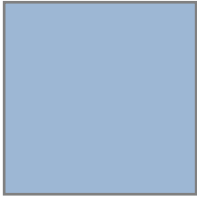
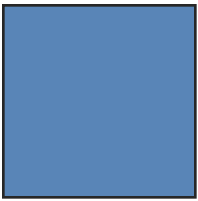


* Only asked to residents who have an in-ground irrigation system

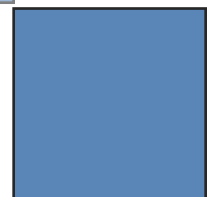
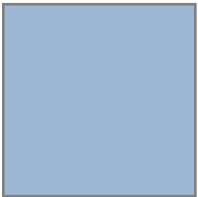
How often do you water your lawn in the summer?*



* Only asked to residents who have an in-ground irrigation system



DEMOGRAPHICS

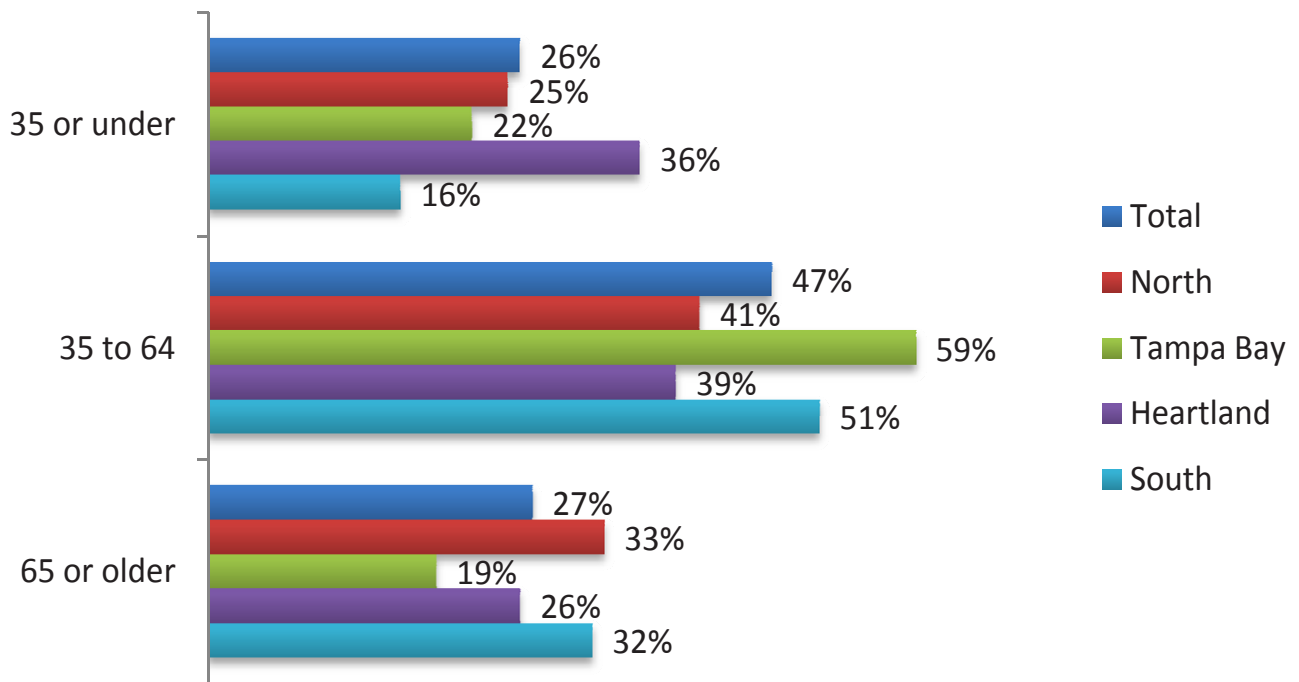


Demographics

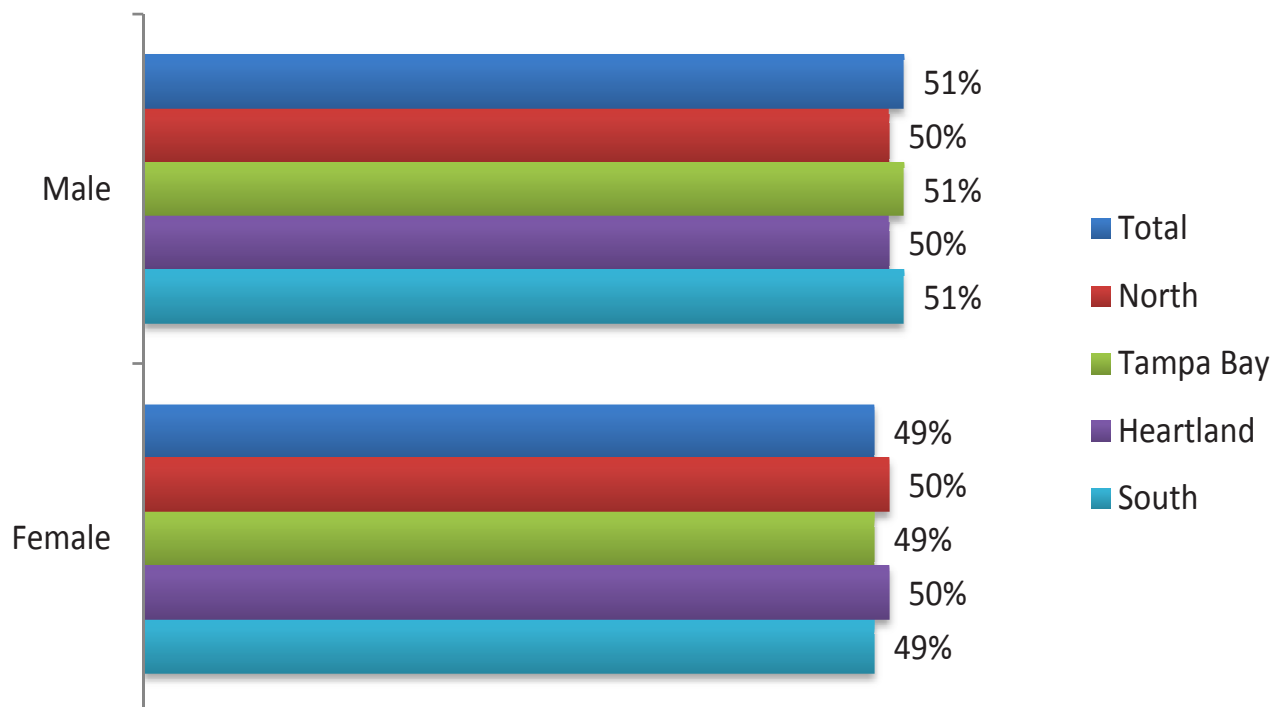
The typical resident in this study is 49 years of age, is Caucasian/white (72%) and equal percentages of males and females are represented in the study. The typical resident in this study has lived in his or her county for 15 years and in Florida for 23 years. Nearly all residents (95%) in the study live in Florida full-time, and 81% are homeowners. Two in five residents (44%) who own their homes have a homeowners association (this translates to 36% of all residents).

Two in ten residents (20%) report living in an urban environment, while most (51%) live in a suburban environment. Four in ten residents in the study (39%) are employed full-time, while 10% are employed part-time. Over one in three residents (36%) are retired. One in three residents (34%) are college graduates and the average income is \$49,000.

