

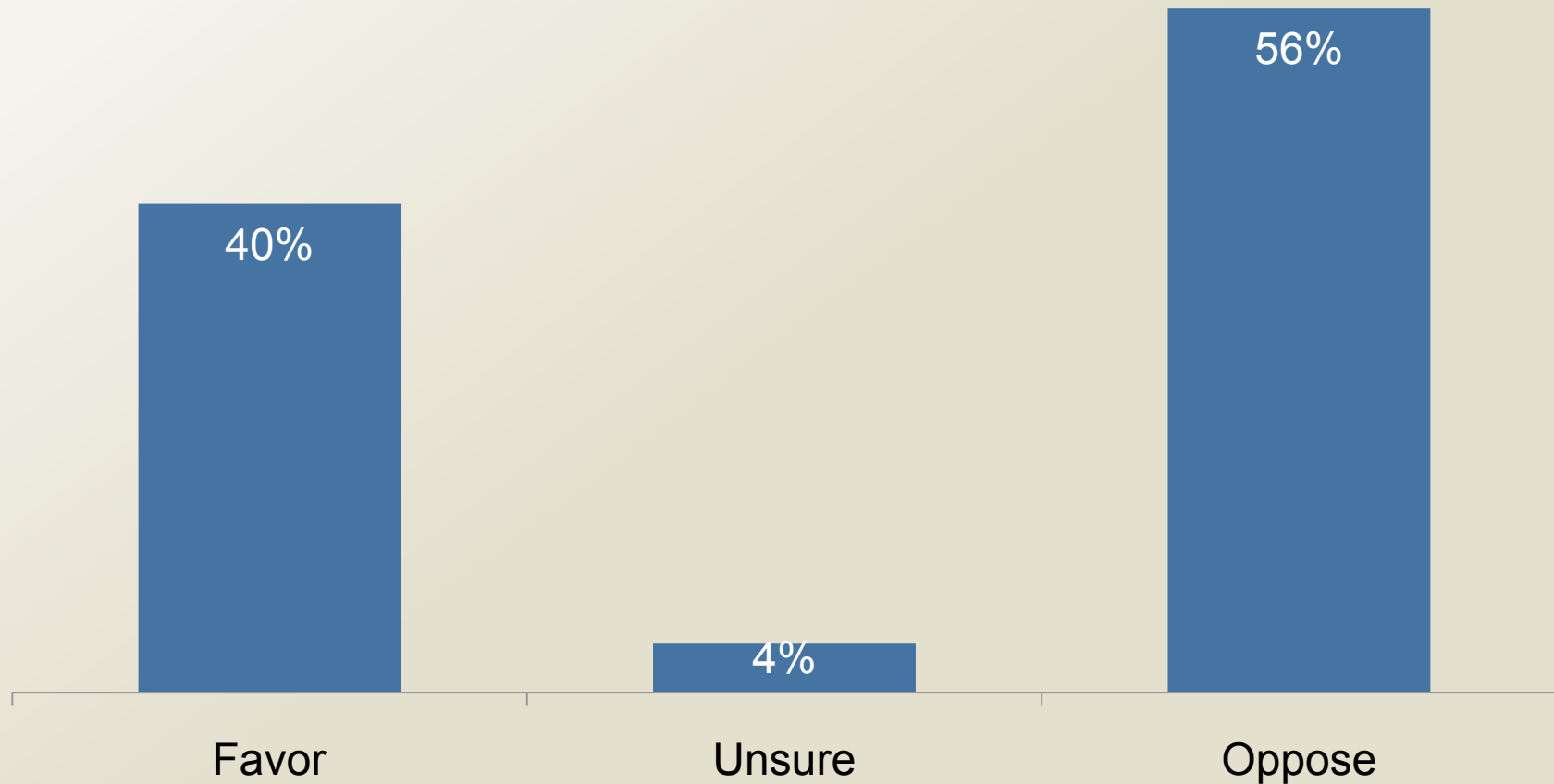
A Survey of Voter Attitudes in Florida

February 13-14, 2011



THE TARRANCE GROUP

Would you favor or oppose a proposal currently being considered by the state legislature to allow offshore drilling for oil and natural gas within three miles of the Florida coastline?

