







2017 USF-Nielsen Sunshine State Survey Data Release 4

Detailed Analysis and Crosstabs: The Environment—Problems & Potential Solutions

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NOTE: **NEW** indicates question first asked on this year’s survey

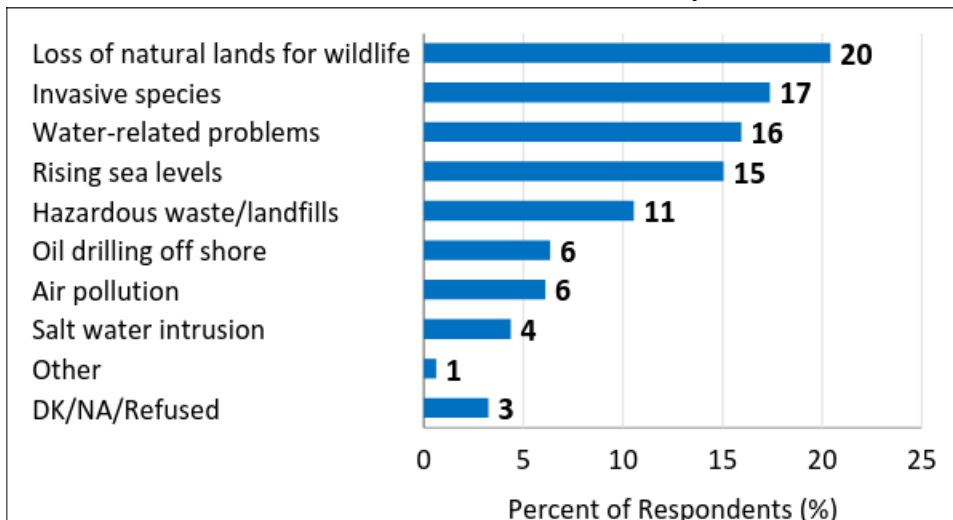
 indicates question has historical trend data

Detailed Analysis

Biggest Environmental Problem Facing the State

- Floridians are somewhat divided about the biggest environmental problem facing the state, with loss of natural lands for wildlife (20%), invasive species (17%), water-related problems (16%), and rising sea levels (15%) being among the top responses.
- Since 2014, the share of Floridians that mention water-related issues, including water quality and shortages, has been falling from a high of 32% to 16% this year.
- Younger adult Floridians are more likely to say that the **loss of natural lands for wildlife** is the biggest environmental problem facing the state, compared with older Floridians.
- Men, Floridians ages 55 to 64, whites and those without a college degree are more likely than others to say that **invasive species** are the biggest environmental problem facing the state.
- Citation of **water-related problems** as the biggest environmental problem facing the state is highest among older Floridians, whites and African Americans, retired workers, and those with a college degree.
- Regionally, residents of the Naples region are far more likely than others (36% vs. 16% statewide) to say water-related problems are the biggest environmental problem facing the state, while residents of Miami/Ft. Lauderdale are less likely (9%).
- Younger adult Floridians, those voluntarily not in the workforce, part-time workers, and residents living in households with an income of at least \$35,000 but less than \$75,000 are most likely to say that **rising sea levels** are the biggest environmental problem facing the state.
- Regionally, residents of Miami/Ft. Lauderdale (30%) and Palm Beach (27%) are far more likely than residents of North Florida (7%), Orlando (5%), and Naples (5%) to say that rising sea levels are the biggest environmental problem facing the state.
- Citation of **hazardous waste and landfills** as the biggest environmental problem facing the state is highest among residents of North Florida (16%) and lower among residents of Palm Beach (7%) and Naples (6%).
- Residents living in households earning \$75,000 or more a year are more likely than others to say that **oil drilling offshore** is the biggest environmental problem facing the state.
- Regionally, residents of the I-4 regions of Tampa Bay (9%) and Orlando (9%) are more likely than residents of Naples (1%) and Miami/Ft. Lauderdale (3%) to say the biggest environmental problem facing the state is oil drilling offshore.
- Hispanics and residents living in households earning at least \$35,000 but less than \$75,000 are more likely than others to say **air pollution** is the biggest environmental problem facing the state.
- **Salt water intrusion** is cited as the biggest environmental problem facing the state most often by men and residents living in relatively low-income or upper-income households.
- Naples-area residents are more likely to say that salt water intrusion is the biggest environmental problem facing the state (10% vs. 4% statewide).
- See Significant Factors tables, below, for more information on demographic differences.

