Social indicators for Tampa Bay and their applications for conservation planning, marketing, and monitoring

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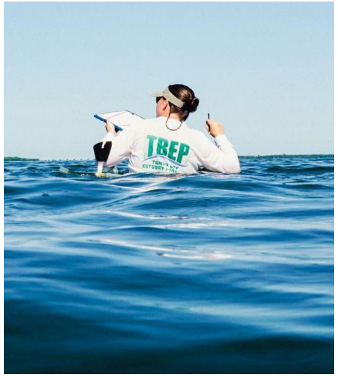
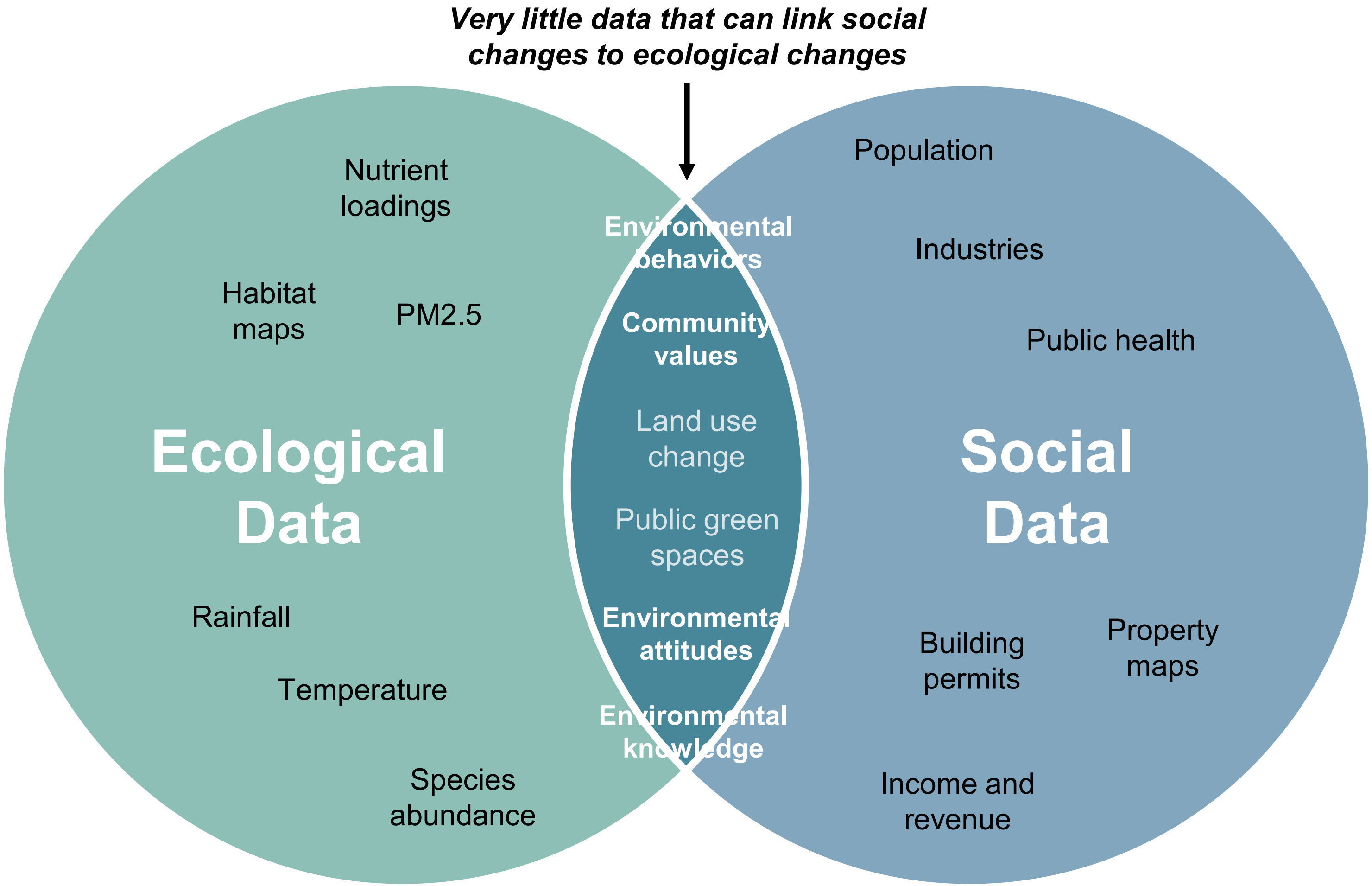
TBEP
TAMPA BAY
ESTUARY PROGRAM
PARTNERSHIP FOR A HEALTHY BAY