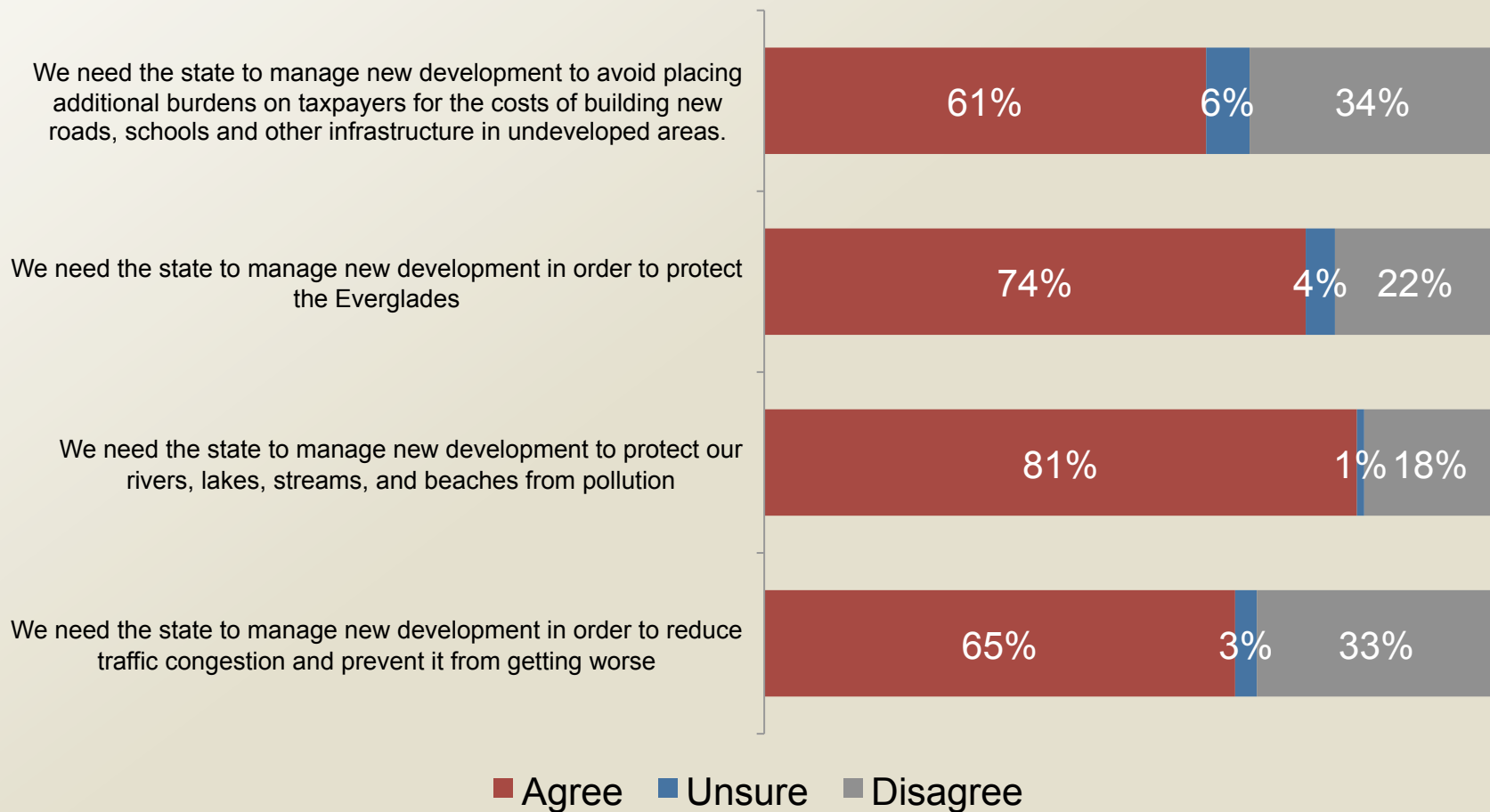


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February 13-14, 2011 / N=600 registered "likely" voters / ±4.1% M.O.E.



As you may or may not know, there is currently a proposal before the State Legislature to scale back the state's role in managing new development in Florida. Now, I would like to read you a list of statements that some people have said about this proposal. Please listen carefully as I read each statement and tell me if you would agree or disagree with that particular statement.

