

Blue Spring State Park
MFL Human Use Monitoring Research Project:
A Comparison of 2003 vs. 2008
Visitor Perceptions

by

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“Blue Spring State Park MFL Human Use Monitoring Research Project: A Comparison of 2003 vs. 2008 Visitor Perceptions”

Introduction

The purpose of this study was to replicate the “2003 Blue Spring State Park MFL Human Use Monitoring Research Project” for the Florida Park Service (FPS). The Bonn, 2003 study documented visitor characteristics and behaviors associated with Volusia Blue Spring on-site visits. Demographic and behavioral information was obtained pertaining to spending, length of stay in the area, average party size, visitor origin, willingness to return, first time vs. repeat visitors, education, gender, marital status, ethnicity and income. Additional information was documented pertaining to trip purpose, type of accommodations used, source of information pertaining to how visitors heard about the park, visitor willingness to spend more on entrance fees, visitor perceptions of the importance springs have on their quality of life, visitor opinions about whether or not this spring should be used to meet water supply demands, visitor willingness to pay more on their water bill for alternative water sources, and if so, how much more would they be willing to pay for this alternative, and visitor support of local government to develop alternative water sources.

In addition to most of the demographic and behavioral information obtained in the 2003 study, the 2008 study collected new information on the activities in which visitors participated including swimming, diving and walking. Of particular interest to FPS were visitor perceptions of water clarity and depth by swimmers, divers and walkers.

New information was collected during 2008 on visitor perceptions pertaining to the percentage of flow loss that they considered harmful to the aesthetics of the park; the percentage of flow loss that visitors considered harmful to swimming and diving; and the percentage of flow loss that visitors considered harmful to their overall positive experience. As in 2003, all visitors were asked to rate their overall visit to Volusia Blue Spring.

Methodology

During the months of January, February, June, and July, Bonn Marketing Research, Inc. completed a total of n= 400 interviews with randomly selected adult park visitors to Blue Spring State Park. Each month one hundred (n=100) completed surveys were conducted. These time periods documented the response of visitors in both the heavy manatee-viewing winter season (Jan-Feb), and the heavy mid-summer swimming season (June-July). These four months attract approximately 45% of the total annual park visitation (FPS, 2007).

Results

Based upon those comparable questions from the 2003 study, several interesting observations were found. First, 'average party size' increased from 3.3 persons per party in 2003 to 4.0 persons per party during 2008. Also, 'first time visitors' (50.8% in 2008 vs. 39% in 2003) and 'intent to return' (65.3% in 2008 vs. 35.6% in 2003) both saw increases during 2008. Over 31% of all visitors indicated they planned to return within six months, up from 10% in 2003. Another 29% indicated they would return within 12 months, up from 20.6% in 2003. When asked about the main purpose of the visit, 'viewing manatees' dropped from 64% to 32%, although 93% of all visitors indicated they participated in 'watching manatees'. Most respondents (58.9%) heard about the park from family or friends which represented a huge information source increase from 2003 figures (18.9%). Surprisingly, use of the Internet as an information source dropped to 1.1% in 2008 from 4.8% in 2003.

A more diverse ethnic group of visitors were reported during 2008 vs. 2003. Most other demographic characteristics changed very little except for 'income' which documented a steep decline in the percentages of visitors earning \$50,000-\$79,000 per household per year (45.1% of total park visitors in 2003 vs. 17.3% in 2008).

A question addressed: "should flow levels be reduced to meet public demands?". It was documented that slightly more visitors during 2008 (20.3%) agreed with this statement than in 2003 (17.6%). When asked if they would be willing to pay more on their monthly utility bill to support alternative water sources, six percent fewer visitors said "yes" in 2008. In 2008, over 41% of all visitors responded that they would consider "minimal" increases on monthly utility statements. Also, fewer visitors were willing to support local government for alternative water sources. This represented a decline from 97% in 2003 to 86.5% during 2008.