Floridians rate loss of natural lands for wildlife the top environmental issue



Question wording: “What is the biggest environmental problem facing Florida today?” (Order of response options randomized)

Note: Figures may not add to 100% due to rounding.

Source: Telephone survey of a random sample of 1,215 Floridians ages 18 and older conducted July 24-August 14, 2017. Margin of error ± 2.8%.

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Since 2014, citation of water-related problems as the biggest environmental problem facing the state have been falling; climate change citation rising

	2014	2015	2016	2017
Loss of Natural Lands for Wildlife	11	18	20	20
Invasive species such as Pythons, Coyotes and Lion fish	-	-	-	17
Water-Related Problems (quality; shortage)	32	31	34	16
Climate change (global warming, weather)	3	5	18	15
Hazardous Waste/Landfills	8	7	11	11
Oil drilling offshore	3	5	7	6
Air pollution	9	8	6	6
Other	16	6	1	5
DK/NA/Refused	18	20	4	3

Question wording: “What is the biggest environmental problem facing Florida today?”

Note: Figures may not add to 100% due to rounding. Question was open-ended until 2017. In 2016, “Climate change/global warming” became “climate change (global warming, weather); “the Everglades”, “overdevelopment/overpopulation”, and “erosion of the state's coastlines (beaches)” became “loss of natural lands for wildlife; “Brownfields” and “litter, trash, not recycling” became “hazardous waste/landfills”. In 2017, “climate change” is “rising sea levels”. Invasive species added in 2017. “Other” includes “salt water intrusion” and all other responses.

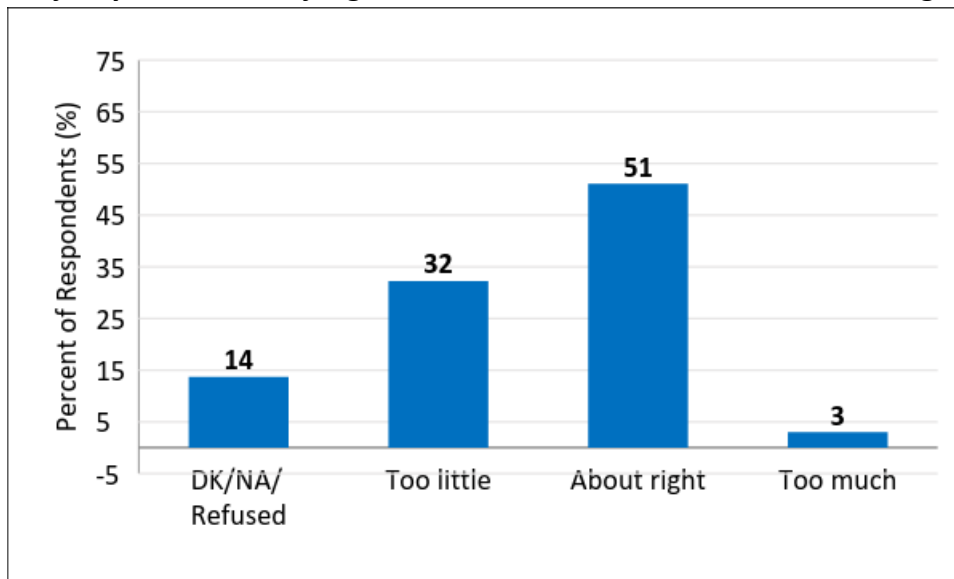
Source: Annual USF-Nielsen Sunshine State Surveys.