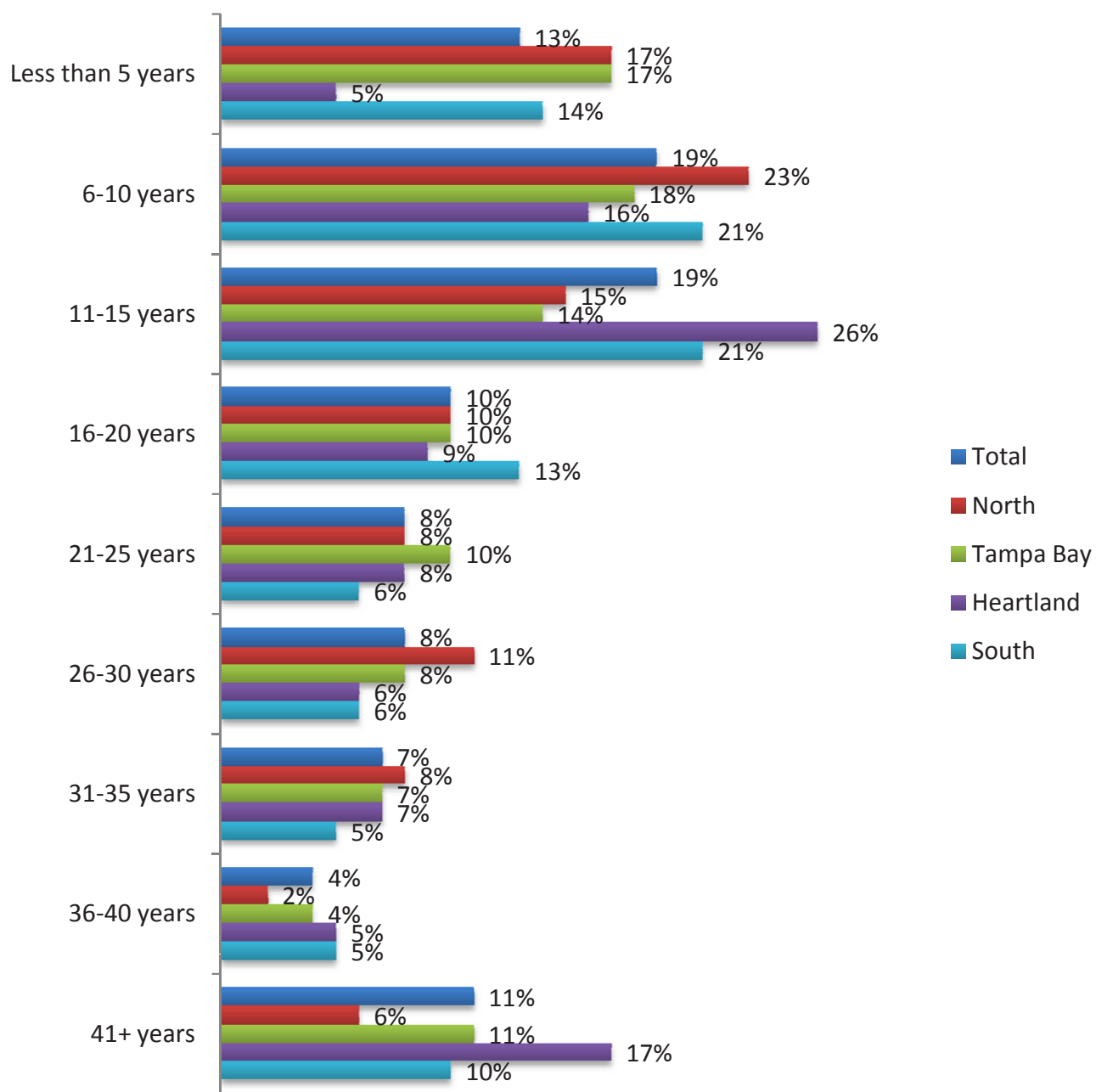
Age



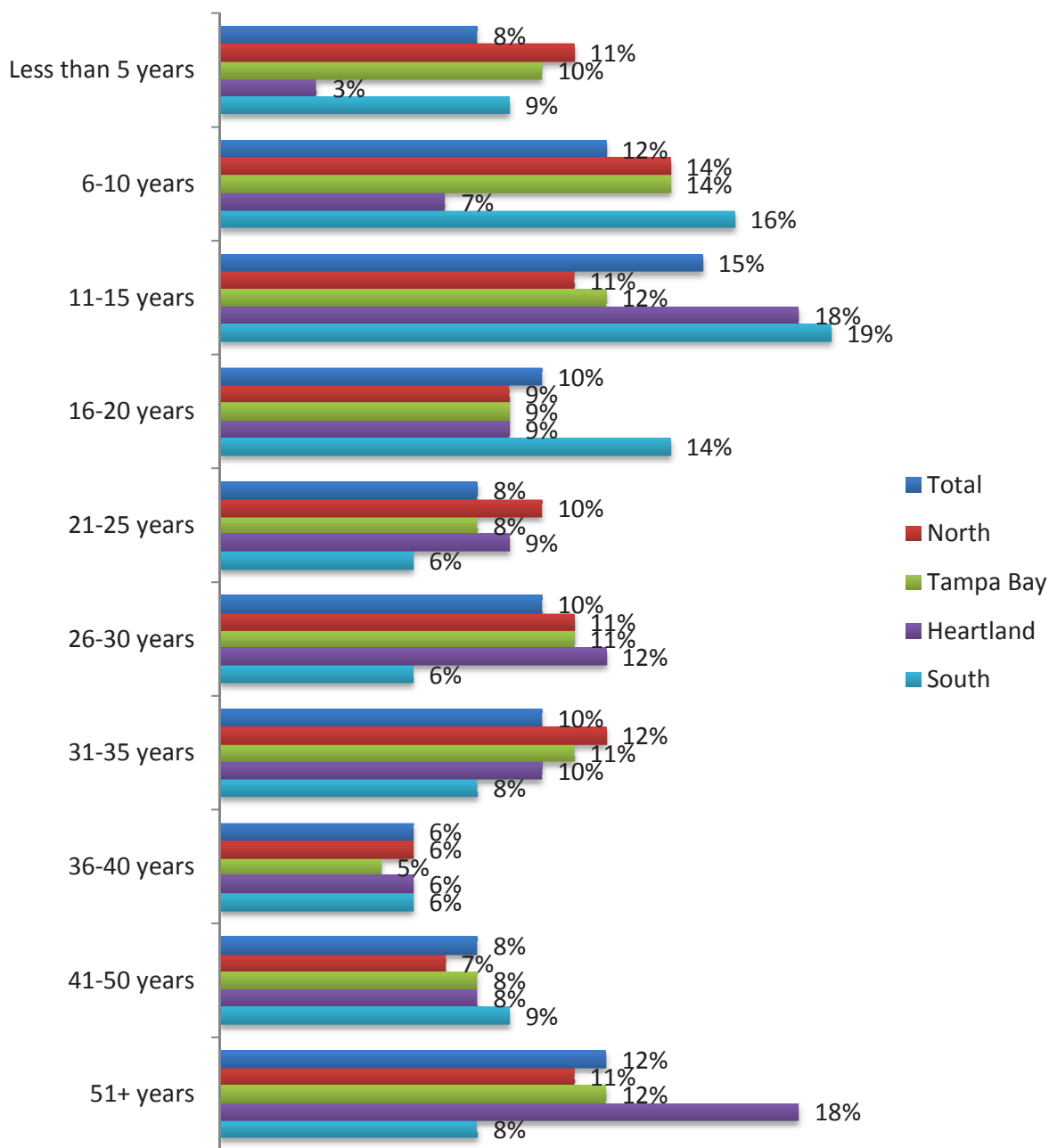