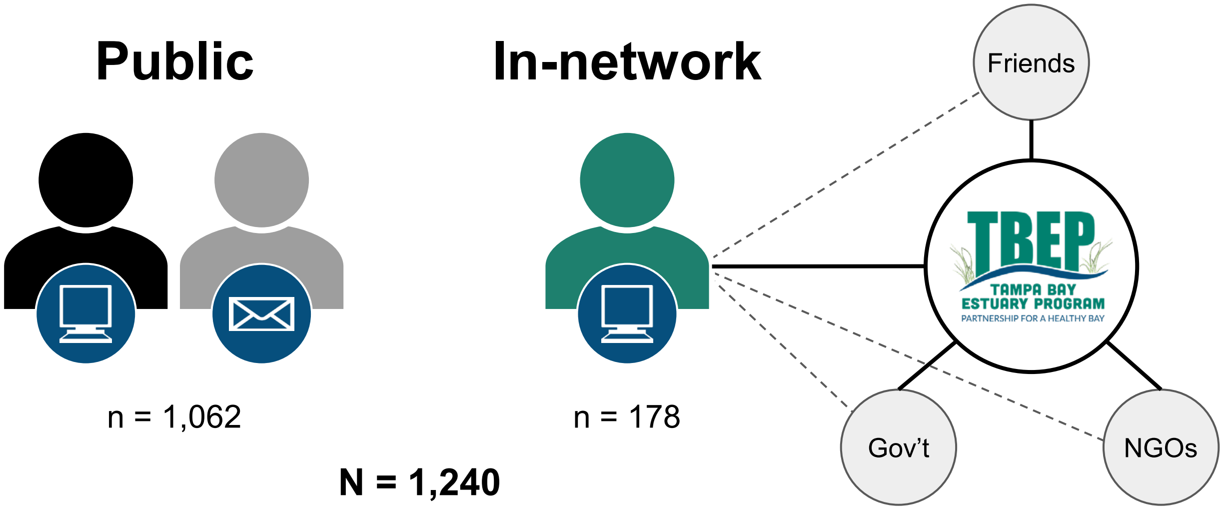
The need for long-term monitoring of useful social data

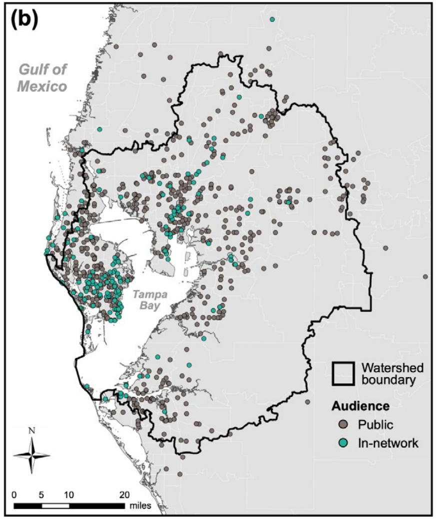


Tampa Bay Community Survey

Objective: Develop a long-term survey to monitor social and cultural changes in Tampa Bay that can assist with achieving CCMP goals

Sample size: 1,000+ residents in watershed
Frequency: every 2 years
Launch: August 15, 2024





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- Establishing baselines and capturing trends
- Addressing needs with complementary solutions
- Filling existing knowledge gaps
- Identifying target audiences for behavior change
- Supporting mental health and connection to nature

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What they want
- Community Priorities
  - Environment
  - Social Services
  - Infrastructure
  - Economy

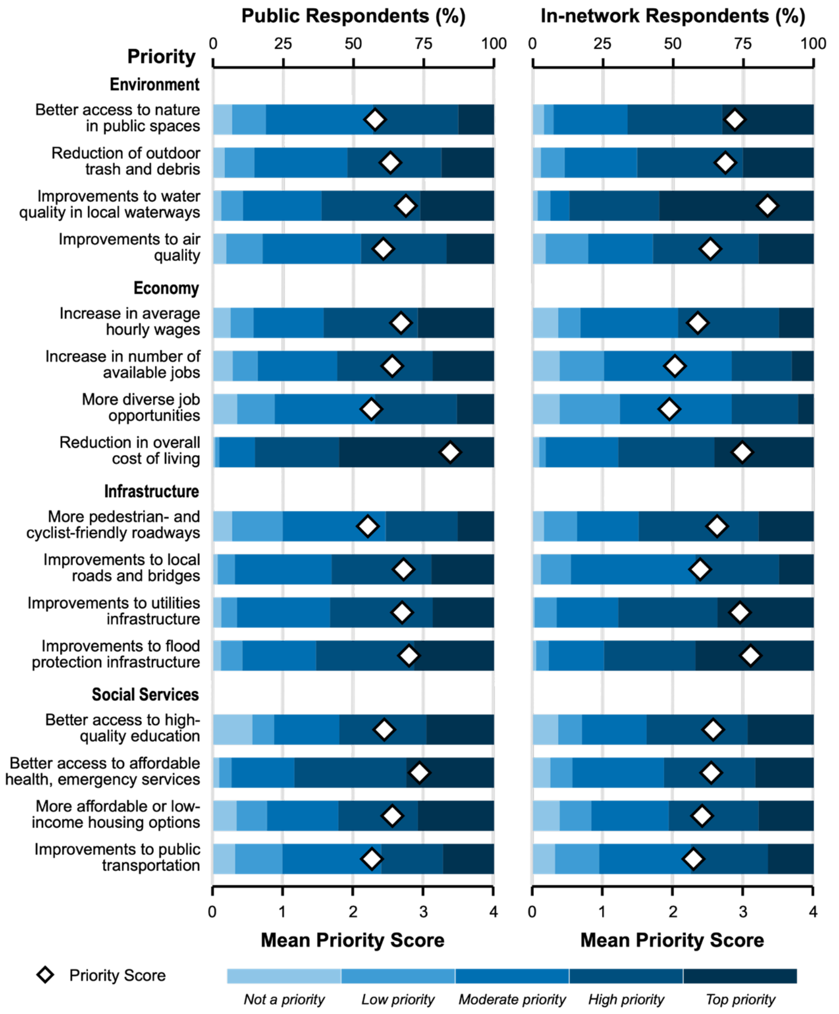
What they know
- Bay Knowledge
  - Trends
  - Sources
  - Stressors
  - Best Practices