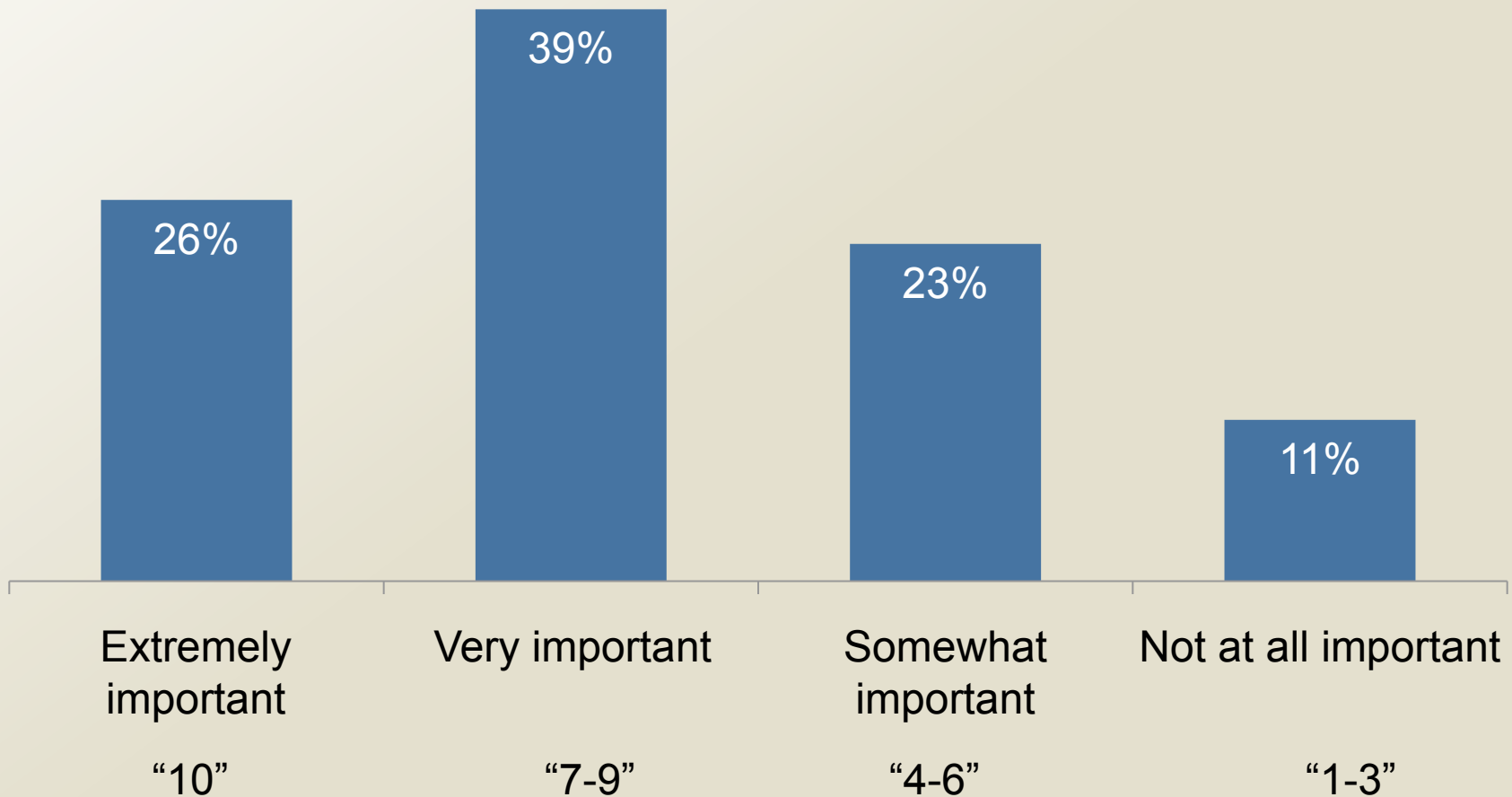


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Now I would like you to think about the issue of the "Everglades" for a moment. Some people in Florida feel that protecting and restoring the Everglades is important to them, while others say that protecting and restoring the Everglades is not really an important issue to them. Thinking about your own views on this issue -- Please tell me, using a scale from 1 to 10, where 1 means it is "not at all important" and 10 means it is "extremely important", how important the issue of "restoring the Everglades" is to you personally.



