

Title: **Marine Dependence and Wtp for Red Tide Prevention, Mitigation, and Control Strategies in Florida**

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Abstract: Red tides are algal blooms that have caused significant ecological and economic damage in Florida. Different nations and regions have addressed harmful algal blooms such as red tides a variety of ways including distinct strategies designed to prevent, control and or mitigate the negative effects of a bloom. While a variety of strategies exist and many have been implemented around the world, the suggested use of some strategies has faced severe opposition in Florida. Opposition is strongest among representatives of the tourism sector that fear the collateral environmental damage than some strategies may cause. To determine the potential acceptance of alternative red tide strategies and, in particular, to determine the correlation of preferences with an individuals dependence on the quality of the marine environment (either for recreation or livelihood), we sent questionnaires to 14,400 Florida residents and invited 692,431 to answer online by email. The mail questionnaire included three dichotomous choice contingent valuation questions (one for each type of strategy) with follow-up on their certainty. The strategies were randomized for order and price level. The internet survey included a polychotomous choice response format that can be used to estimate general support. We will explain residents overall preference across strategies as well and the factors that affect each, including dependence on the marine environment. Results can be used to help summarize public opinion, inform policy makers, guide future extension efforts, and evaluate specific programs intended to address the potentially harmful effects of red tide events in Florida.