A series of new questions were added to the 2008 survey designed to gain visitor opinions pertaining to reduced water flow levels and their impact upon the aesthetics, activities and overall on-site park experience. Because these questions were new, visitor responses to these questions asked in 2008 were not able to be compared to the 2003 study. The first set of questions addressed flow loss. Specifically, visitors indicated as a group average,

that a loss of about 10.3% of water would be harmful to the aesthetics of the spring. Visitors also similarly indicated that a flow loss of 10.4% would be considered harmful to swimming and diving-related activities. Finally, visitors indicated that an 11.9% loss of water flow level would be enough to negatively impact their experience at the park.

One newly developed category of questions included in the 2008 study asked if responding visitors had been to the park prior to 2003. Most (71.3%) indicated they had not. The study found that 27% of responding visitors had indeed visited the park prior to 2003. Of this 27% of respondents that had visited the park prior to 2003, a series of questions were developed to measure responses of swimmers, divers and walkers to their perceived change in park water quality and water depth.

When asked to swimmers if water quality had 'gotten better', 'was about the same' or 'had gotten worse', equal percentages replied water quality was either 'about the same' (40.7%) or 'worse' (40.7%). Most divers (53.8%) indicated water quality was about the same while a majority of walkers (41.1%) indicated the water quality had gotten worse. With respect to water depth, 50% of all responding swimmers that had visited the park prior to 2003 indicated that depth had gotten worse. Most divers (46.2%) thought depth was about the same while walkers indicated depth had gotten worse (64.8%).

A final question related to "satisfaction with the overall visit to the spring". Compared with 2003 respondents, overall satisfaction actually increased to 4.6% from 4.3% in 2003, using a scale of 1-5 with 5 being highest. This indicates that despite critical issues related to the environment, visitors are increasingly more pleased with their on-site experience.

A detailed report (see Appendices I-III) provides information according to overall visitors, winter visitors and summer visitors.

References

2003. Bonn, Mark A., "Blue Spring State Park MFL Human Use Monitoring Research Project". Technical report for the Florida Department of Environmental Protection. Bonn Marketing Research Group, Inc.

2007. Florida Park Service. "Blue Spring State Park MFL Human Use Monitoring Scope of Work". November 2, 2007.

APPENDICES

Appendix I: Blue Spring Visitor Study (Total Visitors): 2008 vs. 2003

Appendix II: Blue Spring Visitor Study (January/February): 2008 vs. 2003

Appendix III: Blue Spring Visitor Study (June/July): 2008

Appendix I: Blue Spring Visitor Study (Total Visitors): 2008 vs. 2003

Date	Avg. Party Size	Is This Your First Visit?	If Plan to Return, within the next:			Importance of Florida State Springs, Rivers, Lakes To Your Life (scale 1-7)	
			Plan To Return	6 months	12 months	2 years	
2008	4.0	50.8%	65.3%	31.3%	29.0%	24.3%	5.4
2003	3.3	38.9	35.6	10.0	20.6	--	5.6

Top 10 Visitor Origins		
	2008	2003
Daytona Beach, FL	13.0%	20.1%
Orange City, FL	10.3	2.1
Melbourne, FL	6.8	--
Orlando, FL	5.5	0.9
Deltona, FL	5.0	19.0
New York	3.6	2.6
Eustice, FL	3.5	--
North Carolina	2.5	0.4
Port Orange, FL	2.3	0.9
Lakeland, FL	2.0	--

Activities Participated In		
	2008	2003
Watching manatees	92.9%	N/A
Sightseeing, sunbathing, Picnicking, strolling, birding, Nature study, photography	80.8	
Swimming, bathing, Floating, snorkelling, etc	32.6	
Canoeing, kayaking	12.8	

