

# Public Awareness of Marion County Health Services and Programs

Prepared for the Florida Department of  
Health in Marion County

by the

Public Opinion Research Lab at the  
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## Introduction

Marion County, Florida is located in North Central Florida, with a land area of 1,588 square miles. The total current population is 378, 225, of which 307,760 are 18 years of age or older, according to the U.S. Census Bureau's 2022 American Community Survey 5-year estimates. The median annual household income in Marion County is \$55,265, compared with \$67,917 in the state of Florida. Of the civilian noninstitutionalized population in Marion County, 87.6% have health insurance.

## Project Background

The Florida Department of Health in Marion County contracted the Public Opinion Research Lab (PORK) at the University of North Florida to gauge awareness of and engagement with the Florida Department of Health in Marion County as well as its programs and services. To best accomplish this, PORK conducted a survey of adult residents of Marion County. This report serves to inform the Florida Department of Health in Marion County of this study's results and findings.

Figure 1. Executive Summary



<sup>1</sup> Overall awareness is measured as the mean score on an awareness index, incorporating 26 survey items. See [Figure 4](#) for a detailed explanation.

## **Methodology**

PORL conducted a dual-frame, mixed-mode study design, incorporating both telephone interviews and web-based surveys distributed via text message. The final sample consists of 562 responses from adult residents of Marion County, Florida. The two sampling frames were sourced from the Florida Voter File, as well as Random-Digit-Dialing (RDD) methodology for both landlines and cell phones (provided by MSG).

Web and phone data collection took place between May 29 and June 12, 2024, and garnered 440 responses via web and 122 via phone. The web survey of the study was distributed via text message, each containing a unique link to the Qualtrics survey platform. Non-responders were sent one follow-up reminder text. Telephone data collection took place at the PORL facility with its 27-station Computer Assisted Telephone Interviewing (CATI) system. A single interviewer, through hand dialing, upon reaching individuals answering on a cell phone or landline, asked the first qualified respondent to participate. Calls were made from 4:00 p.m. – 9:00 p.m. Monday through Friday, and 12:00 p.m. – 5:00 p.m. Saturday and Sunday. The overall response rate for this study is 3.5%, using the American Association of Public Opinion Research (AAPOR) Response Rate 3 (RR3) calculation.

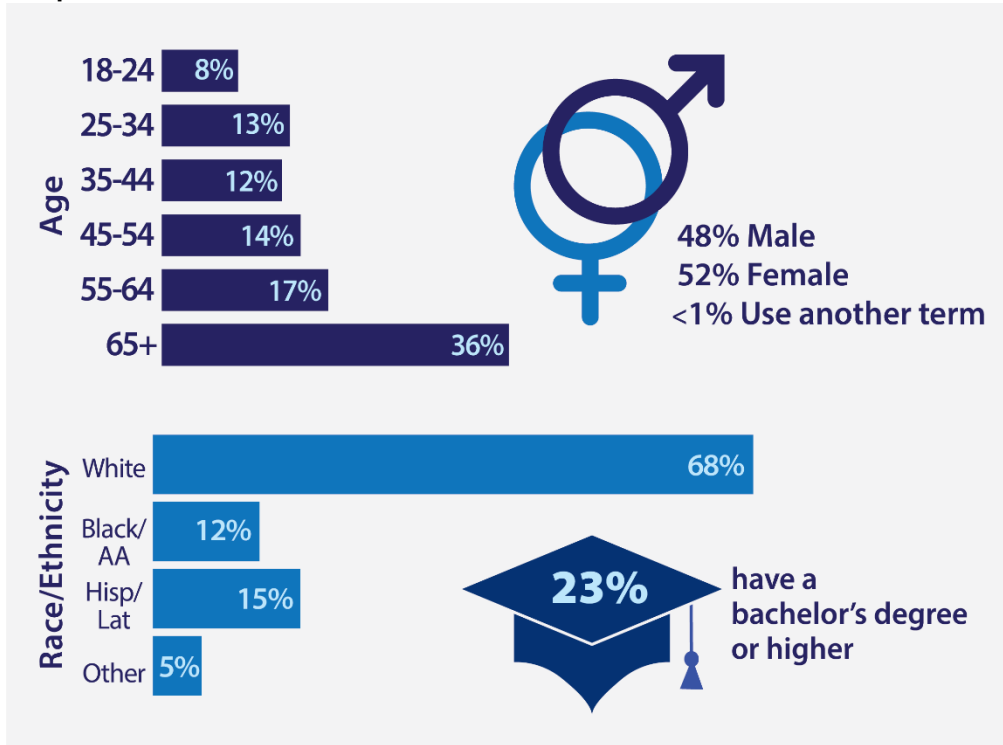
To ensure a representative sample and to adjust for oversampling and nonresponse bias, all data were weighted to the adult population of the adult population of Marion County. The weighting process had two steps: first, data were weighted to educational attainment for individuals 25 and older, then to age, sex, race and ethnicity. Demographic weights were calculated using the U.S. Census Bureau's American Community Survey (ACS) 2022 five-year estimates. All weighted demographic variables were applied using the SPSS version 27 rake weighting function, which will not assign a weight if one of the demographics being weighted is missing. Individuals without a weight were manually assigned a weight of one.

The overall margin of sampling error for this study is +/- 5.4 percentage points, including estimated design effect. When comparing subgroups, it is important to note that due to smaller sample sizes, margins of error are higher than that of the total sample.

### Charted Findings

The total sample for this study consists of 562 Marion County residents, aged 18 or older. The charts and figures on the following pages show the weighted survey results. The respondent profile in Figure 2 below displays the weighted demographic makeup of the sample.<sup>2</sup>

**Figure 2. Respondent Profile**



<sup>2</sup> Excludes missing data due to respondent responses of “don’t know” or refusals.

Figure 3a. Word Cloud: Impressions of Florida Health Marion County Logo (Web only)

Please tell us what first comes to mind when you see the image below:

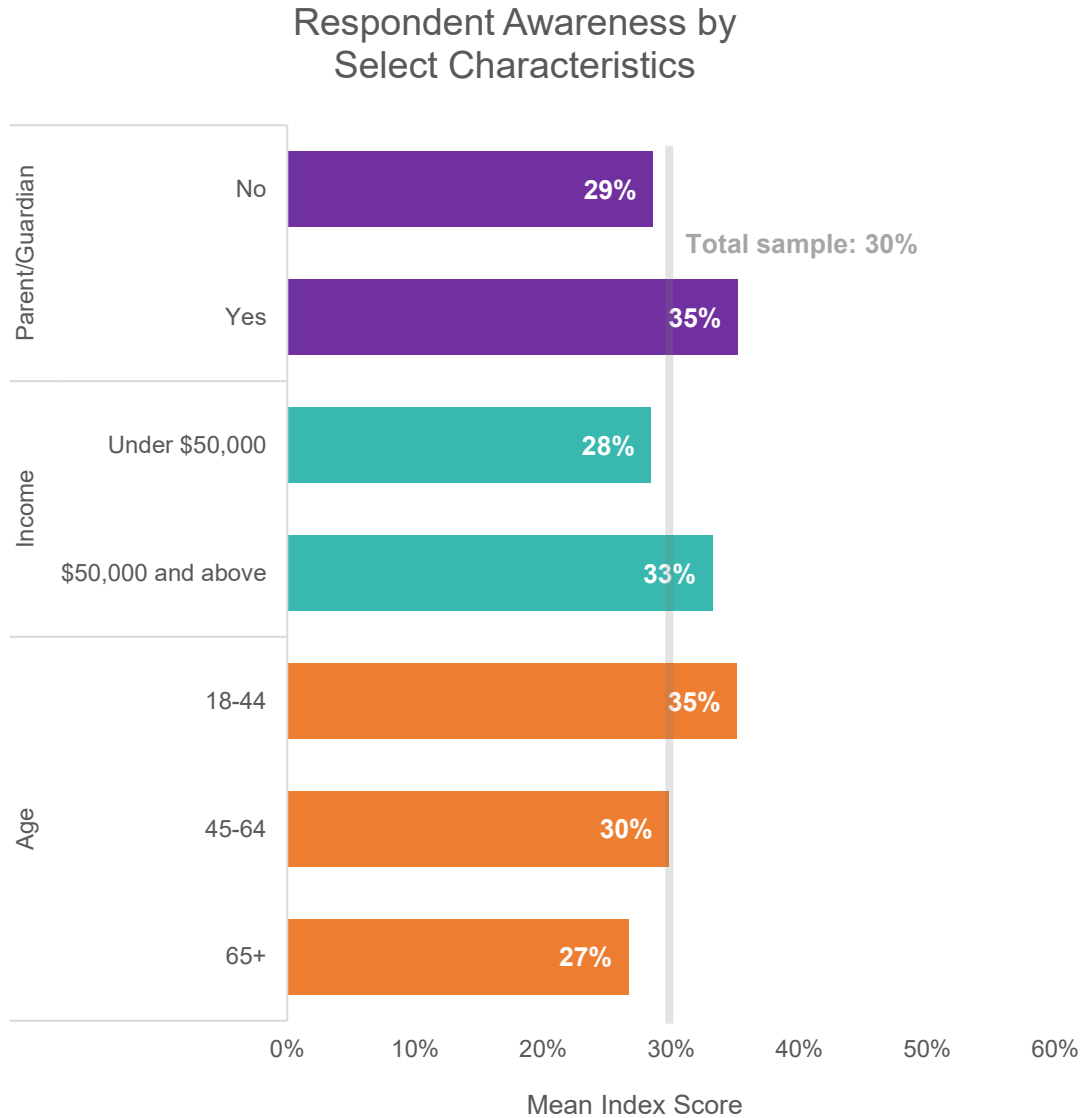


In the web survey, respondents were shown the Florida Health in Marion County logo (pictured above) and asked what first comes to mind. Figure 3a is a word cloud containing the open-ended

responses. Larger font indicates more instances of a given word, and smaller font indicates fewer instances.