Gender



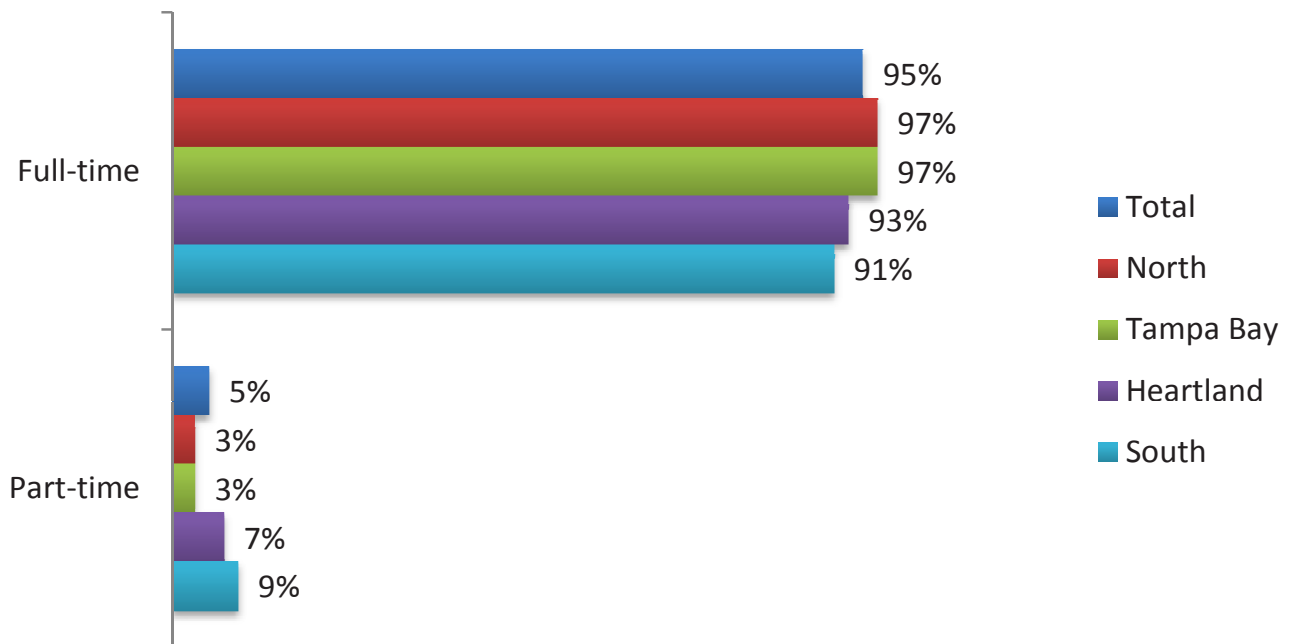
How long have you lived in your county?