Should reduce flow To meet public demands		
	2008	2003
Yes	20.3%	17.6%
No	75.3	82.4
No Answer	4.5	--
Willing to pay more on bill for alternative water sources		
Yes	73.5%	79.5%
No	21.8	11.6
No Answer	4.8	8.9
If yes, would consider the following increase:		
None	14.2%	18.2%
Minimal	41.4	15.4
Moderate	33.6	54.5
Substantial	10.1	12.0
Not Sure	0.6	--
Willing to support local government for alternative water sources		
Yes	86.5%	97.0%
No	6.8	3.0
No Answer	6.8	--

Main Purpose For Visit		
	2008	2003
Manatees	32.3%	64.8%
Swimming	15.3	--
Sightseeing	13.8	5.7
Picnic (Family Outing)	8.8	10.8
Canoeing	6.3	--
Hiking	5.3	--
Relaxation (Vacation)	4.3	7.9
Camping	2.8	--
Kayaking	2.8	--
Volunteer Work	1.8	--
No Answer	7.0	--

Visited Before 2003?		
	2008	2003
Yes	27.0%	N/A
No	71.3	
No Answer	1.8	
If yes, during this visit how would you rate the following:		
Water Clarity		
Better	14.8%	15.4%
About the same	40.7	53.8
Worse	40.7	33.7
Not Sure	3.7	15.4
Water Depth		
Better	7.1%	7.7%
About the same	28.6	46.2
Worse	50.0	23.1
Not Sure	14.3	23.1
Divers		
Swimmers	14.8%	15.4%
Walkers	40.7	53.8
Swimmers	40.7	33.7
Walkers	3.7	15.4
Swimmers	7.1%	7.7%
Walkers	28.6	46.2
Swimmers	50.0	23.1
Walkers	14.3	23.1

How Heard About Volusia Blue Springs		
	2008	2003
Family/Friends	58.9%	18.9%
Word of Mouth	8.9	11.6
Florida Welcome Center	4.6	--
AAA	1.1	--
Internet	1.1	4.8
Flyer	0.4	7.2
No Answer	25.0	--
Repeat Visitor	--	50.9

Rate Overall Visit to Spring (Scale from 1-5)		
	2008	2003
	4.6	4.3

Education		
	2008	2003
Some College/College Grad	43.0%	50.4%
Post Graduate Degree	7.8	20.5
High School Graduate	17.5	5.9
Technical School	--	13.1
No Answer	31.8	10.1
Marital Status		
	2008	2003
Married	48.5%	40.8%
Single	49.3	59.2
Divorced/Widowed	2.3	--
No Answer	2.3	--
Ethnicity		
	2008	2003
Caucasian	64.0%	94.2%
African-American	8.8	2.8
Hispanic	15.3	2.2
Other	9.0	0.6
No Answer	3.0	0.1
Income		
	2008	2003
Under \$20,000	1.6%	4.0%
\$20,000-\$49,999	13.5	23.7
\$50,000-\$79,999	17.3	45.1
\$80,000 or More	15.8	13.1
No Answer/Retired	52.8	10.0

Appendix II: Blue Spring Visitor Study (January/February): 2008 vs. 2003

Date	Avq. Party Size	Is This Your First Visit?	Plan To Return	If Plan to Return, within the next:			Importance of Florida State Springs, Rivers, Lakes To Your Life (scale 1-7)	
				6 months	12 months	2 years		
Jan/Feb 2008	4.3	43.5%	85.5%	31.5%	34.0%	20.5%	5.7	
Jan/Feb 2003	3.2	52.1	72.8	20.4	N/A	N/A	5.5	

Top 10 Visitor Origins			Activities Participated In		
	2008	2003		2008	2003
Daytona Beach, FL	12.5%	7.9%	Watching manatees	89.0%	N/A
Melbourne, FL	10.0	--	Sightseeing, sunbathing,		
Orlando, FL	6.5	1.5	Picnicking, strolling, birding,		
Pennsylvania	6.5	2.3	Nature study, photography	73.0	
Orange City, FL	6.0	--	Canoeing, kayaking	8.0	
New York	5.5	4.9	Swimming, bathing,		
Deltona, FL	5.5	7.5	Floating, snorkeling, etc	1.0	
Port Orange, FL	4.0	1.5			
North Carolina	3.5	0.8			
Michigan	3.5	2.6			