What they do
- Nature Engagement
  - Active Engagement
  - Passive Engagement
- Social Engagement
- Pro-environmental Behavior

What they think
- Environmental Attitudes
- Environmental Justice
  - Distributive Justice
  - Procedural Justice
  - Recognitional Justice

How they feel
- Nature Relatedness
- Place Identity
- Solastalgia
- Hope Pathways
- Well-being

What they want



Top Priorities

Public

1. Reduction in overall cost of living
2. Access to affordable health, emergency services
3. Improvements to flood protection infrastructure
4. Improvements to water quality in local rivers, ponds
5. Improvements to local roads, bridges

In-network

1. Improvements to water quality in local rivers, ponds
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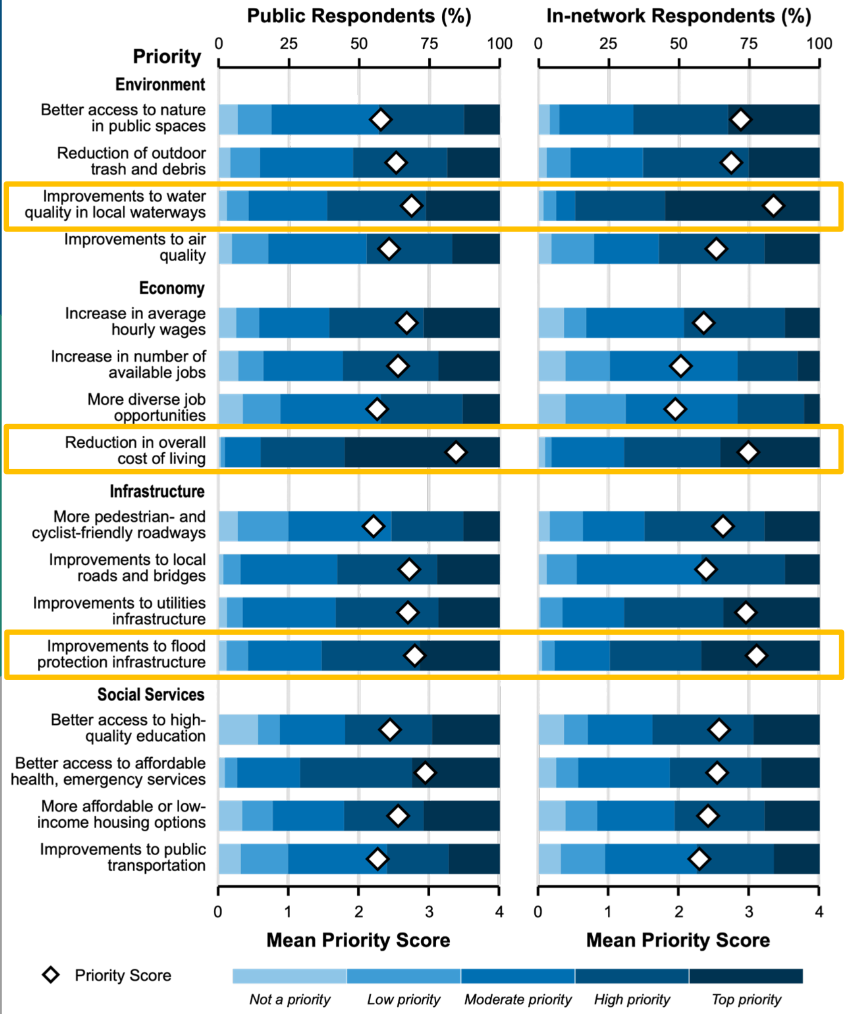
4. Improvements to utilities infrastructure (e.g., water, sewer)
5. Access to nature in public spaces