**Figure 4. Overall Awareness Index by Select Characteristics**



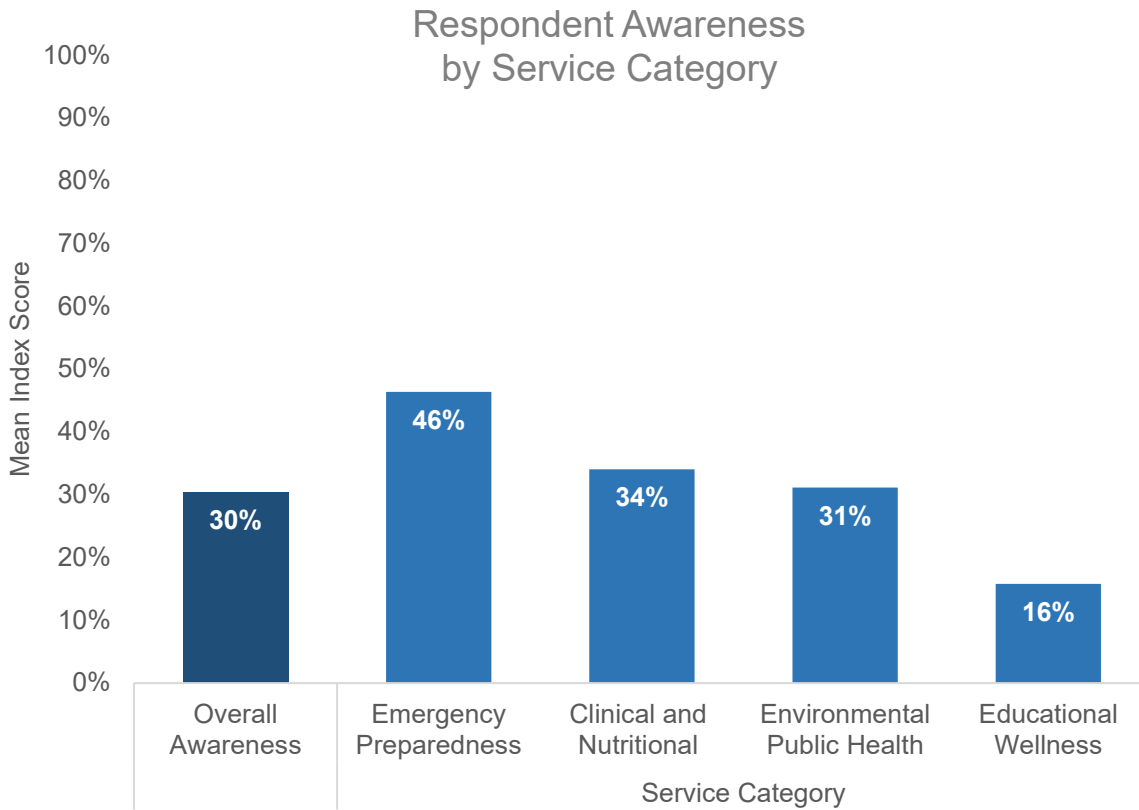
To measure overall awareness of the services provided by the Florida Department of Health in Marion County, an additive index was created using responses from several survey questions asking about awareness of different services. The awareness index was calculated as the total percentage services the respondent indicated they were aware of, out of 26 items in the survey. Figure 4 above shows the mean (average) index score (measured from 0% to 100%), broken down by

parental status, annual household income, and age group.

On average, respondents had an overall awareness score of 30%. The subgroups with the greatest awareness were parents/guardians and people between 18 and 44, each with 35% awareness. Respondents aged 65 and older had the lowest awareness at 27%, followed by those whose annual household income is less than \$50,000.



**Figure 5. Service Awareness Index by Category**



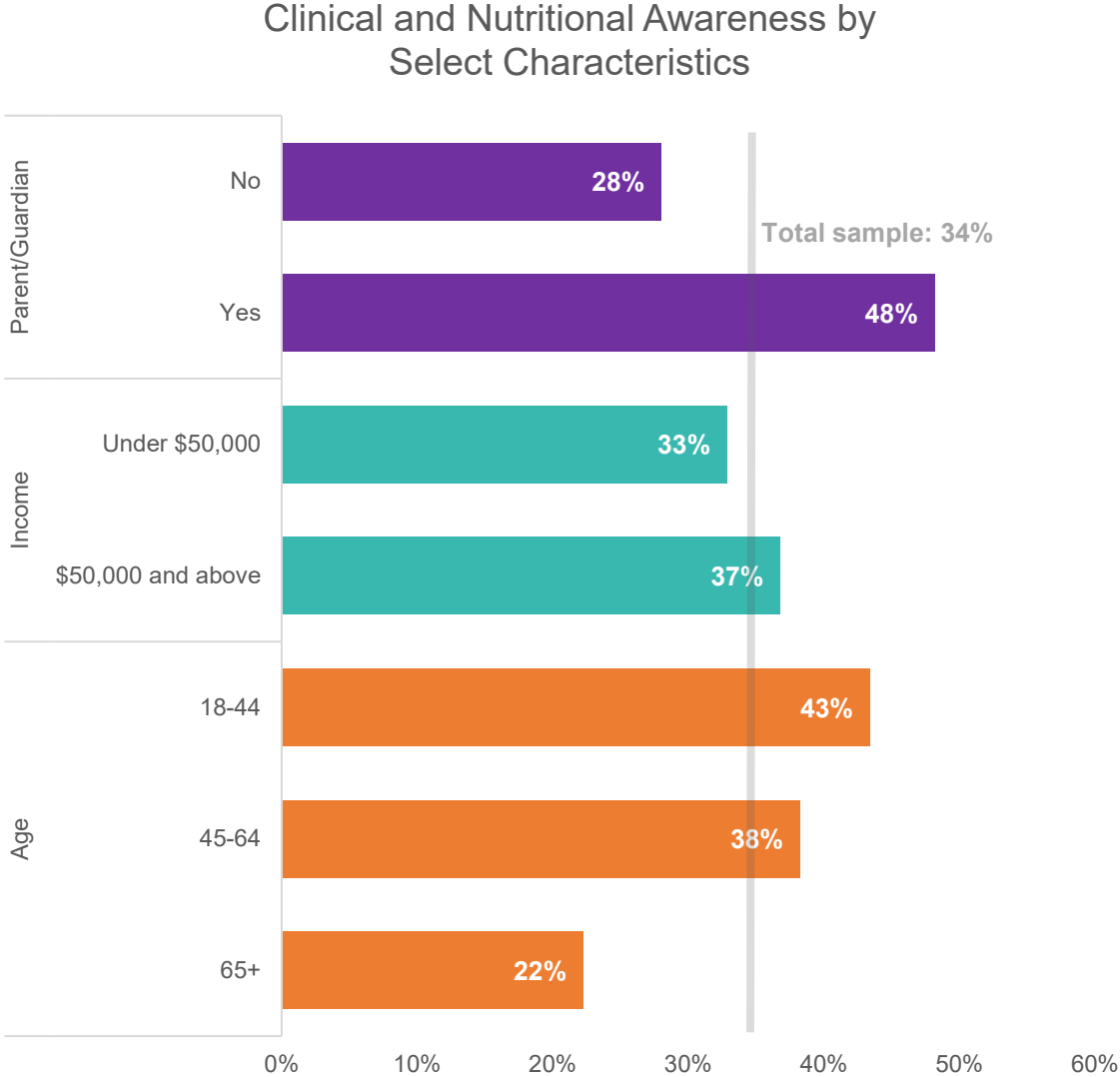
Respondents were asked a series of select-all questions measuring their awareness of services provided by the Florida Health Department in Marion County in four different categories: clinical and nutritional services, educational wellness services, environmental public health services, and emergency preparedness services. For each of these categories, an additive index was created to measure overall awareness.

The indices are calculated as the percentage of the listed services the respondent reported awareness of in each category. The percentages in Figure 5, above, represent the mean (average) score on each index.

Emergency preparedness had the highest awareness of the four categories, with mean score of 46%. It is important to note, however, that this is the category with the fewest listed services (three, compared to seven in the other categories), and this may contribute to a higher overall awareness.

Clinical and nutritional services had an average awareness of 34%, followed by environmental public health with 31%, on average. Educational wellness services had the lowest awareness, with mean score of 16%.

**Figure 6. Clinical and Nutritional Awareness Index by Select Characteristics<sup>3</sup>**



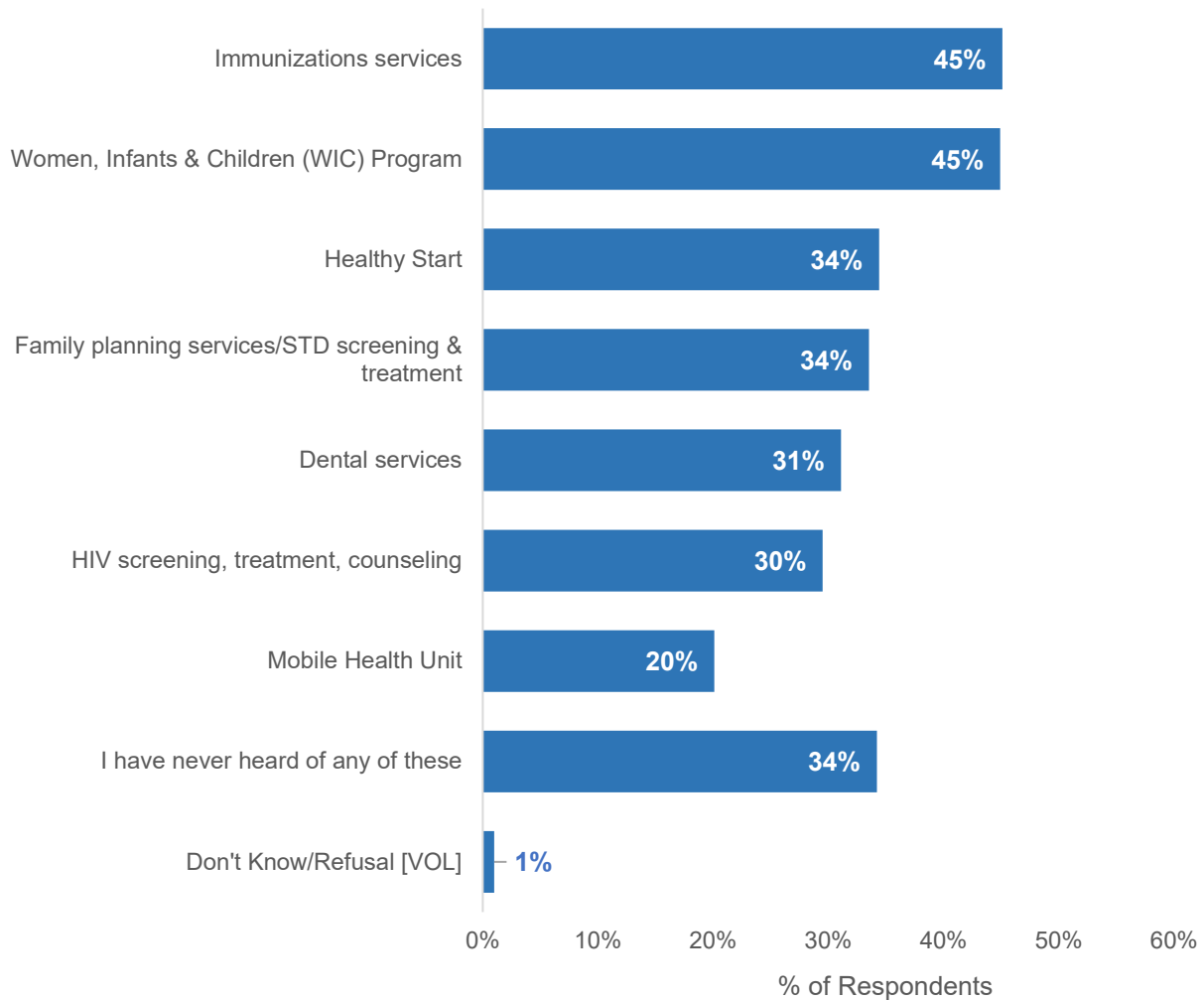
Among the entire sample, respondents had an average awareness of 34% of services in the clinical and nutritional category. Parents and guardians had the highest awareness at 48%, compared to just 28% among non-parents. There

was also a stark difference between respondents aged 18 to 44 (43% awareness) and those aged 65 or older (22%). There was only a small difference of four percentage points between income groups.