Main Purpose For Visit			Visited Before 2003		
	2008	2003		2008	2003
Manatees	53.5%	64.9%	Yes	33.5%	N/A
Sightseeing	20.5	6.8	No	65.5	
Picnic (Family Outing)	7.5	5.3	No Answer	1.0	
Canoeing	5.5	--	If yes, during this visit how would you rate the following:		
Relaxation (Vacation)	4.5	11.3			
Hiking	3.0	--			
Camping	1.0	--			
Kayaking	1.0	--			
Volunteer Work	0.5	--			
No Answer	3.0	--			

How Heard About Volusia Blue Springs			Water Clarity			Water Depth		
	2008	2003						
Family/Friends	83.9%	6.0%	Better	Swimmers	Divers	Walkers		
Word of Mouth	6.9	11.7	About the same					
Welcome Center	1.1	--	Worse					
AAA	1.1	--	Not Sure					
Internet	1.1	4.9						
Flyer	1.1	22.3						
No Answer	4.6	--						
Repeat Visitor	--	45.7						

Education			Gender			Marital Status			Ethnicity			Income		
	2008	2003		2008	2003		2008	2003		2008	2003		2008	2003
Some College/College Grad	41.5	51.3%	Male	48.0%	41.5%	Married	68.0%	80.4%	Caucasian	74.0%	94.0%	Under \$20,000	2.0%	4.2%
Post Graduate Degree	6.0	20.0	Female	52.0	58.5	Single	23.5	7.5	African-American	10.5	2.6	\$20,000-\$49,999	13.0	23.4
High School Graduate	34.0	5.7				Divorced/Widowed	7.0	1.5	Hispanic	10.5	2.3	\$50,000-\$79,999	20.5	45.7
Technical School	--	12.5				No Answer	1.5	10.6	Other	3.0	0.8	\$80,000 or More	16.5	12.8
No Answer	18.5	10.6							No Answer	2.0	0.4	No Answer	48.0	14.0

Appendix III: Blue Spring Visitor Study (June/July): 2008

Date	Avg. Party Size	Is This Your First Visit?	Plan To Return	If Plan to Return, within the next:			Importance of Florida State Springs, Rivers, Lakes To Your Life (scale 1-7)
				6 months	12 months	2 years	
Jun/Jul 2008	3.8	58.0%	45.0%	31.0%	24.0%	28.0%	5.0
Jun/Jul 2003	N/A	N/A	N/A	N/A	N/A	N/A	N/A

Top 10 Visitor Origins		2008	2003
Orange City, FL		14.5%	N/A
Daytona, FL		13.5	
Eustice, FL		6.5	
Orlando, FL		4.5	
Deltona, FL		4.5	
Melbourne, FL		3.5	
Miami, FL		3.0	
Sarasota, FL		3.0	
New York		3.0	
England		2.5	

Activities Participated In		2008	2003
Watching manatees		100.0%	N/A
Sightseeing, sunbathing, Picnicking, strolling, birding, Nature study, photography		97.8	
Swimming, bathing, Floating, snorkelling, etc		93.3	
Canoeing, kayaking		66.7	

Should reduce flow To meet public demands		2008	2003
Yes		27.5%	N/A
No		65.5	
No Answer		7.0	
Willing to pay more on bill for alternative water sources			
Yes		63.5%	N/A
No		31.0	
No Answer		5.5	
If yes, would consider the following increase:			
None		25.8%	N/A
Minimal		31.5	
Moderate		28.7	
Substantial		14.0	
Not Sure		--	
Willing to support local government for alternative water sources			
Yes		79.0%	N/A
No		12.5	
No Answer		8.5	

Main Purpose For Visit		2008	2003
Swimming		30.5%	N/A
Manatees		11.0	
Picnic		10.0	
Hiking		7.5	
Canoeing		7.0	
Sightseeing		7.0	
Camping		4.5	
Kayaking		4.5	
Relaxation		4.0	
Volunteer Work		3.0	
No Answer		11.0	