What they want



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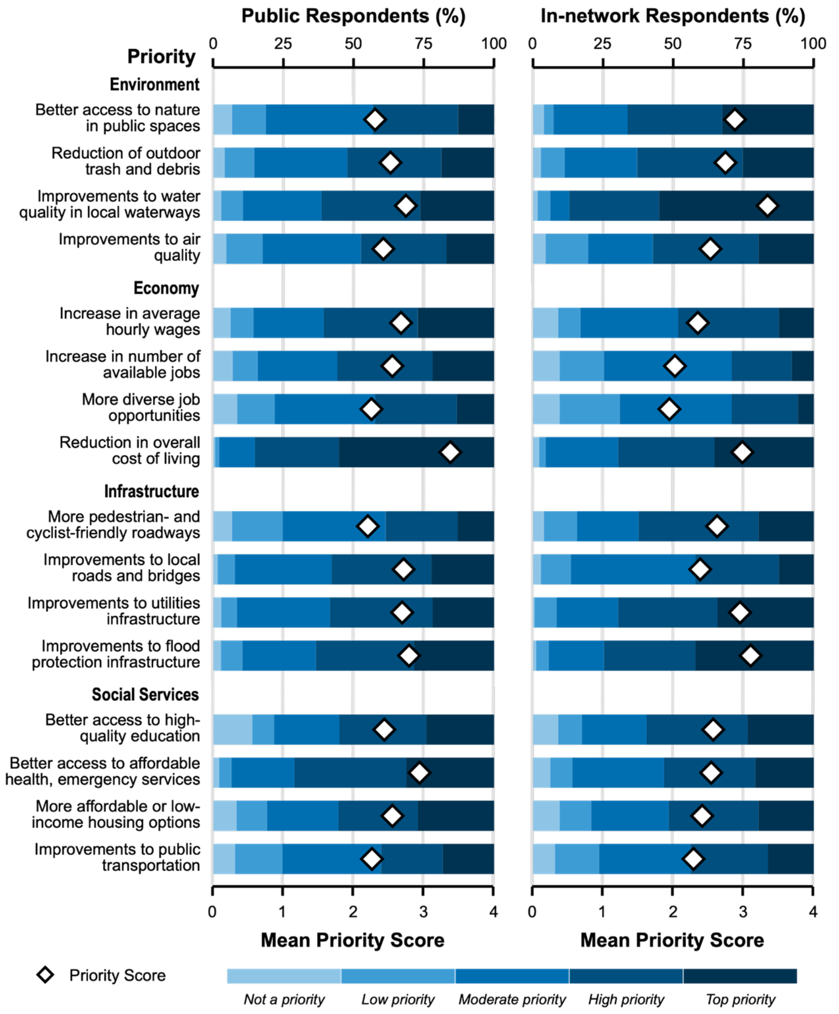
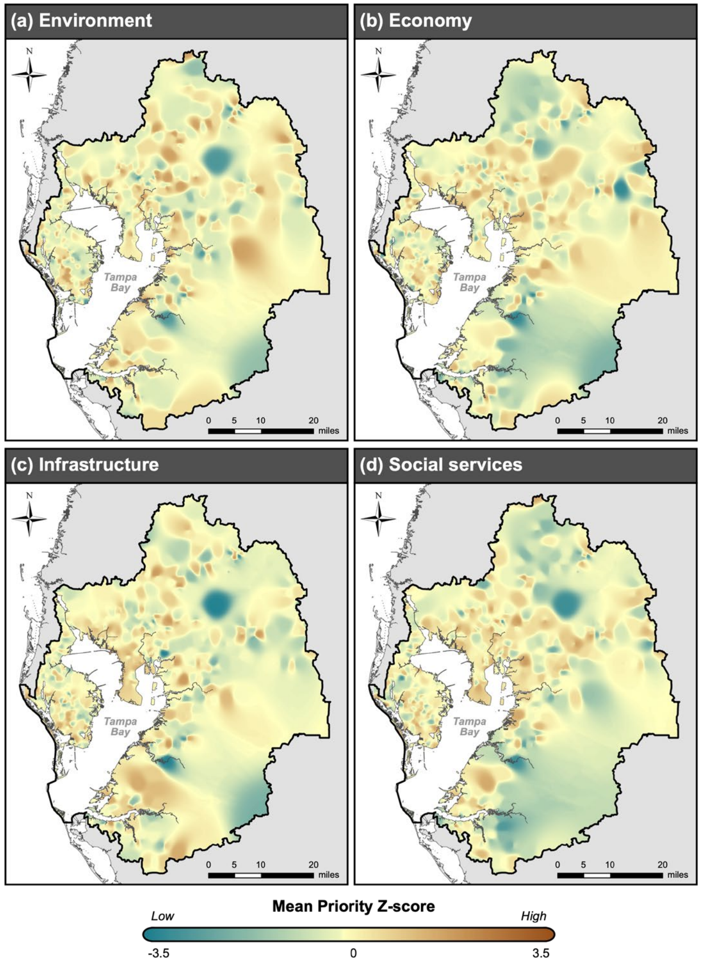
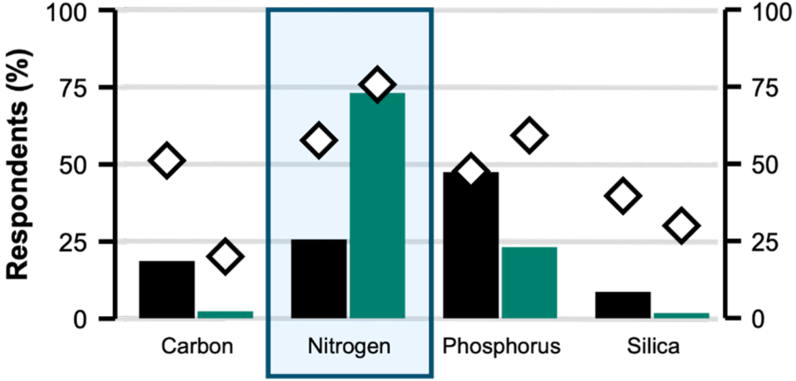