<sup>3</sup> Axis only goes to 60% for easier visualization.

**Figure 7. Clinical and Nutritional Services <sup>4</sup>**

Please let us know if you have heard of any of the following Clinical and Nutritional services offered by the Florida Department of Health in Marion County.  
(Select all that apply)

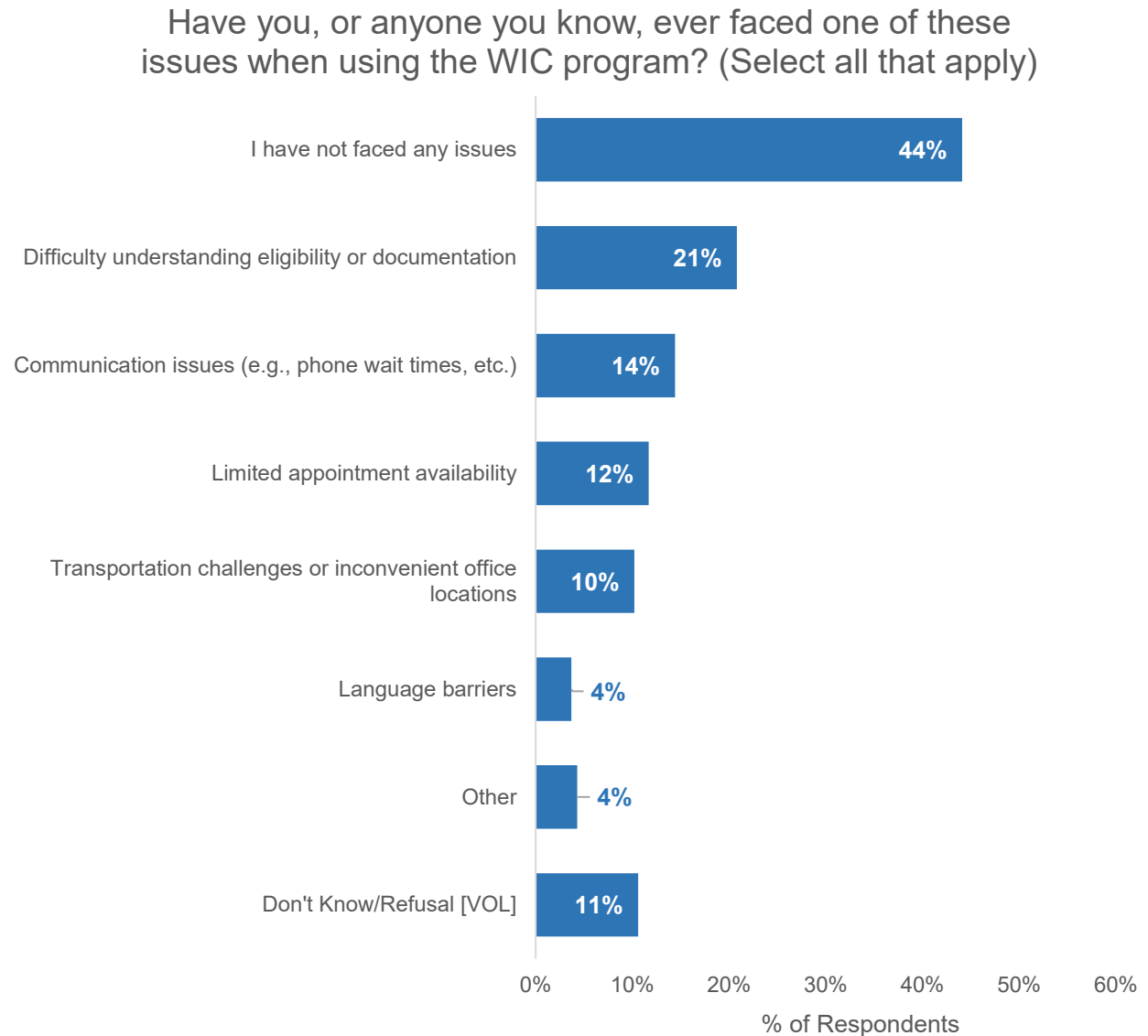


Respondents were asked which clinical and nutritional services offered by the Florida Department of Health in Marion County they had heard of, shown in Figure 7 above. The services with the highest awareness were immunizations and WIC, each with 45% of respondents indicating

they had heard of them. Dental services had the lowest awareness, with just 20% of respondents reporting having heard of it. Thirty-four percent of respondents said they had never heard of any of the listed services.

<sup>4</sup> Axis only goes to 60% for easier visualization.

**Figure 8. WIC Issues<sup>5</sup>**

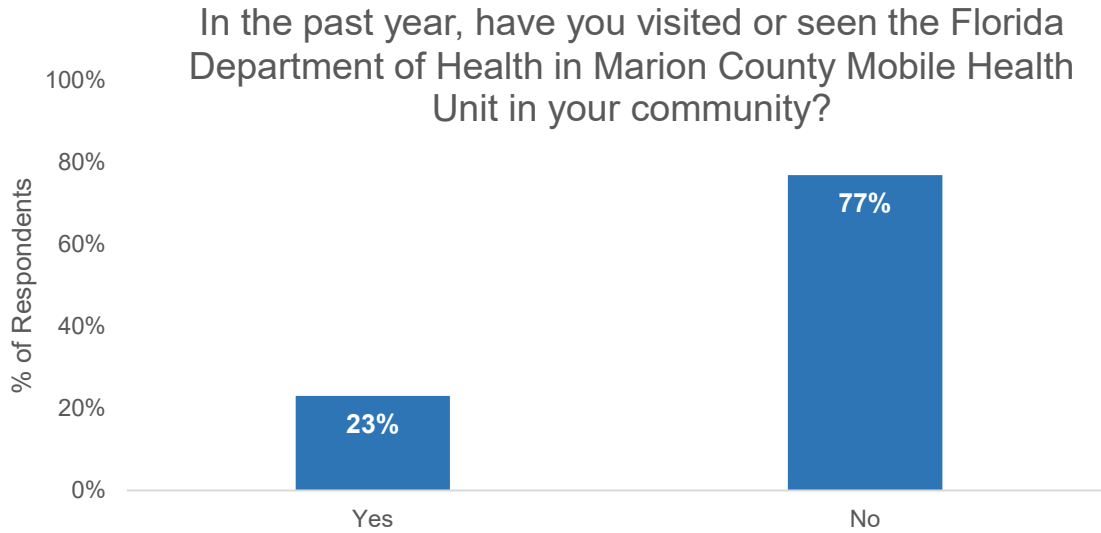


Respondents who indicated they had heard of the Women, Infants, & Children (WIC) program were also asked about any issues they or someone they know may have faced. Forty-four percent of respondents said they had not faced any issues

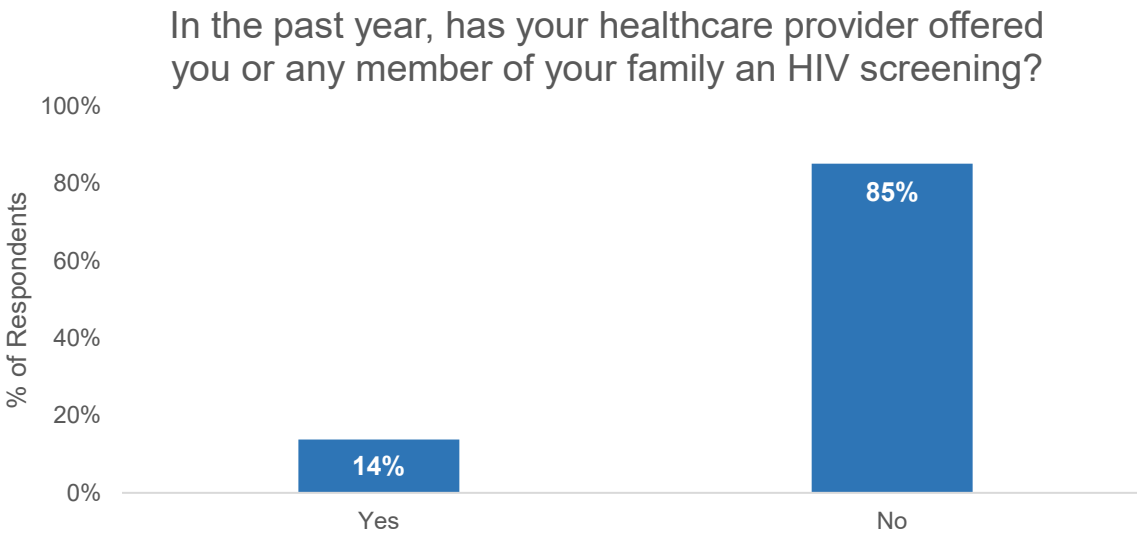
with the program. Difficulty understanding eligibility or documentation was the largest complaint, with 21% of respondents reporting this issue. Language barrier was the issue cited the least, at just 4%.

<sup>5</sup> Axis only goes to 60% for easier visualization.