Visited Before 2003		2008	2003
Yes		20.5%	N/A
No		77.0	
No Answer		2.5	
If yes, during this visit how would you rate the following:			
Water Clarity		Swimmers	Divers
Better		14.8%	15.4%
About the same		40.7	53.8
Worse		40.7	31.3
Not Sure		3.7	46.9
Water Depth		Swimmers	Walkers
Better		7.1%	7.7%
About the same		28.6	6.5%
Worse		50.0	19.4
Not Sure		14.3	61.3

How Heard About Volusia Blue Springs		2008	2003
Family/Friends		47.7%	N/A
Word of Mouth		9.8	
Welcome Center		6.2	
AAA		1.0	
Internet		1.0	
No Answer		34.3	

Percentage of flow loss you would consider harmful to aesthetics of park	12.1
Percentage of flow loss you would consider harmful for swimming/diving	11.6
Percentage of flow loss you would consider harmful for positive experience	16.9
Rate Overall Visit to Spring (Scale from 1-5)	
2008	4.5
2003	N/A

Education	2008	2003	Gender	2008	2003	Marital Status	2008	2003	Ethnicity	2008	2003	Income	2008	2003
Some College/College Grad	44.5%	N/A	Male	49.0%	N/A	Married	44.5%	N/A	Caucasian	54.0%	N/A	Under \$20,000	1.0%	N/A
Post Graduate Degree	9.5		Female	48.5		Single	30.0		African-American	7.0		\$20,000-\$49,999	13.5	
High School Graduate	1.0		No Answer	2.5		Divorced/Widowed	6.5		Hispanic	20.0		\$50,000-\$79,999	13.5	
Technical School	--					No Answer	19.0		Other	15.0		\$80,000 or More	14.5	
No Answer	45.0								No Answer	4.0		No Answer	57.5	

2008 Volusia Blue Spring Visitor Survey

Survey ID # _____

Date: _____

Surveyor's Initials _____

Q01 City: _____

Q02 County: _____ State: _____

Q03 Country: _____ Zip Code: _____

Q04 What is the main purpose for your visit today?

Q05 # in your travel party: _____

Q06 Is this your first visit to Blue Spring? Y N

Q07 If Y, how did you hear about Blue Spring?
_____Q08 Will you come back to Blue Spring in the near future?
Y NQ09 If Yes, Within the next 6 months? Y N Undecided
Within the next year? Y N Undecided
Within the next two years? Y N Undecided

Q10 Check all of the following activities you participated in during this trip?

1= Looking for/watching manatees

2= Swimming, bathing, floating, snorkeling, tubing, wading

3= Canoeing/ kayaking in the spring run

4= Scuba diving

6= Sight-seeing, sunbathing, picnicking, strolling, birding, nature study, photography, etc.

Q11 We are interested in determining your opinions about water- related issues at this park.

Did you visit the park in 2003 or before?

Y N (If No, Skip to Q14)

Q12 Rate the **water quality (clarity)** now compared to then:

	Better	About the Same	Worse	Not Sure
Swimmers	1	2	3	4
Divers	1	2	3	4
Walkers	1	2	3	4

Specific comments: _____

Q13 Rate the **water depth/ flow** now compared to then:

	Better	About the Same	Worse	Not Sure
Swimmers	1	2	3	4
Divers	1	2	3	4
Walkers	1	2	3	4

Specific comments: _____

Q14 Do you believe it is in the public interest to reduce spring flow in state parks to meet public water supply need?
Y N

Q15 Blue Spring flow may decline in the future because of increased well pumping. What percentage of flow could be lost before you considered it to constitute significant harm to:

% Flow Loss

1= Aesthetics of the park

2= Swimming or diving experience

3= Positive experience visiting the park

Q16 Please rate the importance of Florida State Park springs, lakes, and rivers to your quality of life:

Very

Unimportant

1

2

3

4

5

Very

Important

6

7

Q17 If you knew the alternative water supply source (other than groundwater) could be developed so as to not reduce spring flows in state parks, would you be willing to pay more for them on your monthly water bill?
Y NQ18 If **Yes**, would the amount you are willing to increase your water bill be considered to be:
1 = none 2=minimal 3=moderate 4=substantial

Q19 If you knew that alternative water supplies (other than groundwater) could be developed so as to not lower the flow of a park spring, would you support your local government in the development of alternative water sources? Y N

Q20 How much more would you be willing to spend on the entrance fee for each visit if you knew the money would go to the maintenance and protection of Blue Spring?
\$ _____

Q21 Gender: 1=M 2=F

Q22 Ethnicity: CAU HIS AFAM ASA OTH

Q23 Highest Level of Education: _____

Q24 Total Household Annual Income: _____

Q25 Marital Status: M S W/D

Q26 Please rate your overall visit to Blue Spring:

Poor 1 2 3 4 5 Excellent

DRAFT

**Blue Springs Visitor Study
2008 vs. 2003**

Origin

	2008			2003	
	Col %	Count		Col %	Count
Daytona, FL	9.5	38	DAYTONA BEACH	20.1	163
Orlando, FL	6.5	26	DELTONA	19.0	154
Pennsylvania	6.0	24	CANADA	2.7	22
New York	5.5	22	NEW YORK	2.6	21
Melbourne, FL	3.5	14	CASSADAGA	2.2	18
Missouri	3.3	13	ORANGE CITY	2.1	17
Port Orange, FL	3.0	12	MASSACHUSETTS	2.0	16
North Carolina	3.0	12	NEW JERSEY	1.9	15
Orange City, FL	2.8	11	ENGLAND	1.9	15
Deltona, FL	2.5	10	TAMPA	1.5	12
Ohio	2.5	10	JACKSONVILLE	1.4	11
Lakeland, FL	2.3	9	ILLINOIS	1.4	11
Ormond Beach, FL	2.0	8	NEW HAMPSHIRE	1.4	11
Indiana	2.0	8	MISSOURI	1.4	11
Edgewater, FL	1.8	7	MIAMI	1.2	10
Cocoa, FL	1.5	6	OHIO	1.2	10
Deland, FL	1.5	6	PENNSYLVANIA	1.2	10
Eustice, FL	1.5	6	MICHIGAN	1.2	10
Jacksonville, FL	1.5	6	GEORGIA	1.2	10
Palm Coast, FL	1.5	6	NEW SMYRNA BEACH	1.1	9
Georgia	1.5	6	TEXAS	1.1	9
Massachusetts	1.5	6	ASTOR	1.0	8
Illinois	1.5	6	NEW SMYRNA BEACH	1.0	8
Maine	1.5	6	BARBERVILLE	1.0	8
New Jersey	1.5	6	VIRGINIA	1.0	8
New Smyrna Beach, FL	1.0	4	ORLANDO	0.9	7
New Port Richey, FL	1.0	4	PORT ORANGE	0.9	7
Oak Hill, FL	1.0	4	DELEON SPRINGS	0.9	7
Palm Bay, FL	1.0	4	INDIANA	0.9	7
Tampa, FL	1.0	4	BOCA RATON	0.7	6
West Palm Beach, FL	1.0	4	CONNECTICUT	0.7	6
Tennessee	1.0	4	CALIFORNIA	0.7	6
West Virginia	1.0	4	PENSACOLA	0.6	5
Connecticut	1.0	4	WISCONSIN	0.6	5
Virginia	1.0	4	GERMANY	0.6	5
South Carolina	0.8	3	FORT PIERCE	0.5	4
Vermont	0.5	2	CHIEFLAND	0.5	4
Maryland	0.5	2	ORMOND BEACH	0.5	4
Missouri	0.5	2	PIERSON	0.5	4
Colorado	0.5	2	CRAWFORDVILLE	0.5	4
California	0.5	2	OSTEEN	0.5	4
Arizona	0.5	2	IOWA	0.5	4
Minnesota	0.5	2	TENNESSEE	0.5	4
Oklahoma	0.5	2	BRAZIL	0.5	4
Rhode Island	0.5	2	Other Florida City	8.5	69
Texas	0.5	2	Other Non Florida	5.7	46
Iowa	0.5	2	Total	100.0	809
Other Florida City	9.5	38			
No Answer	3.3	13			
Total	100.0	400			