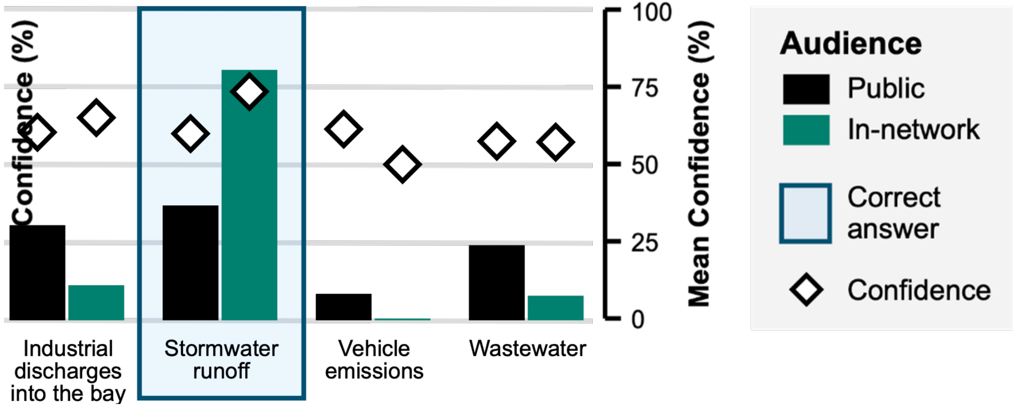


What they know

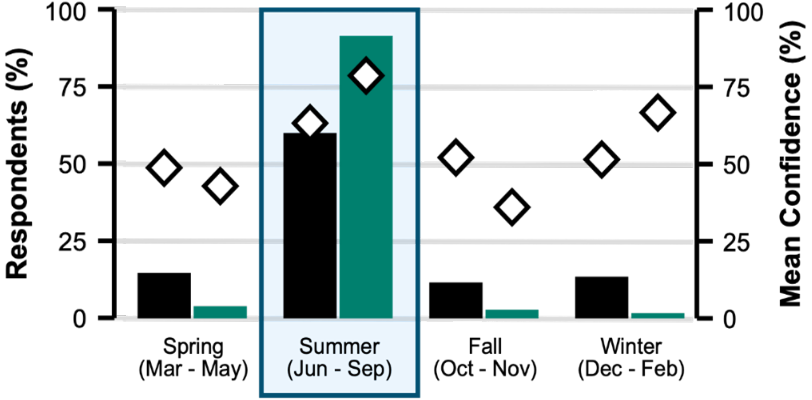
What nutrient is the biggest contributor to poor water quality in Tampa Bay?