**Figure 9. Mobile Health Unit**



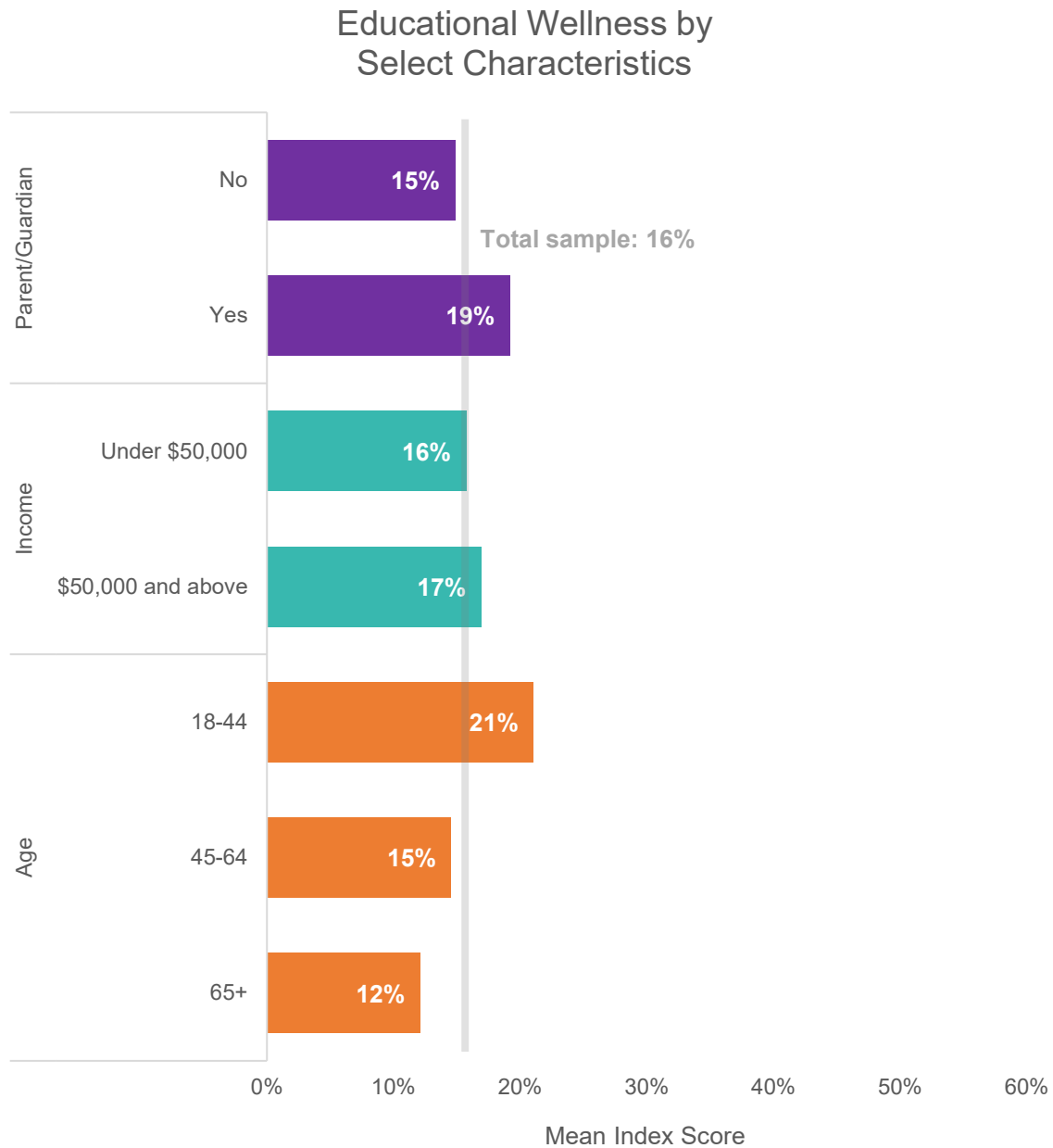
**Figure 10. HIV Screening**



Respondents who earlier indicated that they had heard of the Mobile Health Unit were asked if they had visited or seen it in their neighborhood in the past year. As shown in Figure 9, 77% of respondents said they had not seen the Mobile Health Unit, while 23% said they had seen it.

All respondents were then asked if, in the past year, their healthcare provider had offered them or their family with an HIV screening, displayed above in Figure 10. Only 14% said their provider had offered an HIV screening, with 85% indicating they had not been offered a screening.

**Figure 11. Educational Wellness Awareness Index by Select Characteristics<sup>6</sup>**



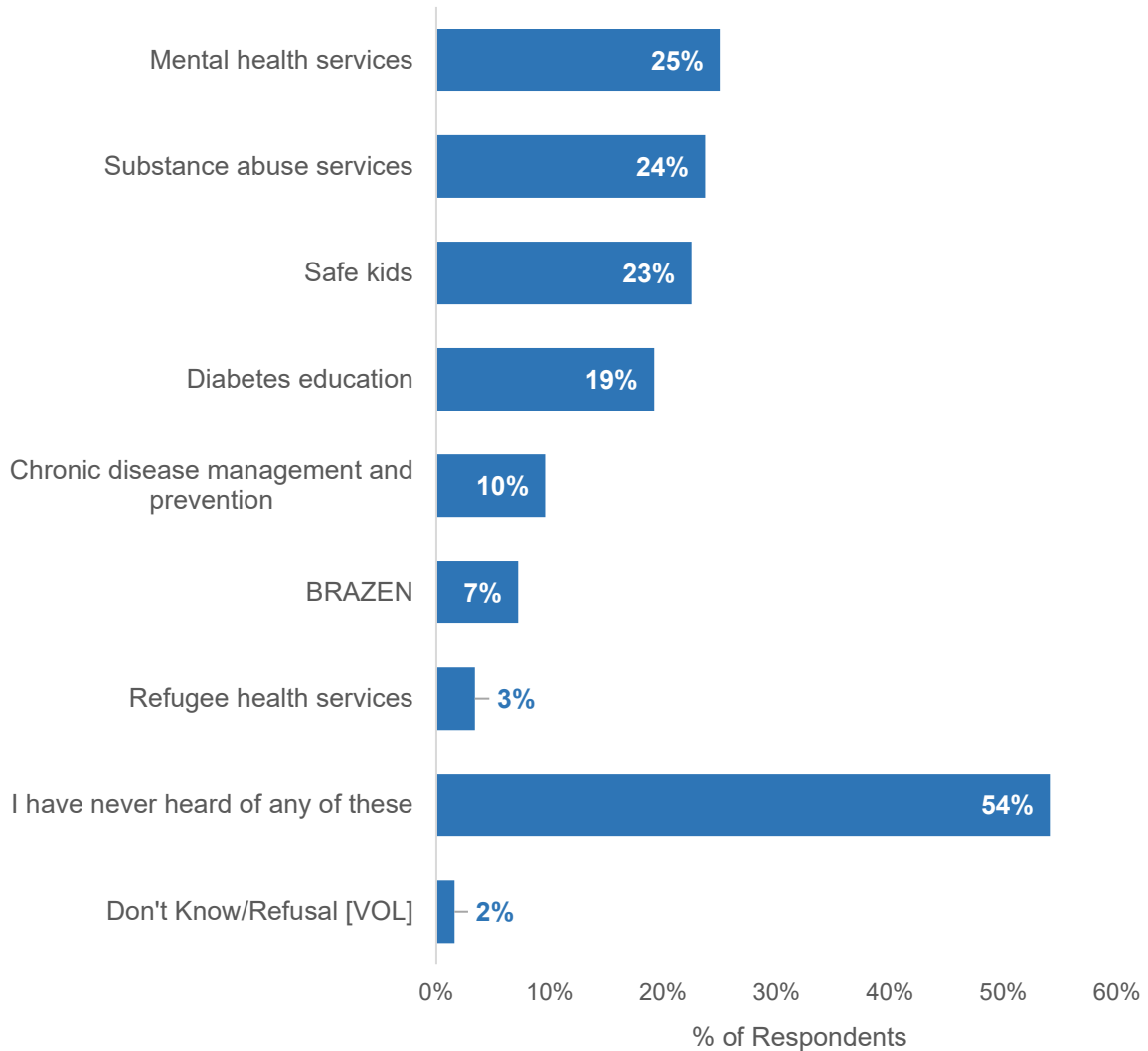
Of the educational wellness services offered by Florida Health Marion County, the entire sample of respondents had an average awareness of 16%.

Again, the groups with the greatest awareness were the younger respondents and parents and guardians with 21% and 19% average awareness, respectively.

<sup>6</sup> Axis only goes to 60% for easier visualization.

**Figure 12. Educational Wellness Services<sup>7</sup>**

Please let us know if you have heard of any of the following Educational Wellness Services offered by the Florida Department of Health in Marion County.  
(Select all that apply)

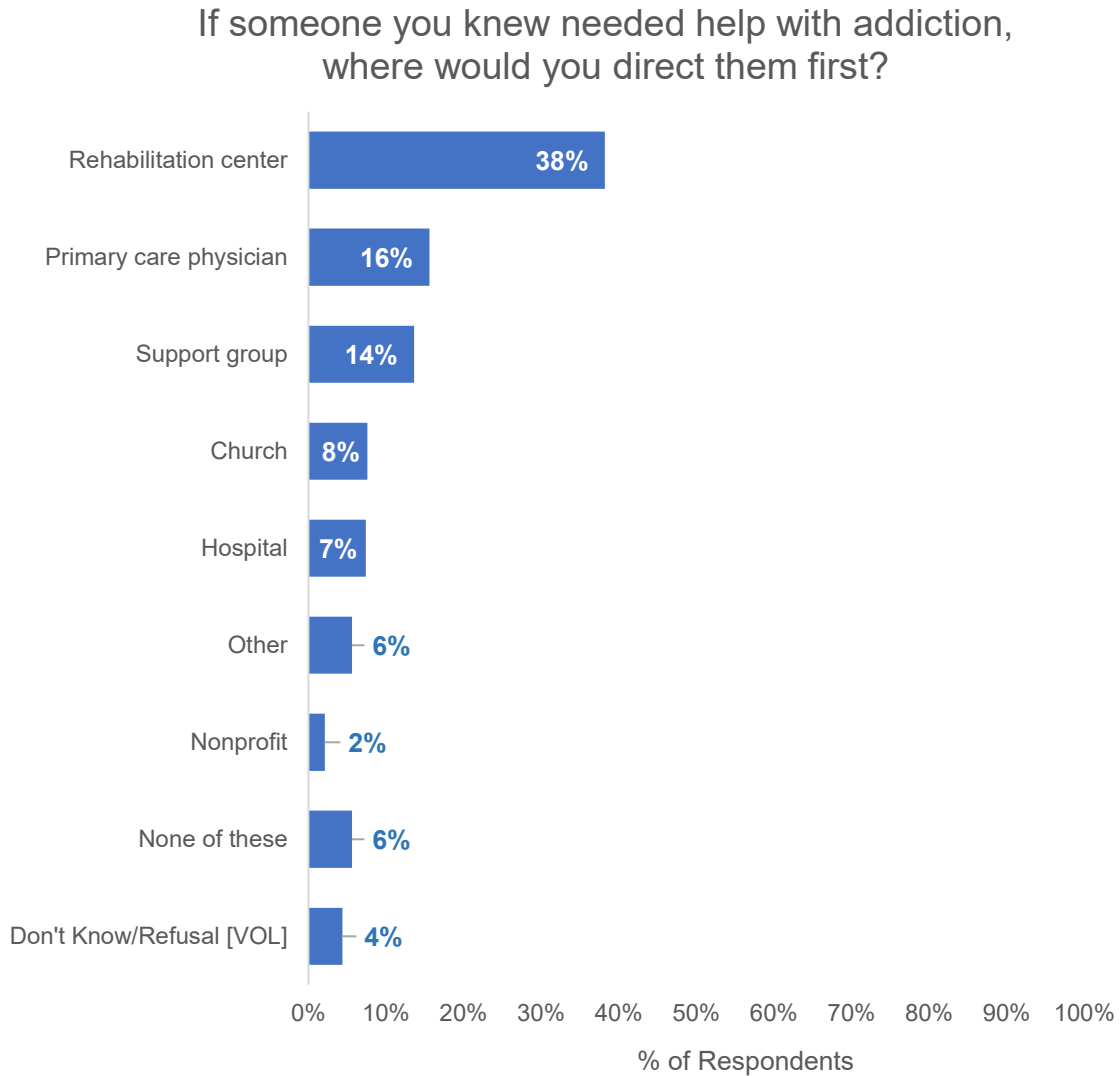


When asked which educational wellness services they had heard of, a majority (54%) of respondents said they had not heard of any listed services. The service with the greatest awareness was mental health, with 25% reporting they'd

heard of the service, followed closely by substance abuse services with 24%. Only 3% of respondents reported having heard of refugee health services, and 7% had heard of BRAZEN youth risk awareness services.

<sup>7</sup> Axis only goes to 60% for easier visualization.