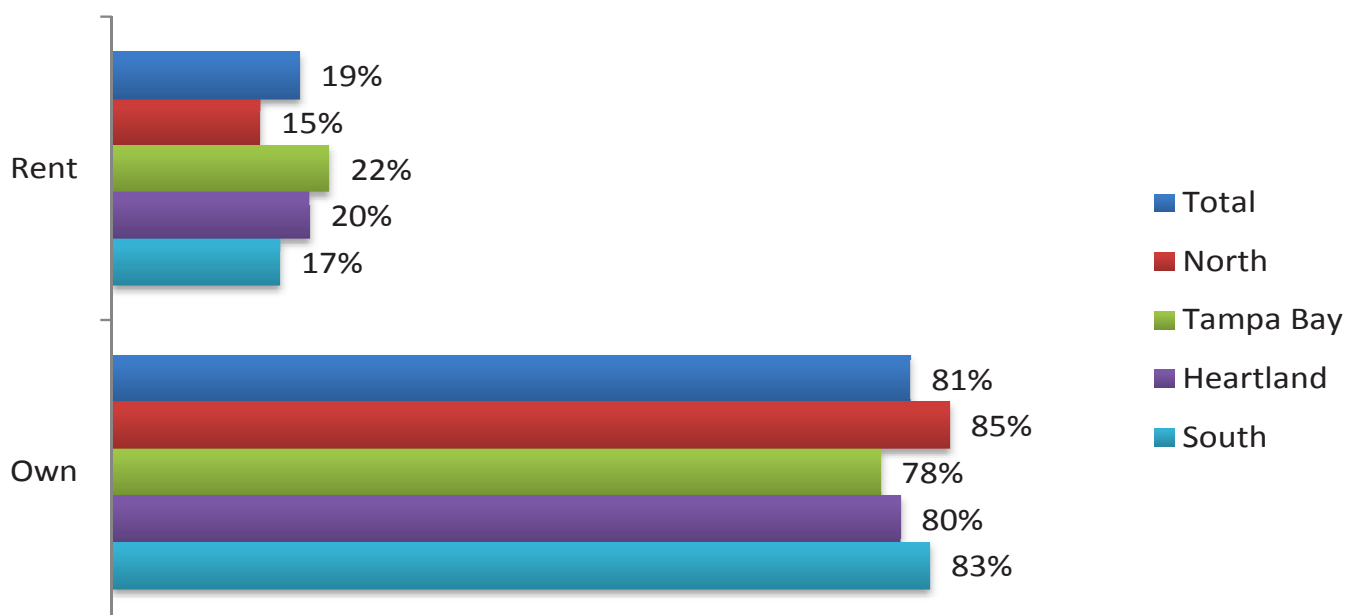
How long have you lived in Florida?



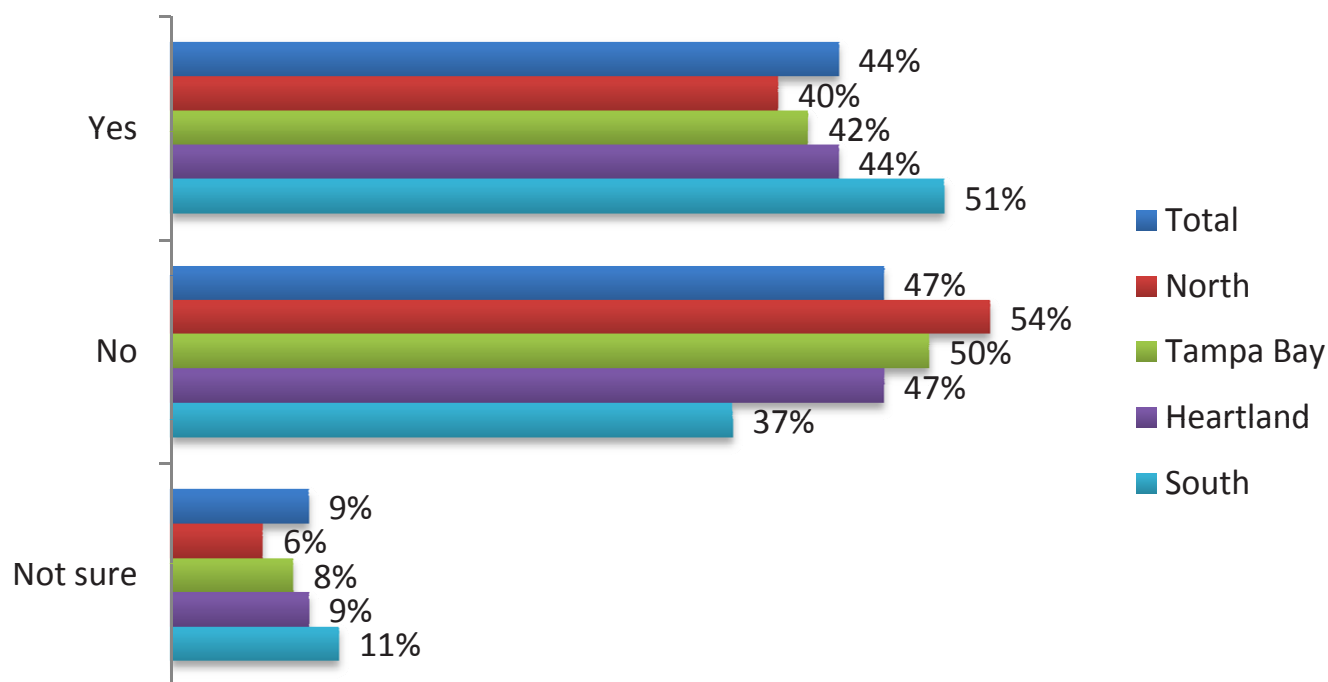
Do you live full-time or part-time in Florida?