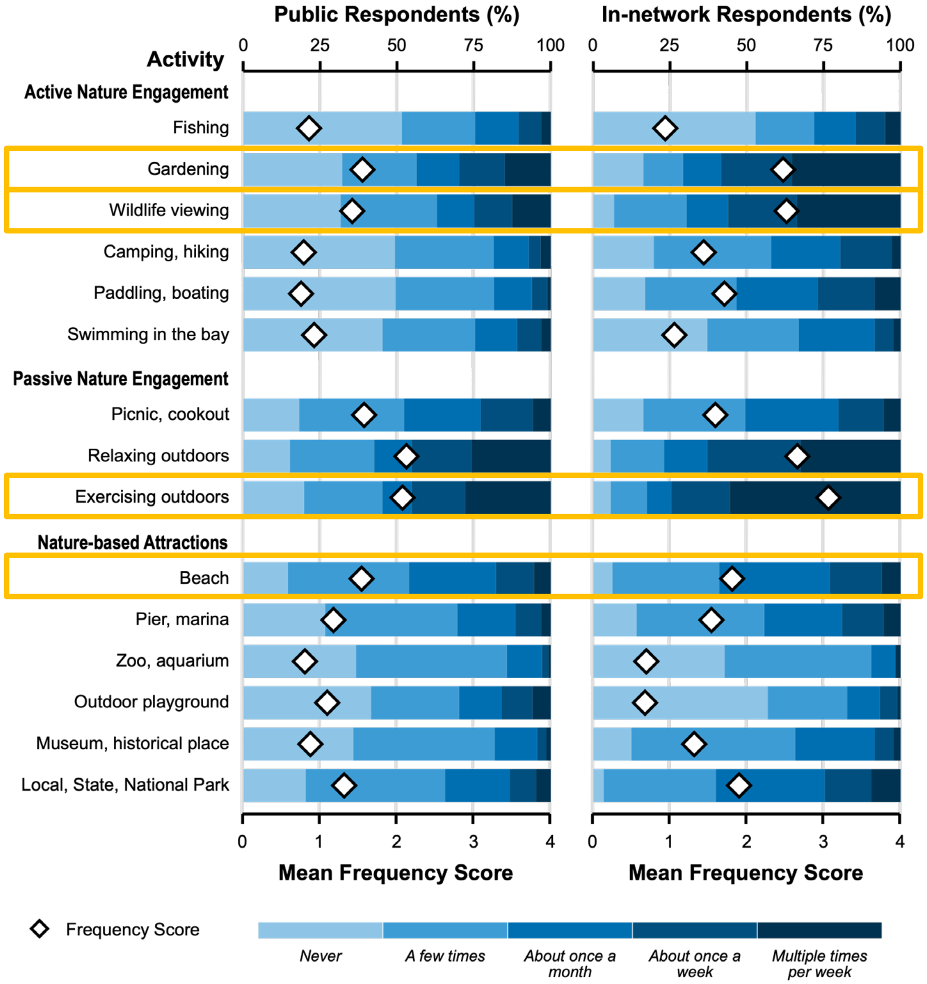
What is the main source of nutrient pollution in Tampa Bay?



To reduce the risk of nutrient pollution in the bay, what time of year should someone avoid applying fertilizer to their lawn or garden?

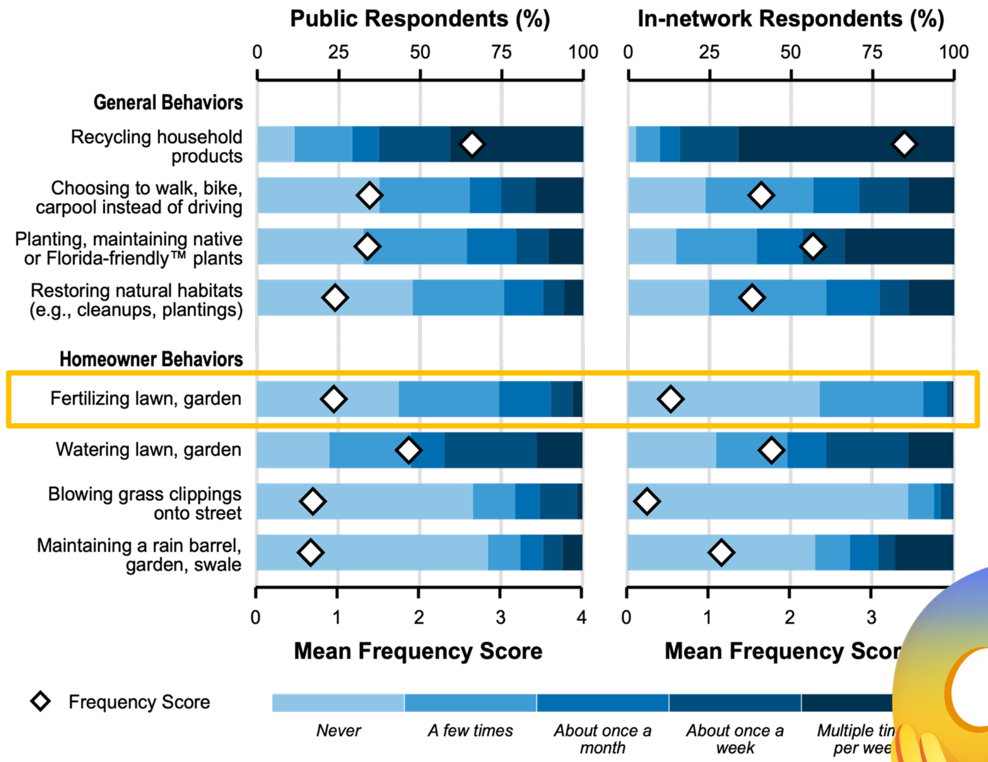


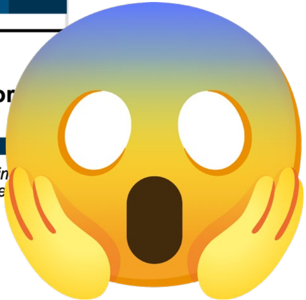
What they do


Public Respondents (%)
In-network Respondents (%)
Activity
0
25
50
75
100
Active Nature Engagement
Fishing
Gardening
Wildlife viewing
Camping, hiking
Paddling, boating
Swimming in the bay
Passive Nature Engagement
Picnic, cookout
Relaxing outdoors
Exercising outdoors
Nature-based Attractions
Beach
Pier, marina
Zoo, aquarium
Outdoor playground
Museum, historical place
Local, State, National Park
0
1
2
3
4
Mean Frequency Score
Frequency Score
Never
A few times
About once a month
About once a week
Multiple times per week