**Blue Springs Visitor Study
2008 vs. 2003**

Main Purpose For Visit

	2008			2003	
	Col %	Count		Col %	Count
Manatees	53.5	214	Manatees	64.8	524
Sightseeing	20.5	82	Family Outing	10.8	87
Picnic	7.5	30	Vacation	7.9	64
Canoeing	5.5	22	Sightseeing	5.7	46
Relaxation	4.5	18	Wildlife	4.8	39
Hiking	3.0	12	Photography	2.6	21
Camping	1.0	4	Entertaining Visitors	2.2	18
Kayaking	1.0	4	Grandchildren	1.2	10
Volunteer Work	0.5	2			
No Answer	3.0	12			
Total	100.0	400		100.0	809

Number in Travel Party

2008		2003	
Mean	Count	Mean	Count
4.30	400	3.3	809

First Visit To Blue Springs

	2008			2003	
	Col %	Count		Col %	Count
No	56.5	226		61.1	494
Yes	43.5	174		38.9	315
Total	100.0	400		100.0	809

If this is your first visit, how heard about Blue Springs

	2008			2003	
	Col %	Count		Col %	Count
Family/Friends	83.9	146	Repeat Visitor	50.9	412
Word of Mouth	6.9	12	Family	18.9	153
No Answer	4.8	8	Word of Mouth	11.6	94
Flyer/Brochure	1.1	2	Brochure	7.2	58
Internet	1.1	2	Internet	4.8	39
Florida Welcome Center	1.1	2	Hotel	4.3	35
AAA	1.1	2	In Area	2.3	18
Total	100.0	174	Total	100.0	809

**Blue Springs Visitor Study
2008 vs. 2003**

Plan To Return

		2008				2003	
		Col %	Count			Col %	Count
Yes		85.0	340	Yes		35.6	288
No		8.5	34	No		14.5	117
No Answer		6.5	26	Resident		49.9	404
Total		100.0	400	Total		100.0	809

If Yes:

Within the next 6 months?

		2008		2003	
		Col %	Count	Col %	Count
No Answer		40.0	160		
Yes		31.5	126	10	81
Undecided		22.5	90		
No		6.0	24		
Total		100.0	400	10	81

Within the next year?

		2008		2003	
		Col %	Count	Col %	Count
No Answer		44.2	177		
Yes		34.0	136	20.6	167
Undecided		18.8	75		
No		3.0	12		
Total		100.0	400	20.6	167

Within the next two years?

		2008		2003	
		Col %	Count	Col %	Count
No answer		49.8	199	N/A	
Undecided		27.2	109		
Yes		20.0	80		
No		3.0	12		
Total		100.0	400		

Activities Participated In

		2008		2003	
		Col %	Count	Col %	Count
Looking for/watching manatees		89.0	356	N/A	
Swimming, bathing, floating, snorkeling, tubing, wading		37.5	150		
Canoeing/kayaking in the spring run		8.0	32		
Sightseeing, sunbathing, picnicking, strolling, birding, nature study, photography, etc.		73.0	292		

Blue Springs Visitor Study
2008 vs. 2003

		2008		2003	
		Col %	Count	Col %	Count
Did you visit the park in 2003 or before?	No	60.5	242	N/A	
	Yes	35.0	140		
	No Answer	4.5	18		
	Total	100.0	400		