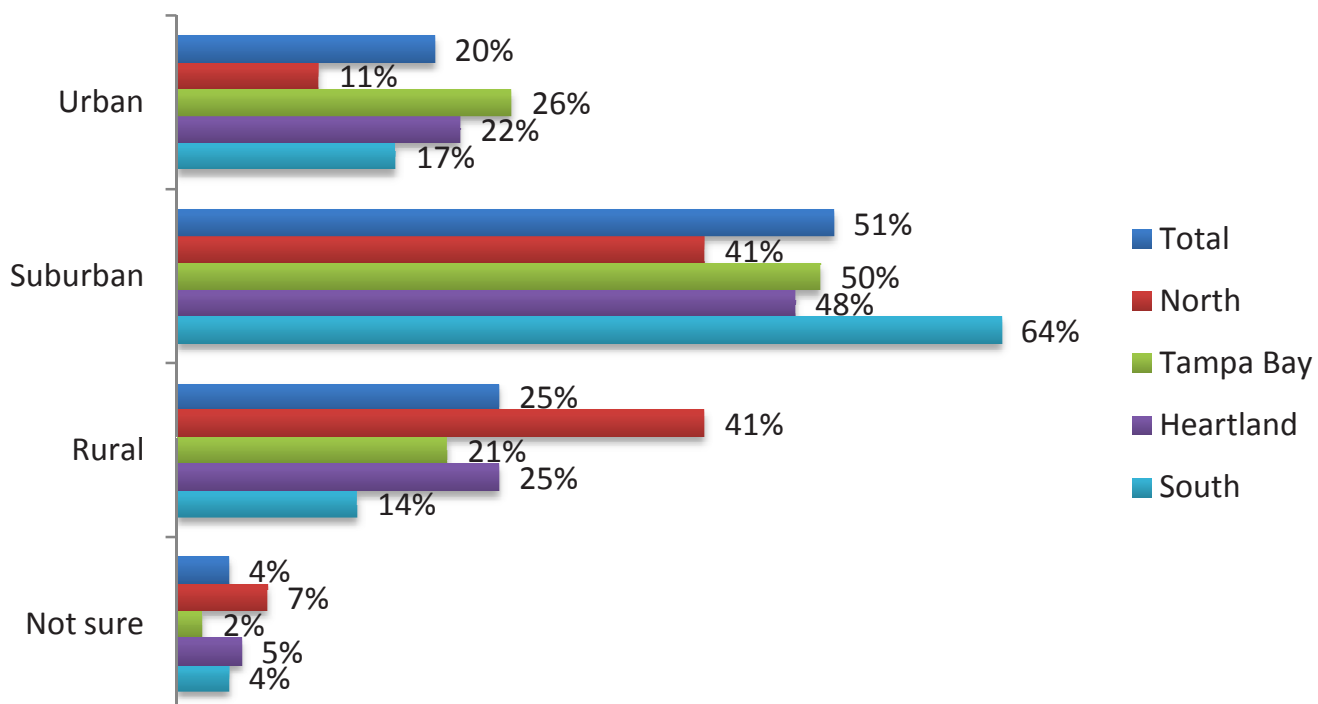
Do you rent or own where you live?