**Figure 13. Addiction Help Resources**

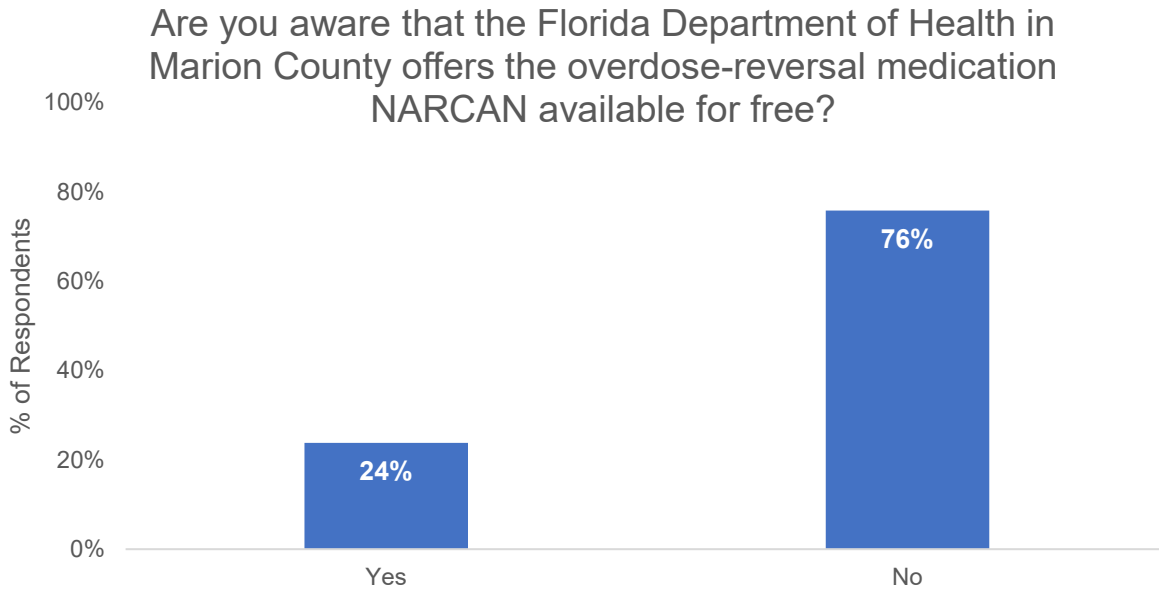


When asked where they would first direct someone who needed help with addiction, 38% of respondents said a rehabilitation center, followed distantly by primary care physician, with 16%. Just 2% of respondents said they would direct

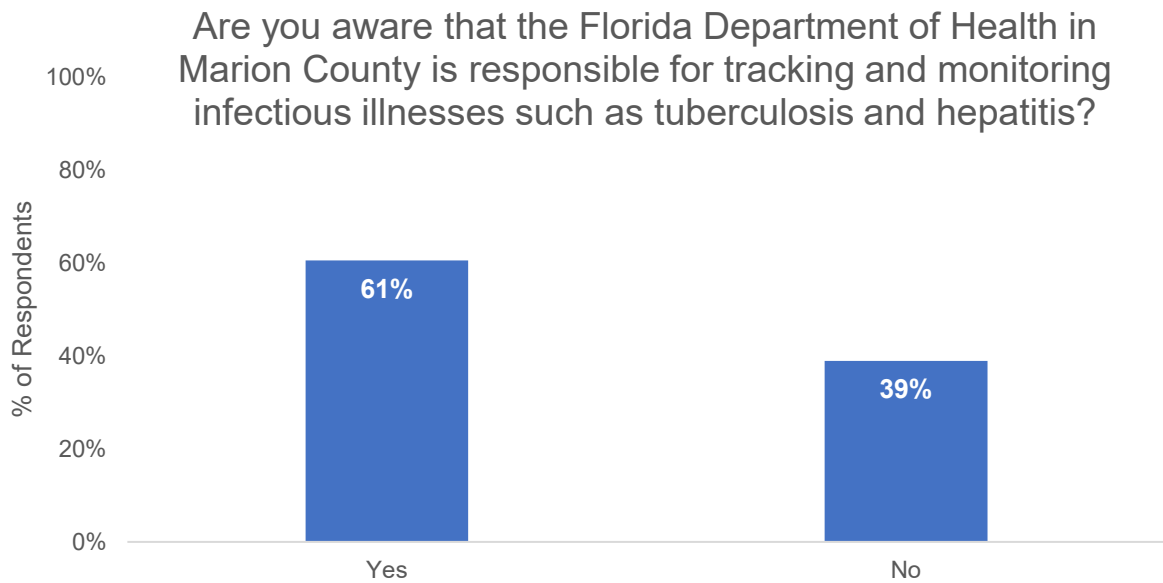
someone to a nonprofit for help, and 6% indicated another resource not listed. “Other” responses included Veterans Affairs and the police. Four percent of respondents said they don’t know or refused to answer.



**Figure 14. NARCAN Awareness**



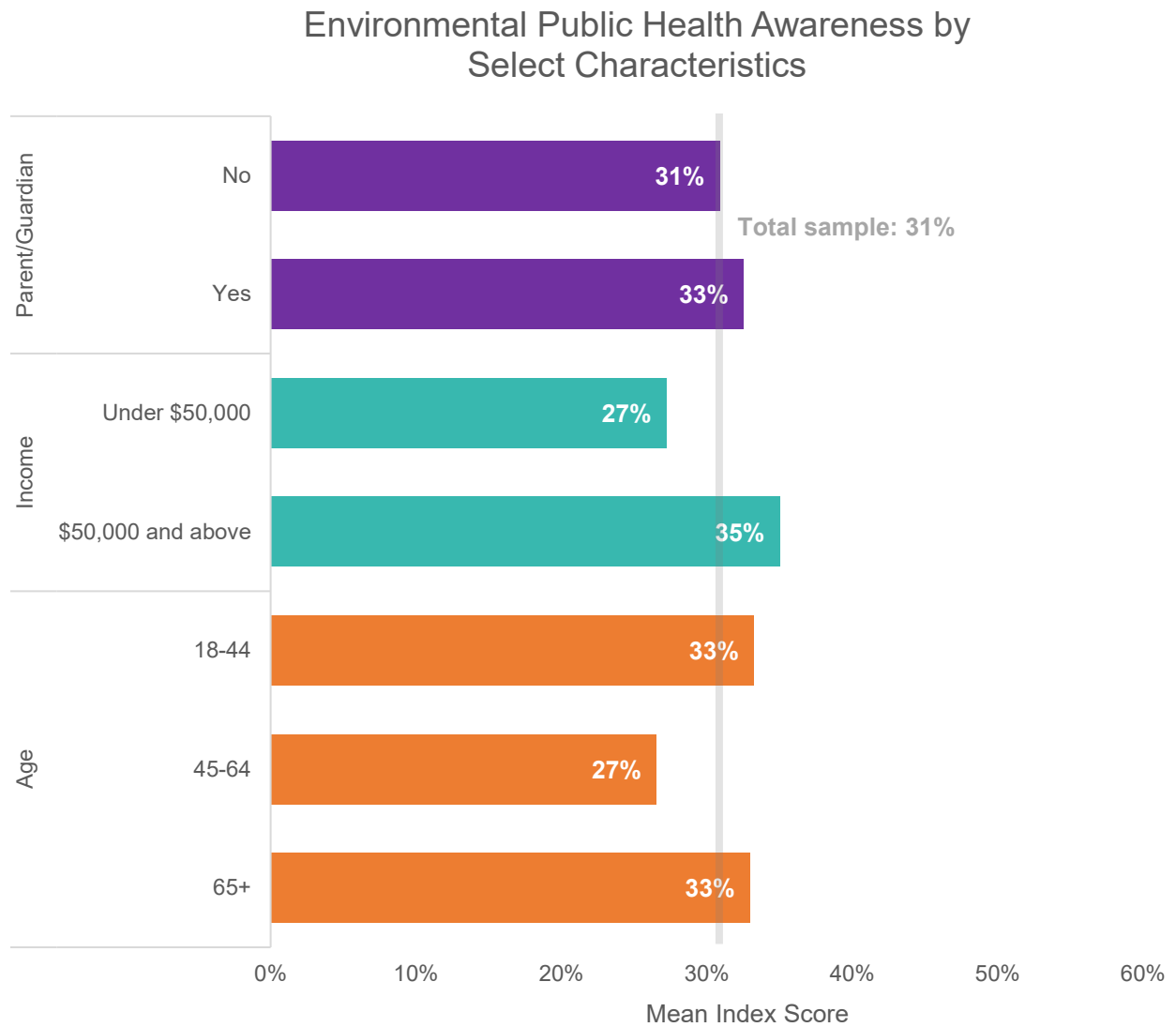
**Figure 15. Infectious Illnesses**



Shown in Figure 14, Respondents were also asked whether they were aware that the Florida Department of Health in Marion County offers NARCAN free of charge, to which 24% said “yes,” and 76% said “no.”

Conversely, 61% of respondents said they were aware that the Department of Health is responsible for tracking infectious diseases, like tuberculosis and hepatitis (Figure 15). Thirty-nine percent said they were not aware.

**Figure 16. Environmental Public Health Awareness Index by Select Characteristics<sup>8</sup>**



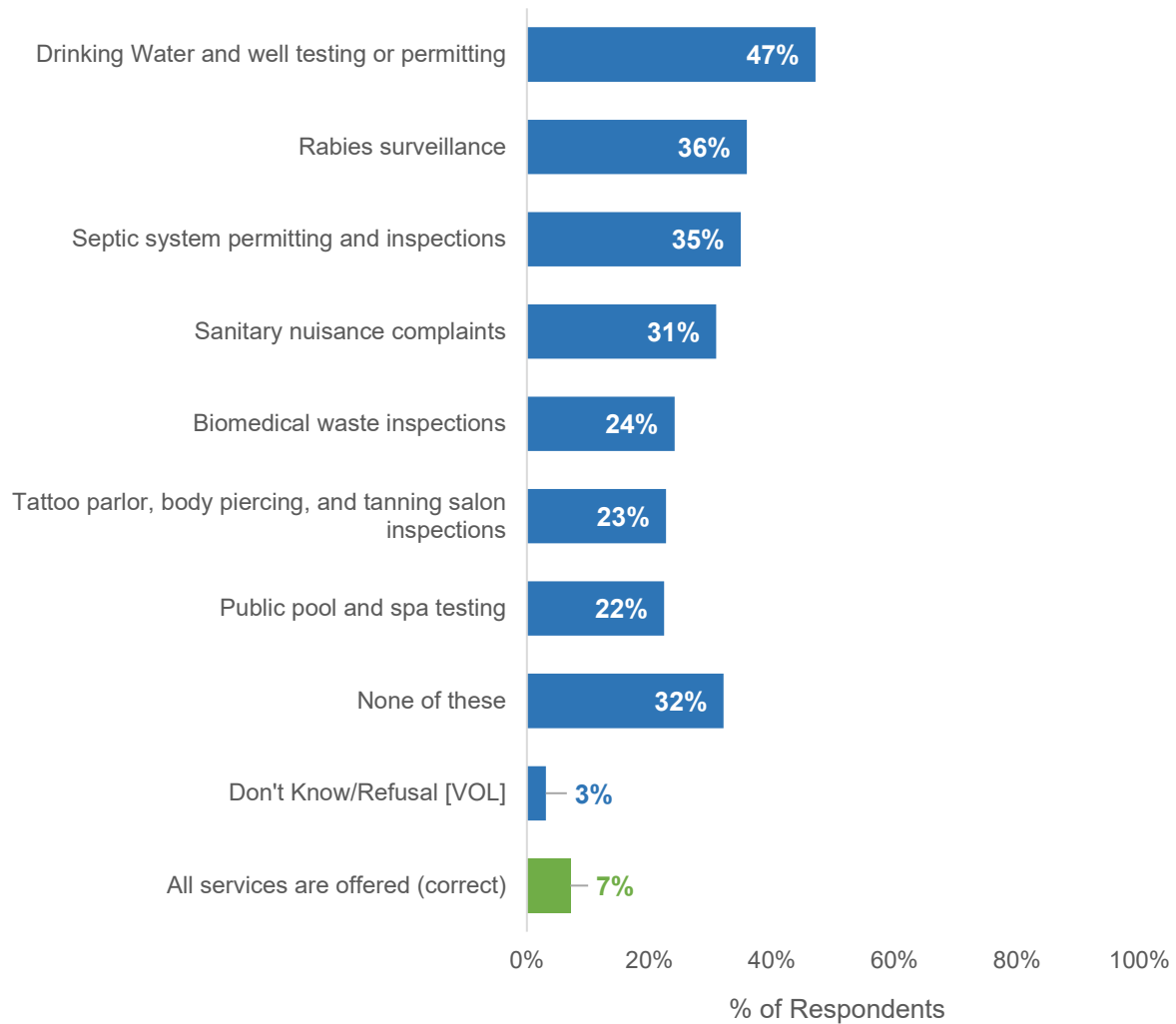
In the environmental public health category, the total sample of respondents had an average awareness of 31%, with little variation across subgroups. The group with the highest awareness, with an average score of 35% was those who make