Entry points to engagement
Popular Activities
Exercising outdoors
Wildlife viewing
Gardening
Visiting a beach

What they do





Homeowners that Fertilize

Public 56%

In-network 41%

Those Fertilizing in the Summer

Public 31%

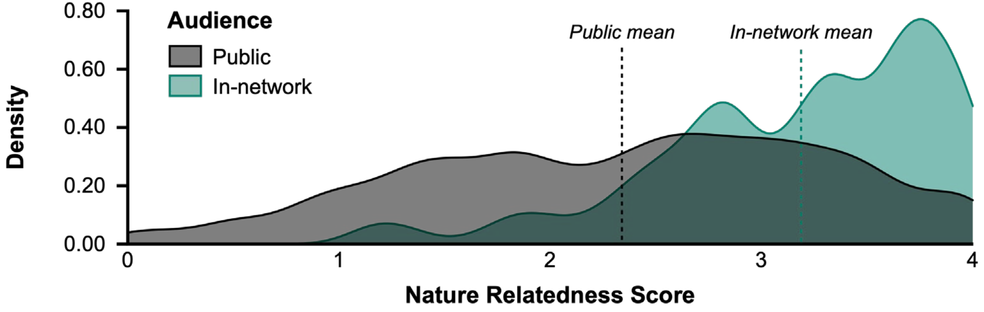
In-network 24%

Know to Avoid Fertilizing in Summer

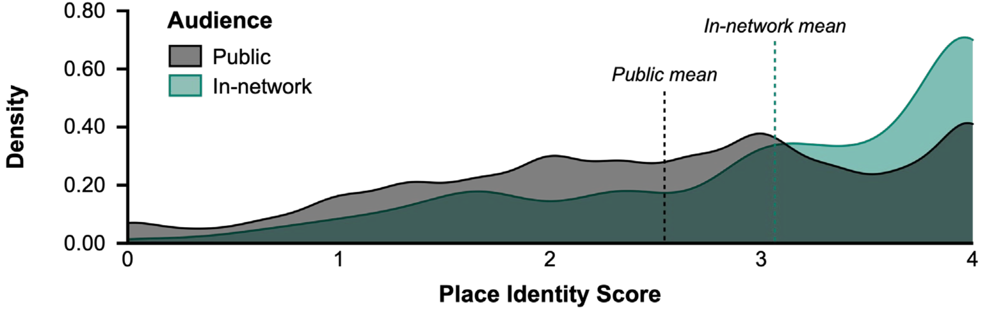
Public 57%

In-network 93%

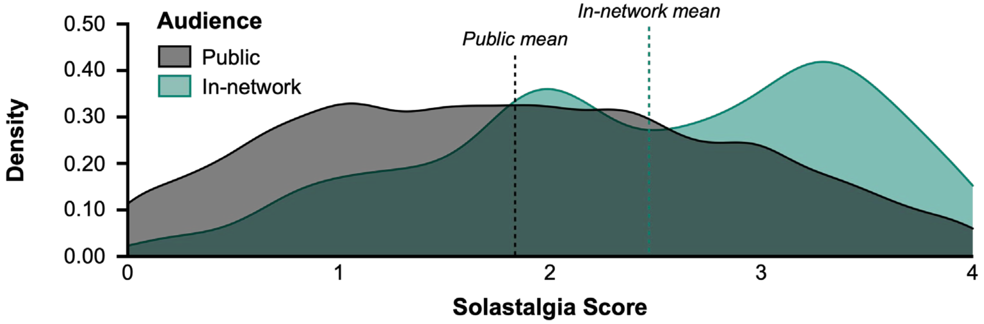
How they feel



Nature relatedness *is a measure of one's subjective connectedness to the natural environment.*

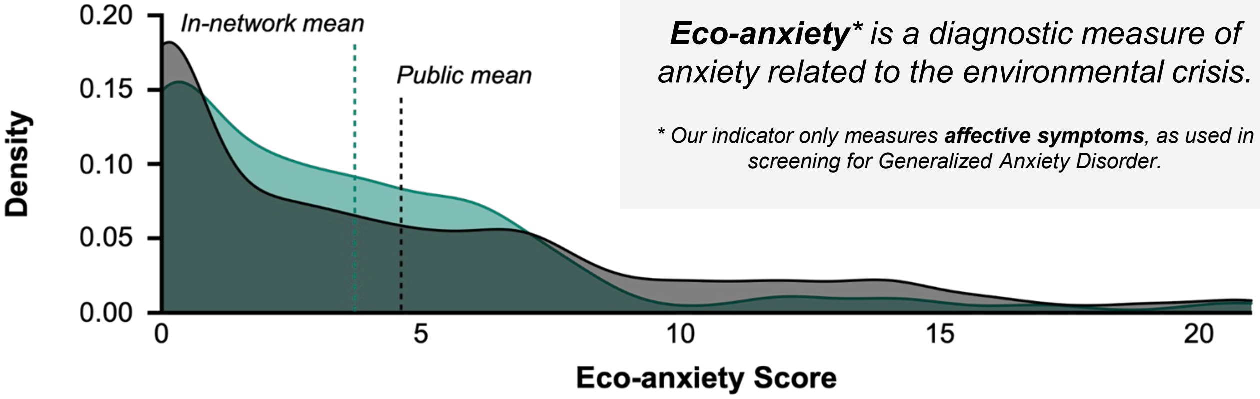


Place identity *is a measure of one's emotional or symbolic attachment formed with Tampa Bay.*