Does your neighborhood have a homeowners association?*

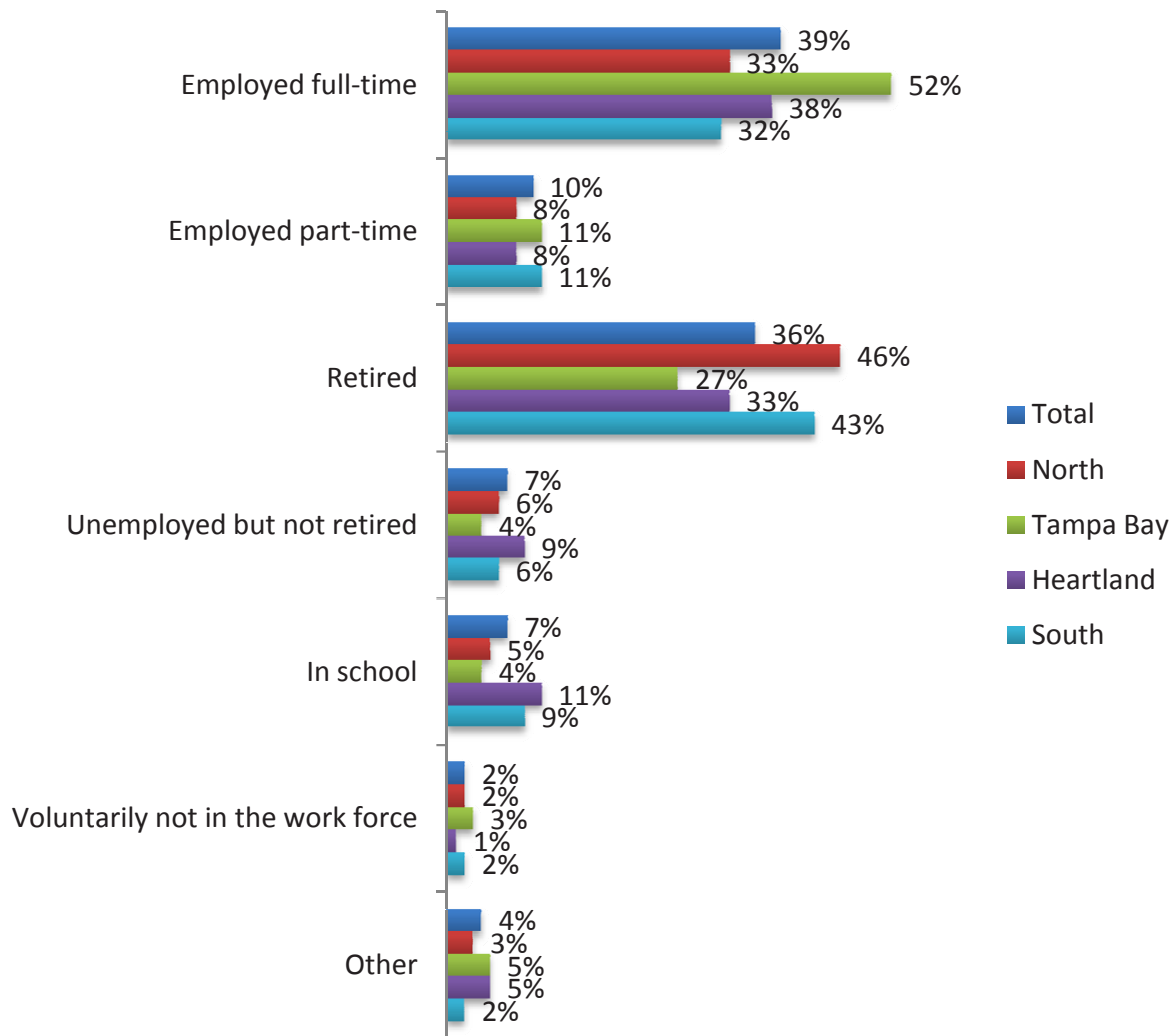


Would you describe your area as urban, suburban or rural?