2017 USF-Nielsen Sunshine State Survey

State Doing Enough or Not Enough to Renourish Beaches

- About half of Floridians (51%) think that the state is doing about right renourishing beaches, while about a third (32%) say the state is doing too little. Comparatively few say the state is doing too much (3%) or did not offer a response (14%).
- Younger Floridians, those either not in the workforce or unemployed, middle- to upper-income households, and college graduates are most likely to say the state is doing too little to renourish beaches.
- Regionally, criticism of the state’s efforts to renourish beaches is highest in south Florida, with residents of Naples (42%), Miami/Ft. Lauderdale (42%) and Palm Beach (38%) being more likely than those elsewhere in the state to say that the state is doing too little.
- See Significant Factors tables, below, for more information on demographic differences.

Majority of Floridians judge State’s efforts to renourish beaches as right



Question wording: “Is the State of Florida doing too much or too little to renourish beaches, or is the State doing about right?”

Source: Telephone survey of a random sample of 1,215 Floridians ages 18 and older conducted July 24-August 14, 2017. Margin of error ± 2.8%.

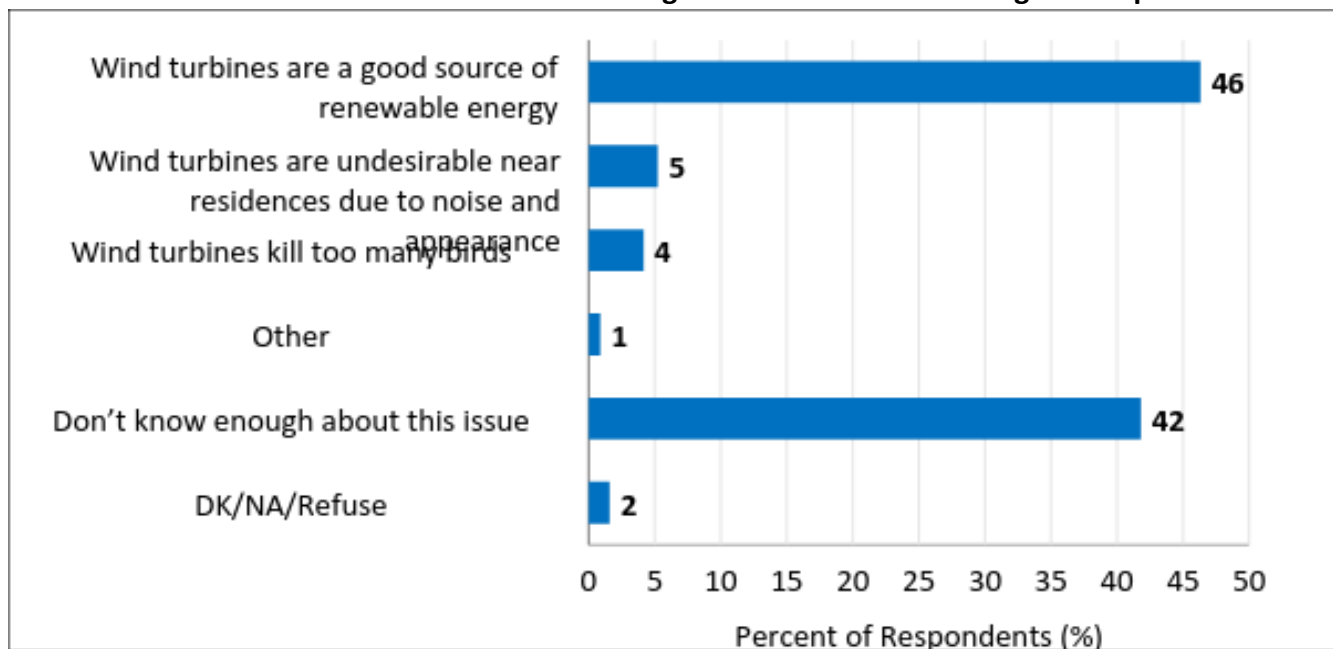
2017 USF-Nielsen Sunshine State Survey

Wind Turbines

- About four-in-ten Floridians (42%) don’t know enough about wind turbines to express an opinion, while nearly half (46%) say that wind turbines are a good source of renewable energy. Fewer say that wind turbines are undesirable near residences due to noise and appearance (5%), or that wind turbines kill too many birds (4%).

- Men, younger Floridians, whites, those not in the workforce, residents living in households earning \$75,000 or more and those with a college degree are most likely to say that **wind turbines are a good source of renewable energy**.
- There are few significant differences in patterns of saying that **wind turbines kill too many birds**.
- Older Floridians (ages 65 and older) are far more likely than younger Floridians to say that **wind turbines are undesirable near residences** due to noise and appearance.