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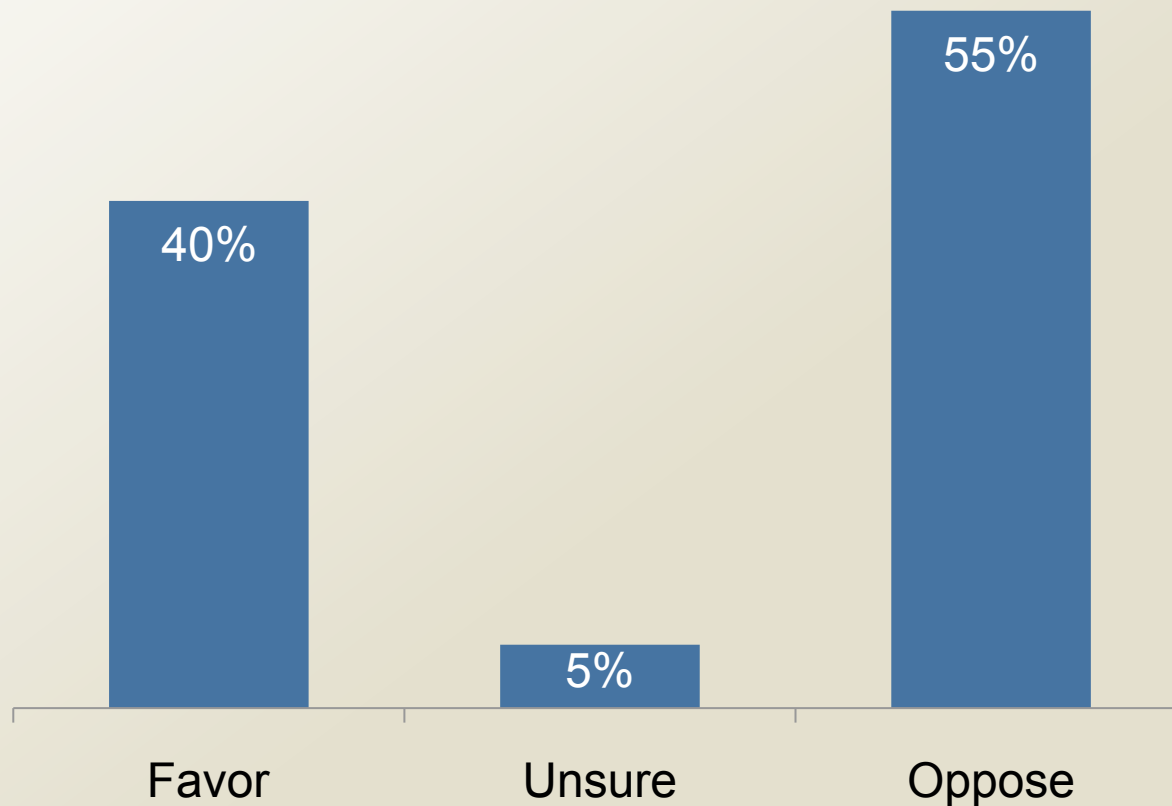
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Summary of Everglades Benefits

Benefit	% "10" Extremely Important	% "7-9" Very Important	% "4-6" Somewhat Important	% "1-3" Not at all Important
Ensuring a fresh drinking water supply for six million Floridians	58%	26%	10%	4%
Reducing the levels of toxic pollutants like methyl mercury that has been found in fish in Florida	41%	33%	17%	8%
Protecting endangered wildlife like the Florida Panther and the Southern Bald Eagle	33%	37%	19%	11%
Reducing the frequency of algae blooms that kill fish and cause respiratory and other health problems in humans	33%	37%	20%	9%
Protecting the environment and preserving open space	32%	33%	25%	10%
Saving jobs in the tourism, boating, and fishing industries	31%	39%	22%	7%
Providing flood control protection	29%	33%	27%	10%
Preventing urban sprawl and congestion	26%	31%	29%	13%
Creating new private-sector construction and engineering jobs on Everglades restoration projects	21%	29%	33%	16%
Helping to combat the effects of climate change and sea level rise	20%	23%	28%	26%

Do you favor or oppose Governor Scott's proposal to cut the Everglades restoration budget from \$50 million a year down to \$17 million a year?



I'd like to read you two viewpoints. Please tell me which one comes closest to your own.

Some people say/ Other people say that funding for Everglades restoration should be increased because protecting the water supply is critical to the future economic success of the state

Or

Other people say/Some people say that funding for Everglades restoration must continue to be cut because the state is facing a massive budget crisis and cuts must be made to every program.

51%

41%

Funding should be increased

Funding should be cut

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Summary of Key Messages

Message	% More Likely	% Less Likely
The everglades and our state's other natural lakes, rivers, and waterways improve the quality of life for our state's residents and families and must be protected.	83%	12%
One in three Floridians depend directly on the everglades for their daily supply of fresh water. If the everglades are not restored, the state's water supply will be jeopardized.	82%	12%
Florida needs to attract new businesses and industries to Florida to create jobs and strengthen the economy. This can not happen without access to a stable water supply.	79%	15%
The everglades restoration project will create 22,000 short to mid-term jobs on the restoration itself, and more than 442,000 jobs will be created over the next several decades in tourism, real estate, and commercial and recreational fishing industries due to restoration of the everglades.	79%	16%
A recent economic study found that we generate four dollars in economic activity for the state of Florida for every one dollar invested in everglades restoration.	73%	19%
The everglades protection project can be maintained without expanding the number of government employees. All of the everglades restoration work can be done by private sector companies and contractors.	68%	23%