



**Executive Summary  
Everglades Foundation  
October 2009**

**Methodology**

Six hundred likely voters in Florida were interviewed in a random sample taken September 20-24, 2009. Respondents were selected from a list of voters who have a history of voting in three of the last five elections. The sample was balanced according to all known demographic factors. All interviews were conducted by telephone. The margin of error for this survey is  $\pm 4.0\%$ , with a 95% confidence level.

**Questions and Analysis**

**Now, I would like to ask you about the issue of the Florida Everglades. Some people say Everglades restoration is important to them, while other people say restoring the Everglades is not really an important issue that concerns them. How do you feel? Do you feel that restoring the Everglades is a (1) very important, (2) somewhat important, (3) somewhat unimportant, or (4) not really an important issue to you at all? (5) unsure**

<i>very important</i>	<b>48%</b>
<i>somewhat important</i>	<b>34%</b>
<i>somewhat unimportant</i>	<b>6%</b>
<i>not really important</i>	<b>11%</b>
<i>unsure</i>	<b>3%</b>

Eighty-two percent of the voters feel it is important to restore the Everglades. This indicator in favor of restoring the Everglades is throughout the state. The following chart shows support by media market:

Jacksonville and Panhandle	79%
Orlando	75%
Tampa/Fort Myers	81%
Miami/Palm Beach	87%

The two most compelling reasons voters support the restoration of the Everglades are issues related to water.

***I am going to read you some reasons people say we should restore the***

**Everglades. Please tell me if you think each one is important or not really an important reason.**

***ensuring a freshwater drinking supply to Floridians***

<b><i>very important</i></b>	<b>84%</b>
<b><i>somewhat important</i></b>	<b>13%</b>
<b><i>somewhat unimportant</i></b>	<b>1%</b>
<b><i>not really important</i></b>	<b>2%</b>
<b><i>unsure</i></b>	<b>1%</b>

***providing flood-control protection***

<b><i>very important</i></b>	<b>69%</b>
<b><i>somewhat important</i></b>	<b>24%</b>
<b><i>somewhat unimportant</i></b>	<b>3%</b>
<b><i>not really important</i></b>	<b>3%</b>
<b><i>unsure</i></b>	<b>2%</b>

***protecting wildlife like the Florida panther and the Southern bald eagle***

<b><i>very important</i></b>	<b>60%</b>
<b><i>somewhat important</i></b>	<b>32%</b>
<b><i>somewhat unimportant</i></b>	<b>3%</b>
<b><i>not really important</i></b>	<b>5%</b>
<b><i>unsure</i></b>	<b>0%</b>

***preventing urban sprawl and congestion***

<b><i>very important</i></b>	<b>56%</b>
<b><i>somewhat important</i></b>	<b>29%</b>
<b><i>somewhat unimportant</i></b>	<b>6%</b>
<b><i>not really important</i></b>	<b>6%</b>
<b><i>unsure</i></b>	<b>4%</b>

***protecting recreational opportunities like fishing, boating, camping, and***

***hiking for individuals and families***

<b><i>very important</i></b>	<b>55%</b>
<b><i>somewhat important</i></b>	<b>36%</b>
<b><i>somewhat unimportant</i></b>	<b>5%</b>
<b><i>not really important</i></b>	<b>4%</b>
<b><i>unsure</i></b>	<b>1%</b>

***helping to combat the effects of climate change and saltwater intrusion***

<b><i>very important</i></b>	<b>55%</b>
<b><i>somewhat important</i></b>	<b>27%</b>
<b><i>somewhat unimportant</i></b>	<b>6%</b>
<b><i>not really important</i></b>	<b>9%</b>
<b><i>unsure</i></b>	<b>3%</b>

While voters feel protecting jobs and wildlife are important, the top reasons are to protect drinking water (97%) and providing flood control (93%). It is interesting to note that there is a strong concern for drinking water even though the state is not currently subject to drought conditions it has been in the past.

There is strong support among voters for the state of Florida to purchase farmland from U.S. Sugar Corp.

***Governor Charlie Crist recently announced that the South Florida Water Management District will be purchasing seventy-three thousand acres of land from U.S. Sugar for the purpose of restoring the Everglades. Do you support this action?***

<b><i>strongly support</i></b>	<b>41%</b>
<b><i>somewhat support</i></b>	<b>34%</b>
<b><i>somewhat oppose</i></b>	<b>11%</b>
<b><i>strongly oppose</i></b>	<b>8%</b>
<b><i>unsure</i></b>	<b>6%</b>

Support by media market:

Jacksonville/Panhandle	71%
Orlando/Gainesville	73%
Tampa/Fort Myers	78%
Miami/Palm Beach	77%

Support by political party registration:

Democrats	75%
Republicans	75%
Independents	80%

Additionally, voters are strongly opposed to new commercial or residential development in the Everglades Agricultural area. This is notable in light of the Florida Crystals proposal to develop an inland port within the EAA. In the Miami/West Palm Beach media market, 80% of the voters support strict land-use controls in the EAA

***Would you support the state imposing strict land-use controls in the Everglades Agricultural Area to block any future commercial or residential development of this land?***

<b><i>strongly support</i></b>	<b>56%</b>
<b><i>somewhat support</i></b>	<b>21%</b>
<b><i>somewhat oppose</i></b>	<b>7%</b>
<b><i>strongly oppose</i></b>	<b>12%</b>
<b><i>unsure</i></b>	<b>4%</b>

Three-fourths of the voters support the South Florida Water Management District purchasing 73,000 acres to help restore the Everglades

The data in this survey indicates the Everglades are an important symbol and considered a state treasure by Floridians throughout the state. The interest and support for restoration of the Everglades is evident in all areas of Florida, across partisan lines, and across ethnic groups. It is an issue that unifies Floridians unlike any other issue.

## Survey Demographics

### Age

18-34 years old	7%
35-49 years old	21%
50-64 years old	37%
65-75 years old	21%
Over 75 years old	14%

### Party

Democrats	44%
Republicans	40%
Others	14%
Refused	2%

### Gender

Men	46%
Women	54%

### Media Markets

Jacksonville/Panhandle	20%
Orlando/Gainesville	20%
Tampa/Fort Myers	31%
Miami/Palm Beach	29%