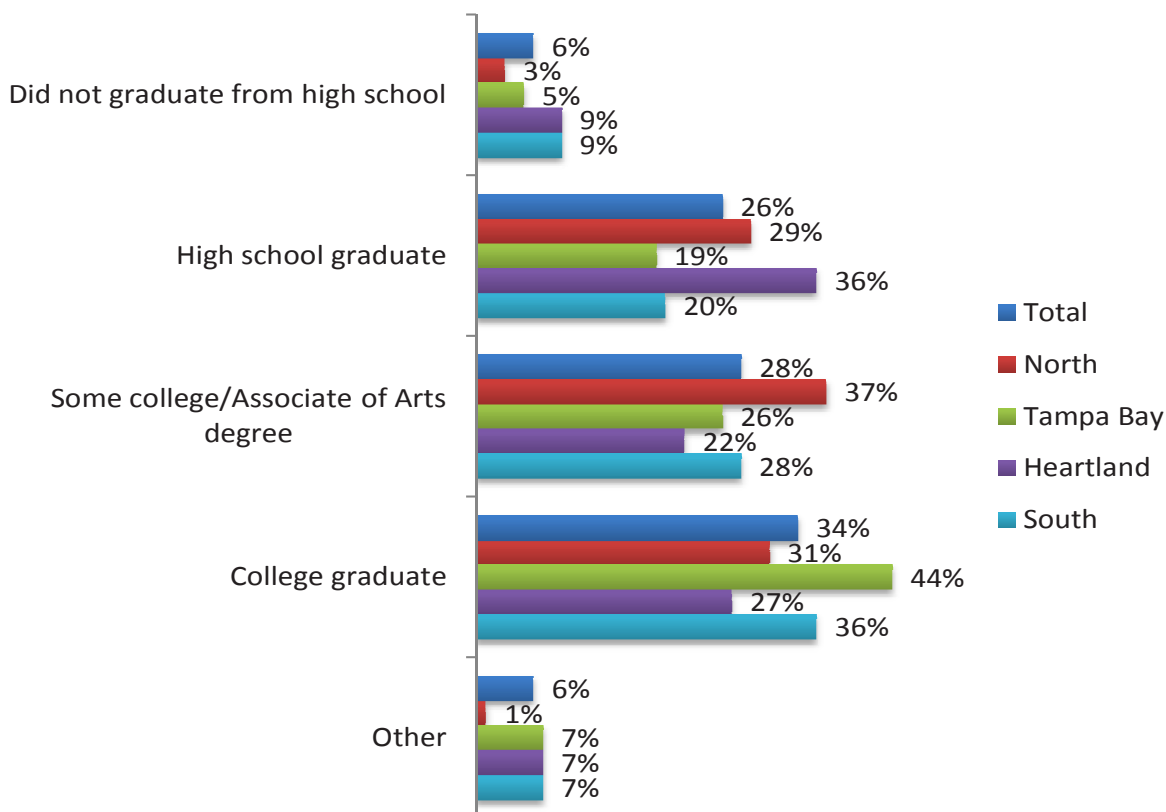


* Only asked to residents who own their home

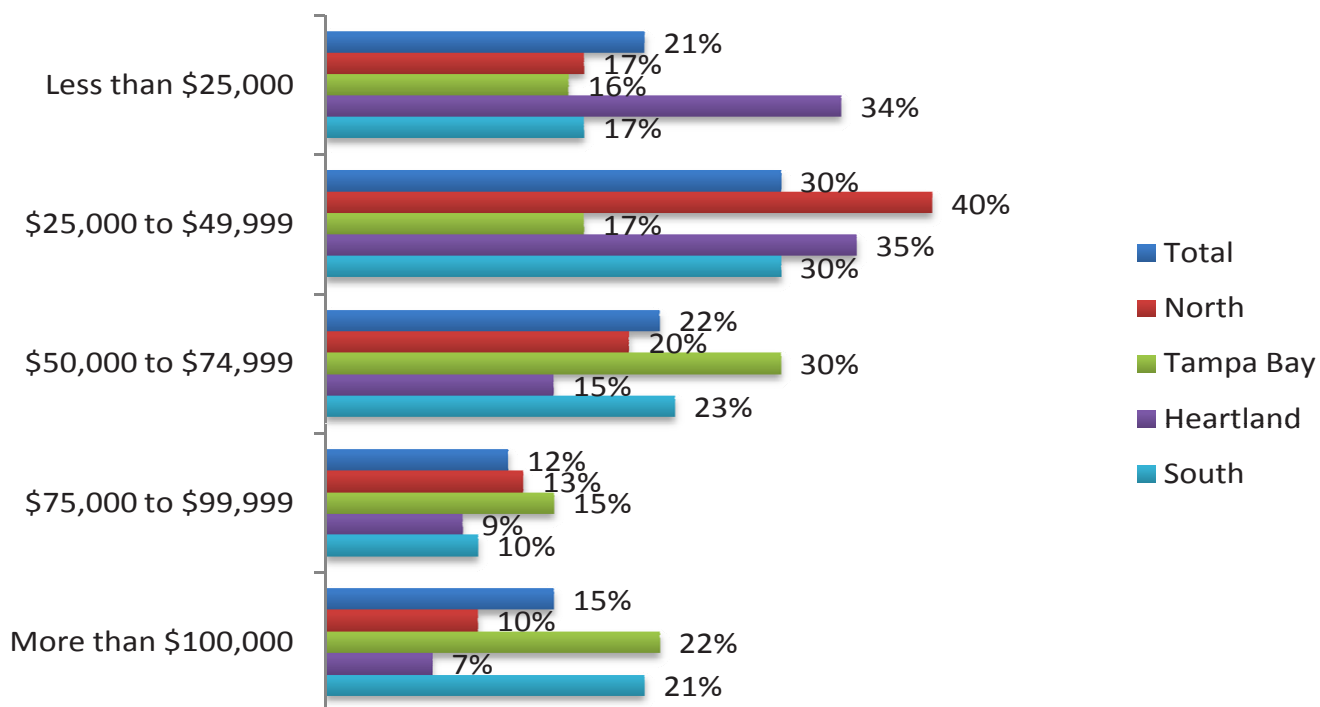
Employment status



Formal education



Income



Race/Ethnicity