		2008		2003	
		Col %	Count	Col %	Count
If You Visited Before 2003, Please Rate The Water Depth/Water Clarity From 2003 Compared To Today					
Water Clarity - Walkers	Better	2.9	4	N/A	
	About the same	31.4	44		
	Worse	38.6	54		
	Not sure	21.4	30		
	No Answer	5.7	8		
	Total	100.0	140		
Water Depth - Walkers	About the same	12.9	18	N/A	
	Worse	60.0	84		
	Not sure	17.1	24		
	No Answer	10.0	14		
	Total	100.0	140		

		2008		2003	
		Col %	Count	Col %	Count
Do you believe it is in the public interest to reduce spring flow in state parks to meet public water supply need?	Yes	13.0	52	17.6	142
	No	84.8	339	82.4	667
	Not Sure/No Answer	2.2	9	0.0	0
	Total	100.0	400	100.0	809

		2008		2003	
		Mean	Count	Mean	Count
flow could be lost before you consider it significant harm	Aesthetics of the park	9.5	400	N/A	
	Swimming or diving	9.8	400		
	Positive visit to park	9.5	400		

**Blue Springs Visitor Study
2008 vs. 2003**

**Rate importance of Florida State Park
springs, lakes and rivers to your life (Scale
from 1 - 7)**

2008		2003	
Mean	Count	Mean	Count
5.7	400	5.6	809

**Would you be
willing to pay more
on your monthly bill
if there were an
alternate water
source available?**

2008		2003	
Col %	Count	Col %	Count
83.5	334	79.5	643
12.5	50	11.6	94
4.0	16	8.9	72
100.0	400	100.0	809

**If yes, would the
amount you are
willing to increase
your water bill be
considered to be:**

2008		2003	
Col %	Count	Col %	Count
52.1	174	15.4	121
38.9	130	54.5	428
6.0	20	12.0	94
1.8	6	18.2	143
1.2	4	0.0	0
100.0	334	100.0	786

**Would you support
your local
government in the
development
alternative water
resources?**

2008		2003	
Col %	Count	Col %	Count
94.0	376	97.0	784
1.0	4	3.0	25
5.0	20	0.0	0
100.0	400	100.0	809

Gender

2008		2003	
Col %	Count	Col %	Count
48.0	192	40.8	330
50.0	200	59.2	479
2.0	8	0.0	0
100.0	400	100.0	809

Race

2008		2003	
Col %	Count	Col %	Count
74.0	296	94.2	762
10.5	42	2.2	18
10.5	42	2.8	23
3.0	12	0.7	5
2.0	8	0.1	1
100.0	400	100.0	809

Blue Springs Visitor Study
2008 vs. 2003

Education

	2008			2003	
	Col %	Count		Col %	Count
High School	34.0	136	High School	5.9	48
Some College	26.0	104	Tech School	13.1	106
College Graduate	14.5	58	Some College/		
Post Graduate	6.0	24	College Grad	50.4	408
Academy	1.0	4	Post Grad	20.5	166
No answer	18.5	74	No Answer	10.1	81
Total	100.0	400	Total	100.0	809

Income

	2008			2003	
	Col %	Count		Col %	Count
Under \$20k	2.0	8	Under \$20k	4.0	32
\$20k to \$49k	19.5	78	\$20k to \$49k	23.7	192
\$50k to \$79k	31.0	124	\$50k to \$79k	45.1	365
\$80k Plus	16.5	66	\$80k Plus	13.1	106
Retired/No Answer	31.0	124	Retired/No Answer	14.1	114
Total	100.0	400	Total	100.0	809

Marital Status

	2008			2003	
	Col %	Count		Col %	Count
Married	68.0	272	Married	80.1	648
Single	23.5	94	Single	8.3	67
Divorced/Widowed	7.0	28	Divorced/Widowed	1.6	13
No answer	1.5	6	No answer	10	81
Total	100.0	400	Total	100.0	809

**Rate Overall Visit To
Blue Springs**
(Scale from 1 to 5)

	2008			2003	
	Mean	Count		Mean	Count
	4.6	400		4.3	809