Solastalgia *is a measure of emotional distress caused by environmental change in Tampa Bay.*

How they feel



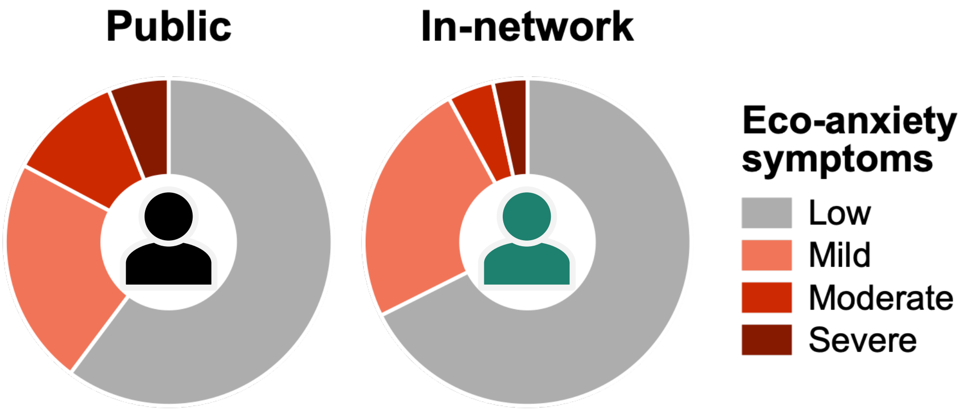
Eco-anxiety is a diagnostic measure of anxiety related to the environmental crisis.*

** Our indicator only measures **affective symptoms**, as used in screening for Generalized Anxiety Disorder.*

Average Score on Eco-anxiety

Public
4.6 / 21

In-network
3.7 / 21



Moderate to Severe Eco-anxiety

Public
17%

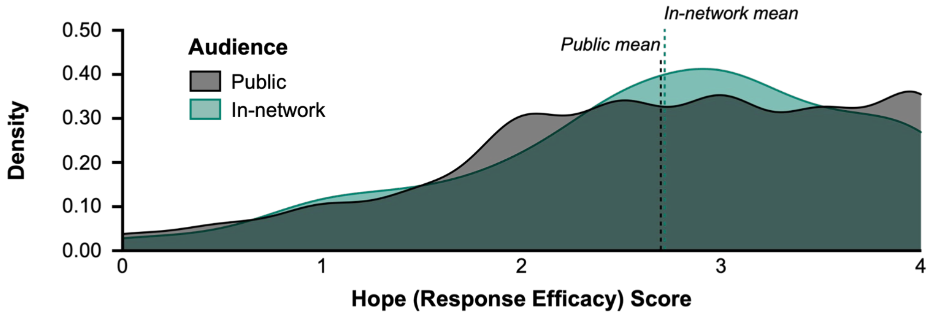
In-network
8%

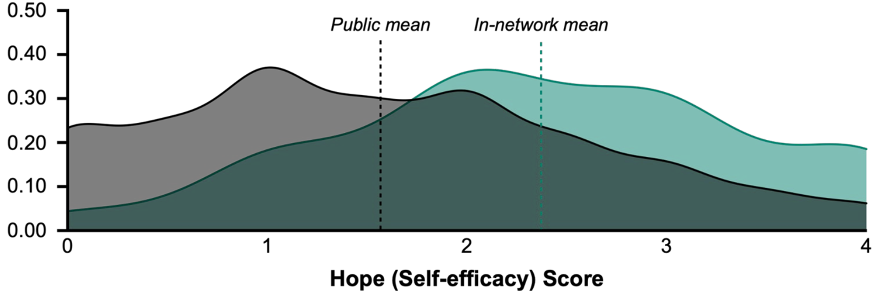
How they feel

Hope pathways *is a measure of one's perceived capacity to achieve environmental goals in their community.*

The ***response efficacy*** *pathway reflects one's hope that the actions they take can have an impact*

The ***self-efficacy*** *pathway reflects one's hope based on their knowledge of what they can do to solve environmental problems*





Average Score (response efficacy)	
Public	In-network
2.7 / 4	2.7 / 4

Average Score (self-efficacy)	
Public	In-network
1.6 / 4	2.4 / 4

Thank you!

Reports

GitHub

Free data!

TBEP TAMPA BAY ESTUARY PROGRAM

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