\$50,000 or more per year. Awareness was lowest among those who make under \$50,000 per year and the 45-64 age group, each with an average score of 27%.

<sup>8</sup> Axis only goes to 60% for easier visualization.

**Figure 17. Environmental Public Health Services**

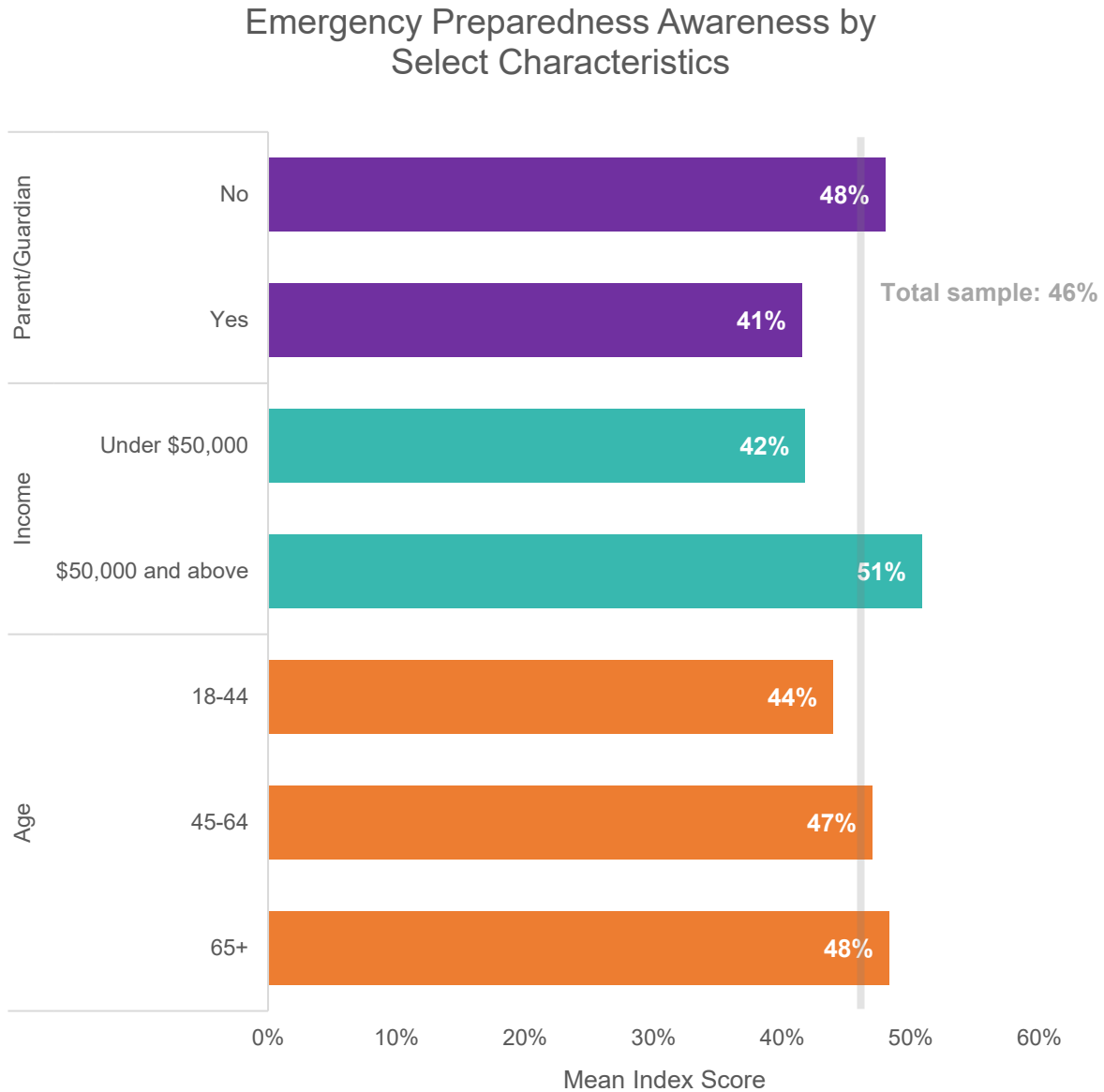
Which of the following Environmental Public Health Services do you think is offered by Florida Department of Health in Marion County? (Select all that apply)



Respondents were presented with seven environmental public health services, and asked to identify which services they think are offered by the Florida Department of Health in Marion County. Only 7% of respondents correctly selected all of the listed services. The individual service with the greatest awareness was drinking water and well testing, with 46% of respondents

indicating it as a Health Department service. Rabies surveillance and septic system inspections had 36% and 35%, respectively. The service with the lowest awareness was public pool and spa testing, with 22% of respondents selecting it. Thirty-two percent said they did not think any of the listed services were provided by the Health Department.

**Figure 18. Emergency Preparedness Awareness Index by Select Characteristics<sup>9</sup>**



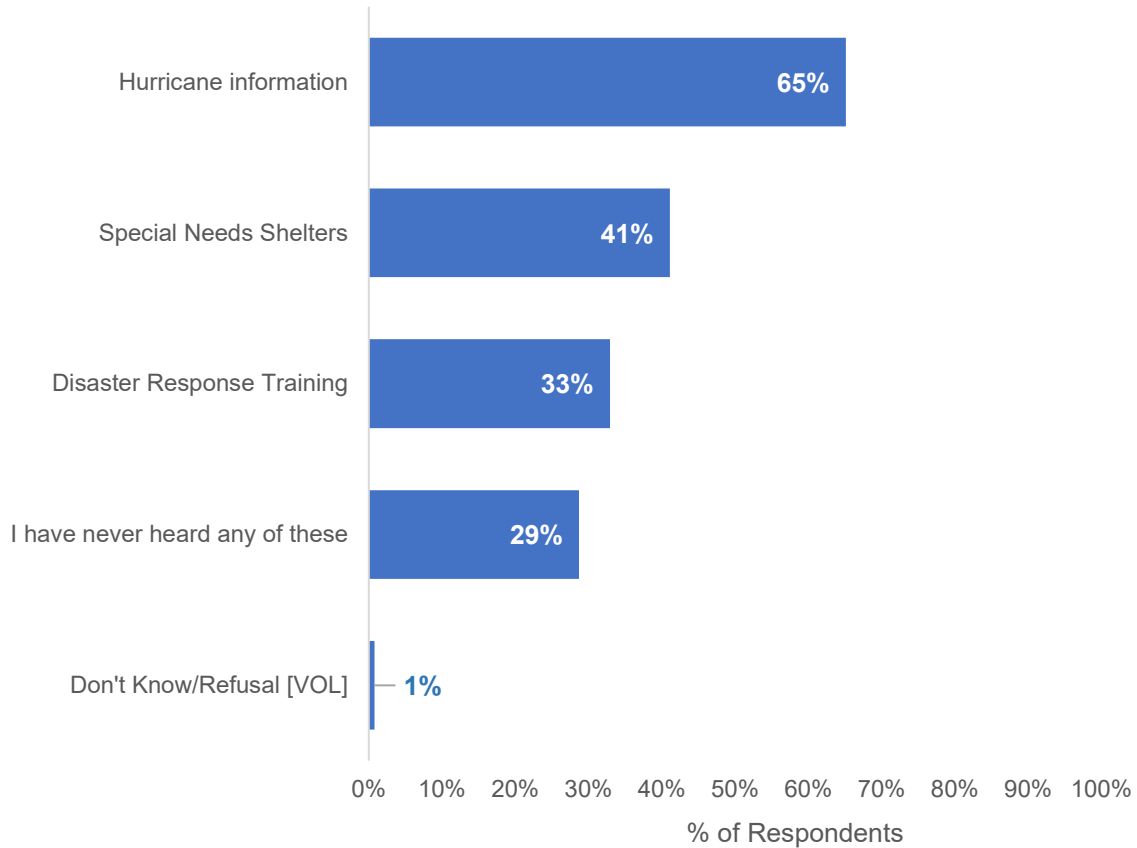
As mentioned above, it is important to note that, while this the emergency preparedness category had the highest overall awareness, there were only three services listed, compared to seven in each of the other categories. This may have contributed to a higher overall awareness, since each item has a greater value toward the total score (one item is 33% of services).

That said, the emergency preparedness category had a mean awareness score of 46% among the total sample. Once again, the highest awareness score is observed among higher-income respondents. Those who are not parents or guardians, as well as those who are 65 years of age or older, each had similarly high awareness with an average of 48%. Parents and guardians had the lowest average awareness score, at 41%.

<sup>9</sup> Axis only goes to 60% for easier visualization.

**Figure 19. Emergency Preparedness Services**

Have you ever seen or heard of any of the following  
Emergency Preparedness Services offered by Florida  
Department of Health in Marion County?  
(Select all that apply)



A majority of respondents (65%) said they had seen or heard hurricane information from the Florida Department of Health in Marion County. Special needs shelters had a 41% awareness,

while 33% of respondents said they had heard of disaster response training. Twenty-nine percent said they had never heard of any of the listed services.

**Appendix I. Survey Result Crosstabulations**

Percentages located in crosstabulations consist of weighted data, while observations (n) are raw, unweighted totals. For more information about weighting, see "Methodology" section. Unless otherwise noted, questions were asked of all respondents.

Please let us know if you have heard of any of the following Clinical and Nutritional services offered by the Florida Department of Health in Marion County. (Select all that apply)

	Total n=562	Annual HH Income		Age Group			Lives in Ocala		Parent		Race/Ethnicity			
		Under \$50k n=193	\$50k + n=256	18-44 n=89	45-64 n=181	65+ n=287	No n=204	Yes n=324	No n=423	Yes n=105	White n=441	Black/AA n=45	Hisp/Lat n=52	Other n=20
Dental services	31%	33%	30%	37%	37%	21%	32%	30%	25%	45%	26%	50%	40%	27%
Family planning services – STD screening/treatment	34%	33%	36%	48%	35%	20%	31%	36%	27%	49%	33%	46%	28%	37%
Healthy Start	34%	34%	36%	45%	39%	21%	33%	38%	25%	56%	31%	56%	32%	40%
HIV screening, treatment, counseling	30%	28%	35%	44%	29%	17%	28%	31%	24%	39%	30%	42%	22%	27%
Immunizations services	45%	42%	48%	50%	52%	34%	46%	46%	42%	55%	45%	50%	40%	50%
Mobile Health Unit	20%	18%	22%	23%	22%	15%	19%	21%	15%	29%	20%	23%	19%	23%
Women, Infants & Children (WIC) Program	45%	42%	50%	56%	53%	28%	43%	47%	37%	64%	46%	55%	37%	40%
I have never heard of any of these	34%	34%	33%	22%	27%	51%	36%	31%	43%	14%	36%	21%	35%	40%
Don't Know/Refusal [VOL]	1%	2%	<1%	1%	1%	2%	1%	2%	1%	1%	1%	-	1%	-

Note: Columns may total greater than 100% for select-all questions.

[If Respondent has heard of WIC] Have you or someone you know ever used the Women, Infants & Children Program (WIC) services?

	Total n=233	Annual HH Income		Age Group			Lives in Ocala		Parent		Race/Ethnicity	
		Under \$50k n=81	\$50k + n=115	18-44 n=55	45-64 n=99	65+ n=77	No n=81	Yes n=143	No n=150	Yes n=68	White n=176	Non-White n=56
Yes	63%	64%	69%	73%	68%	36%	65%	61%	51%	81%	64%	61%
No	37%	35%	31%	27%	32%	62%	34%	39%	49%	18%	36%	37%
Don't Know/Refusal [VOL]	<1%	1%	-	-	-	2%	1%	-	-	1%	-	1%

Note: Due to small subsample, some variable categories have been combined for this crosstabulation.

[If Respondent has heard of WIC] Have you, or anyone you know, ever faced one of these issues when using the WIC program? (Select all that apply)

	Total n=233	Annual HH Income		Age Group			Lives in Ocala		Parent		Race/Ethnicity	
		Under \$50k n=81	\$50k + n=115	18-44 n=55	45-64 n=99	65+ n=77	No n=81	Yes n=143	No n=150	Yes n=68	White n=176	Non-White n=56
Difficulty understanding eligibility or documentation	21%	21%	22%	26%	22%	11%	21%	19%	15%	32%	21%	22%
Transportation challenges or inconvenient office locations	10%	9%	13%	12%	13%	4%	12%	10%	7%	16%	11%	9%
Limited appointment availability	12%	14%	12%	12%	15%	6%	13%	12%	8%	17%	12%	11%
Language barriers	4%	6%	3%	2%	8%	-	5%	3%	-	8%	2%	6%
Communication issues (e.g., phone wait times, etc.)	14%	14%	15%	18%	17%	4%	12%	17%	7%	26%	11%	22%
Other	4%	2%	7%	4%	4%	6%	1%	6%	5%	4%	5%	2%
I have not faced any issues	44%	51%	44%	45%	45%	41%	43%	45%	47%	43%	45%	43%
Don't Know/Refusal [VOL]	11%	10%	9%	3%	14%	20%	12%	11%	11%	7%	11%	10%

Note: Columns may total greater than 100% for select-all questions. Due to small subsample, some variable categories have been combined for this crosstabulation.

[If Respondent has heard of Mobile Health Unit] In the past year, have you visited or seen the Florida Department of Health in Marion County Mobile Health Unit in your community?

	Total n=99	Annual HH Income		Lives in Ocala	
		Under \$50k n=35	\$50k + n=46	No n=36	Yes n=60
Yes	23%	16%	32%	19%	19%
No	77%	84%	68%	81%	81%
Don't Know/Refusal [VOL]	-	-	-	-	-

Note: Due to small subsample, some variables excluded from this crosstabulation.

In the past year, has your healthcare provider offered you or any member of your family an HIV screening?

	Total n=562	Annual HH Income		Age Group			Lives in Ocala		Parent		Race/Ethnicity			
		Under \$50k n=193	\$50k + n=256	18-44 n=89	45-64 n=181	65+ n=287	No n=204	Yes n=324	No n=423	Yes n=105	White n=441	Black/AA n=45	Hispanic/Lat n=52	Other n=20
Yes	14%	21%	10%	22%	14%	7%	11%	17%	16%	12%	13%	38%	2%	13%
No	85%	79%	89%	76%	86%	92%	87%	83%	84%	86%	86%	62%	98%	87%
Don't Know/Refusal [VOL]	1%	<1%	2%	2%	-	1%	3%	-	1%	3%	2%	-	-	-

Please let us know if you have heard of any of the following Educational Wellness Services offered by the Florida Department of Health in Marion County. (Select all that apply)

	Total n=562	Annual HH Income		Age Group			Lives in Ocala		Parent		Race/Ethnicity			
		Under \$50k n=193	\$50k + n=256	18-44 n=89	45-64 n=181	65+ n=287	No n=204	Yes n=324	No n=423	Yes n=105	White n=441	Black/AA n=45	Hispanic/Lat n=52	Other n=20
BRAZEN (youth risk awareness)	7%	9%	7%	16%	2%	4%	8%	7%	6%	12%	4%	20%	15%	-
Chronic disease management and prevention	10%	10%	11%	9%	9%	11%	6%	10%	10%	11%	8%	23%	9%	10%
Diabetes education	19%	15%	22%	18%	18%	20%	15%	21%	20%	19%	19%	26%	15%	23%
Substance abuse services	24%	25%	25%	33%	22%	17%	22%	26%	25%	21%	24%	30%	23%	10%
Refugee health services	3%	1%	5%	4%	3%	3%	5%	2%	2%	7%	4%	5%	2%	3%
Safe kids (car seat installation, drowning prevention, etc.)	23%	21%	26%	32%	23%	13%	22%	23%	16%	40%	23%	20%	22%	30%
Mental health services	25%	29%	24%	34%	24%	18%	23%	27%	25%	25%	25%	24%	26%	17%
I have never heard of any of these	54%	47%	59%	41%	55%	64%	58%	51%	58%	43%	57%	44%	48%	53%
Don't Know/Refusal [VOL]	2%	2%	1%	-	2%	3%	1%	2%	2%	1%	2%	-	1%	-

Note : Columns may total greater than 100% for select-all questions.

If someone you knew needed help with addiction, where would you direct them first?

	Total n=562	Annual HH Income		Age Group			Lives in Ocala		Parent		Race/Ethnicity			
		Under \$50k n=193	\$50k + n=256	18-44 n=89	45-64 n=181	65+ n=287	No n=204	Yes n=324	No n=423	Yes n=105	White n=441	Black/AA n=45	Hispanic/Lat n=52	Other n=20
Rehabilitation center	38%	36%	41%	45%	39%	32%	37%	40%	36%	45%	37%	46%	37%	48%
Support group	14%	16%	10%	15%	12%	15%	15%	14%	15%	12%	15%	20%	6%	3%
Primary physician care	16%	17%	14%	5%	17%	24%	17%	15%	17%	9%	20%	3%	8%	14%
Hospital	7%	7%	9%	7%	8%	7%	5%	7%	7%	10%	6%	8%	14%	3%
Church	8%	8%	7%	7%	12%	5%	8%	8%	8%	9%	8%	12%	6%	7%
Nonprofit	2%	2%	2%	2%	4%	1%	3%	2%	3%	1%	2%	2%	-	3%
Other	6%	6%	5%	5%	4%	7%	7%	5%	5%	8%	4%	3%	10%	14%
None of these	6%	6%	6%	8%	4%	5%	5%	6%	6%	2%	4%	-	18%	7%
Don't Know/Refusal [VOL]	4%	3%	6%	7%	3%	4%	5%	4%	4%	5%	5%	8%	2%	-

Are you aware that the Florida Department of Health in Marion County offers the overdose-reversal medication NARCAN available for free?

	Total n=562	Annual HH Income		Age Group			Lives in Ocala		Parent		Race/Ethnicity			
		Under \$50k n=193	\$50k + n=256	18-44 n=89	45-64 n=181	65+ n=287	No n=204	Yes n=324	No n=423	Yes n=105	White n=441	Black/AA n=45	Hispanic/Lat n=52	Other n=20
Yes	24%	23%	25%	26%	19%	26%	22%	24%	24%	25%	26%	21%	18%	20%
No	76%	76%	74%	74%	80%	73%	77%	75%	75%	75%	73%	79%	82%	80%
Don't Know/Refusal [VOL]	1%	1%	<1%	-	1%	1%	1%	1%	1%	-	1%	-	-	-

Which of the following Environmental Public Health Services do you think is offered by Florida Department of Health in Marion County? If unsure, please make your best estimate. (Select all that apply)

	Total n=562	Annual HH Income		Age Group			Lives in Ocala		Parent		Race/Ethnicity			
		Under \$50k n=193	\$50k + n=256	18-44 n=89	45-64 n=181	65+ n=287	No n=204	Yes n=324	No n=423	Yes n=105	White n=441	Black/AA n=45	Hisp/Lat n=52	Other n=20
Biomedical waste inspections	24%	20%	29%	28%	18%	25%	26%	24%	25%	24%	23%	29%	24%	27%
Drinking Water and well testing or permitting	47%	43%	53%	50%	38%	52%	52%	45%	48%	47%	50%	41%	41%	47%
Public pool and spa testing	22%	18%	25%	15%	21%	30%	21%	25%	25%	15%	26%	20%	12%	23%
Rabies surveillance (racoons, bats, etc.)	36%	27%	41%	37%	33%	37%	46%	32%	36%	37%	40%	26%	25%	43%
Sanitary nuisance complaints (harmful waste, etc.)	31%	30%	34%	42%	24%	26%	36%	29%	26%	42%	32%	15%	34%	47%
Septic system permitting and inspections	35%	32%	37%	30%	33%	41%	46%	30%	36%	34%	42%	17%	21%	30%
Tattoo parlor, body piercing, and tanning salon inspections	23%	20%	28%	30%	20%	19%	30%	20%	21%	28%	26%	12%	17%	23%
None of these	32%	40%	28%	29%	39%	29%	27%	34%	35%	26%	28%	37%	48%	20%
Don't Know/Refusal [VOL]	3%	5%	1%	4%	2%	3%	2%	4%	2%	5%	3%	8%	-	-

Note : Columns may total greater than 100% for select-all questions.

Are you aware that the Florida Department of Health in Marion County is responsible for tracking and monitoring infectious illnesses such as tuberculosis and hepatitis?

	Total n=562	Annual HH Income		Age Group			Lives in Ocala		Parent		Race/Ethnicity			
		Under \$50k n=193	\$50k + n=256	18-44 n=89	45-64 n=181	65+ n=287	No n=204	Yes n=324	No n=423	Yes n=105	White n=441	Black/AA n=45	Hisp/Lat n=52	Other n=20
Yes	61%	60%	65%	72%	60%	51%	57%	65%	58%	66%	63%	76%	45%	47%
No	39%	39%	36%	28%	40%	48%	43%	34%	41%	34%	36%	24%	55%	53%
Don't Know/Refusal [VOL]	1%	1%	-	-	1%	2%	1%	1%	1%	-	1%	-	-	-

Have you ever seen or heard of any of the following Emergency Preparedness Services offered by Florida Department of Health in Marion County? (Select all that apply)

	Total n=562	Annual HH Income		Age Group			Lives in Ocala		Parent		Race/Ethnicity			
		Under \$50k n=193	\$50k + n=256	18-44 n=89	45-64 n=181	65+ n=287	No n=204	Yes n=324	No n=423	Yes n=105	White n=441	Black/AA n=45	Hisp/Lat n=52	Other n=20
Hurricane information (shelter locations, etc.)	65%	62%	67%	58%	66%	71%	68%	66%	67%	60%	69%	55%	60%	47%
Disaster Response Training	33%	27%	39%	36%	29%	34%	32%	34%	34%	29%	33%	29%	34%	33%
Special Needs Shelters	41%	37%	47%	39%	45%	40%	45%	41%	43%	37%	44%	41%	34%	30%
I have never heard any of these	29%	30%	29%	36%	26%	23%	28%	27%	26%	35%	26%	35%	31%	43%
Don't Know/Refusal [VOL]	1%	<1%	<1%	-	1%	2%	1%	1%	1%	1%	1%	-	1%	3%

What is your age?

	Total n=562
18 to 24	8%
25 to 34	13%
35 to 44	12%
45 to 54	14%
55 to 64	17%
65 or older	35%
Don't Know/Refusal [VOL]	1%



How many children under 18 years old are currently living in your household? [recoded]

	Total n=562
0	67%
1 to 2	21%
3 or more	7%
Don't Know/Refusal [VOL]	6%
Mean number of children	0.57

What is your gender?

	Total n=562
Male	47%
Female	51%
I use another term (please specify)	<1%
Don't Know/Refusal [VOL]	2%

What is your average annual household income before taxes?

	Total n=562
Less than \$25,000	20%
\$25,000 - \$49,999	22%
\$50,000 - \$74,999	16%
\$75,000 - \$99,999	13%
\$100,000 - \$149,999	8%
\$150,000 - \$199,999	4%
\$200,000 or more	2%
Don't Know/Refusal [VOL]	15%

What is the highest level of education you have completed?

	Total n=562
Less than high school degree	3%
High school graduate/GED	43%
Currently in college or has AA degree	29%
Bachelor's degree (B.A. or B.S.)	14%
Graduate degree or post-graduate degree	9%
Don't Know/Refusal [VOL]	2%

Do you have health insurance?

	Total n=562
Yes	92%
No	8%
Don't Know/Refusal [VOL]	<1%

Do you have easy access to transportation to and from health-related appointments or services?

	Total n=562
Yes	87%
No	11%
Don't Know/Refusal [VOL]	2%

Race/Ethnicity

	Total n=562
White/Caucasian	66%
Black/African American	12%
Hispanic/Latino	16%
Other	5%
Don't Know/Refusal [VOL]	1%

Survey Mode

	Total n=562
Phone	22%
Web	78%

## Appendix II. Survey Instrument

### CONSENT

The Florida Department of Health in Marion County is conducting a survey about local health services. Your feedback is crucial in helping us improve our services and better serve the community.

S1. Are you 18 years of age or older and currently live in Marion County?

1. Yes
2. No [EXIT]
8. Don't know [VOL] [EXIT]
9. Refusal [VOL] [EXIT]

These questions should take just a few minutes to complete. Your participation is voluntary. Your identity is unknown, and all of your responses will remain confidential. If there are any questions you do not wish to answer, please let me know, and we will move on to the next one. [web: If there are any questions you do not wish to answer please click the next button to move on.]

[Online only:]



WORDCLOUD. In a few words, please tell us what first comes to mind when you see the image above:

---

[Phone only:]

WORDCLOUD. In a few words, please tell us what first comes to mind when you hear Florida Department of Health in Marion County:

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### CLINICAL/NUTRITIONAL SERVICES

CLINICAL.(Phone I am going to read you a list) (Online) Have you ever heard of any of the following Clinical and Nutritional services offered by the Florida Department of Health in Marion County? (Select all that apply)

1. Dental services
2. Family planning services – STD screening/treatment
3. Healthy Start
4. HIV screening, treatment, counseling
5. Immunizations services
6. Mobile Health Unit
7. Women, Infants & Children (WIC) Program
8. I have never heard of any of these [exclusive response]
88. Don't know [VOL]

89. Refusal [VOL]

[show USEWIC – WICBAR if CLINICAL == 7]

USEWIC. Have you or someone you know ever used the Women, Infants & Children Program (WIC) services?

1. Yes
2. No
8. Don't know [VOL]
9. Refusal [VOL]

SKIP if USEWIC = 2

WICBAR. (Phone; I am going to read you a list ....) (Online) Have you, or anyone you know, ever faced one of these issues when using the WIC program? (Select all that apply)

1. Difficulty understanding eligibility or documentation
2. Transportation challenges or inconvenient office locations
3. Limited appointment availability
4. Language barriers
5. Communication issues (e.g., phone wait times, etc.)
6. Other (please specify): \_\_\_\_\_
7. I have not faced any issues [exclusive response]
8. Don't know [VOL]
9. Refusal [VOL]

[if CLINICAL == 6]

MOBILEVIS. In the past year, have you visited or seen the Florida Department of Health in Marion County Mobile Health Unit in your community?

1. Yes
2. No
8. Don't know [VOL]
9. Refusal [VOL]

SCREENHIV. In the past year, has your healthcare provider offered you or any member of your family an HIV screening?

1. Yes
2. No
8. Don't know [VOL]
9. Refusal [VOL]

**WELLNESS SERVICES**

WELLNESS. (Phone; I am going to read you a list ....) (Online) Have you heard of any of the following Educational Wellness Services offered by Florida Department of Health in Marion County. (Select all that apply)

1. BRAZEN (youth risk awareness)
2. Chronic disease management and prevention
3. Diabetes education
4. Substance abuse services
5. Refugee health services
6. Safe kids (car seat installation, drowning prevention, etc.)
7. Mental health services

8. I have never heard of any of these [exclusive response]
88. Don't know [VOL]
99. Refusal [VOL]

ADDICT. If someone you knew needed help with addiction, where would you direct them first?  
[Randomized 1-6]

1. Rehabilitation center
2. Support group
3. Primary care physician
4. Hospital
5. Church
6. Nonprofit organization
7. Other (please specify): \_\_\_\_\_
8. None of these
9. Don't know [VOL]
10. Refusal [VOL]

NARCAN. Are you aware that the Florida Department of Health in Marion County offers the overdose-reversal medication Narcan, available for free?

1. Yes
2. No
8. Don't know [VOL]
9. Refusal [VOL]

#### ENVIRONMENTAL PUBLIC HEALTH SERVICES

ENVHEALTH. Which of the following Environmental Public Health Services **do you think are offered** by Florida Department of Health in Marion County? If unsure, please make your best estimate. (Select all that apply)

1. Biomedical waste inspections
2. Drinking Water and well testing or permitting
3. Public pool and spa testing
4. Rabies surveillance (racoons, bats, etc.)
5. Sanitary nuisance complaints (such as excessive garbage or harmful waste materials)
6. Septic system permitting and inspections
7. Tattoo parlor, body piercing, and tanning salon inspections
8. None of these [exclusive response]
88. Don't know [VOL]
99. Refusal [VOL]

DISEASE. Are you aware that the Florida Department of Health in Marion County is responsible for tracking and monitoring infectious illnesses such as tuberculosis and hepatitis?

1. Yes
2. No
8. Don't know [VOL]
9. Refusal [VOL]

#### EMERGENCY PREPAREDNESS SERVICES

EMERPREP. Have you ever seen or heard of any of the following Emergency Preparedness Services offered by Florida Department of Health in Marion County? (Select all that apply)

1. Hurricane information (shelter locations, preparedness steps, etc.)

2. Disaster response training
3. Special needs shelters
4. I have never heard of any of these [exclusive response]
8. Don't know [VOL]
9. Refusal [VOL]

## DEMOS

Finally, we would like to ask you some demographic questions.

ZCODE. What is your zip code?

\_\_\_\_\_

AGE. What is your age?

1. 18-24
2. 25-34
3. 35-44
4. 45-54
5. 55-64
6. 65 or older
8. Don't know [VOL]
9. Refusal [VOL]

GENDER. What is your gender?

1. Male
2. Female
3. I use another term (please specify): \_\_\_\_\_
8. Don't know [VOL]
9. Refusal [VOL]

CHILDREN. How many children (under 18 years old) are currently living in your household?

\_\_\_\_\_

8. Don't know [VOL]
9. Refusal [VOL]

INCOME. What is your average annual household income before taxes?

1. Less than \$25,000
2. \$25,000 - \$49,999
3. \$50,000 - \$74,999
4. \$75,000 - \$99,999
5. \$100,000 - \$149,999
6. \$150,000 - \$199,999
7. \$200,000 or more
8. Don't know [VOL]
9. Refusal [VOL]

EDU. What is your highest grade in school or year of college you have completed?

1. Less than high school degree
2. High school graduate/GED
3. Currently in college or has AA degree

4. Bachelor's degree (B.A. or B.S.)
5. Graduate degree or post-graduate degree (M.A., M.S., MBA, PhD, M.D., J.D.)
9. Don't know/Refusal [VOLUNTEERED]

INS. Do you have health insurance?

1. Yes
2. No
8. Don't know [VOL]
9. Refusal [VOL]

TRANSPORT. Do you have easy access to transportation to and from health-related appointments or services?

1. Yes
2. No
8. Don't know [VOL]
9. Refusal [VOL]

HISP. Are you of Latino or Hispanic ethnic background?

1. Yes [SKIP TO INFO]
2. No
8. Don't Know [VOL]
9. Refusal [VOL]

RACE. What is your racial background? Are you:

1. White/Caucasian
2. Black/African-American
3. Asian
4. Native American
5. Other (please specify): \_\_\_\_\_
8. Don't Know [VOL]
9. Refusal [VOL]

INFO. Would you like to receive additional information about Florida Department of Health in Marion County and its services?

1. Yes
2. No
8. Don't know [VOL]
9. Refusal [VOL]

CORPS. Are you interested in volunteering for the Florida Department of Health in Marion County Medical Reserve Corps, our disaster and emergency assistance volunteer organization?

1. Yes
2. No
8. Don't know [VOL]
9. Refusal [VOL]

[If INFO or CORPS == 1]

CONTACT. Please leave your name and a form of contact:

Name \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_