- Women, African Americans, residents living in households earning less than \$35,000, and those with only a high school education or less are most likely to say that they **do not know enough about wind turbines** to offer an opinion.
- Regionally, residents of North Florida are more likely than those living elsewhere in the state to say that wind turbines are a good source of renewable energy (52% vs. 46% statewide). Residents of Miami/Ft. Lauderdale are most likely to say that wind turbines kill too many birds (7% vs. 4% statewide), and residents of Palm Beach (10%), Naples (9%), and North Florida (8%) are more likely to say that wind turbines are undesirable near residences due to noise and appearance. Residents of Tampa Bay are most likely to say they don't know enough about the issue (47% vs. 42% statewide).
- See Significant Factors tables, below, for more information on demographic differences.

Four-in-ten Floridians do not know enough about wind turbines to give an opinion



Question wording: "Please tell me which of the following statements best reflects your feelings about wind turbines in Florida." (Order of response options randomized)

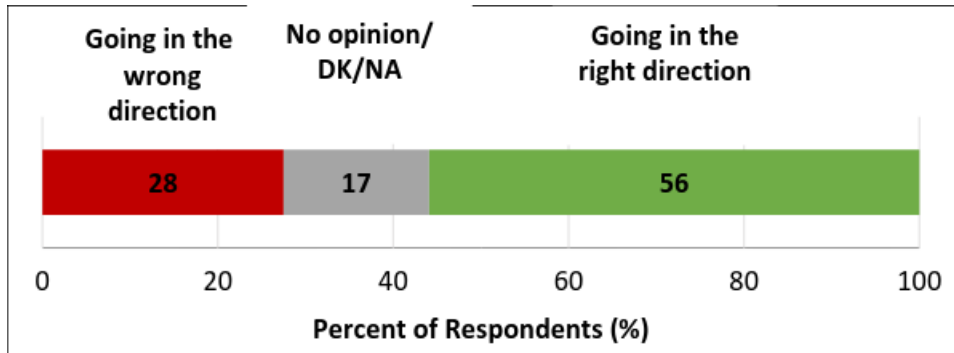
Source: Telephone survey of a random sample of 1,215 Floridians ages 18 and older conducted July 24-August 14, 2017. Margin of error ± 2.8%.

2017 USF-Nielsen Sunshine State Survey

Right Direction/Wrong Direction: Create New Tax to Support Environmental Protection Efforts

- A majority of Floridians (56%) say that creating a new tax to support Florida environmental protection efforts is going in the right direction. Twenty-eight percent say that a new tax is going in the wrong direction, and 17% did not express an opinion.
- Most likely to say that creating a new tax to support Florida environmental protection efforts is going in the right direction are women, Floridians ages 18 to 34, whites and blacks, part-time workers and the unemployed, residents living in households with an income of \$75,000 or more, those with only a high school diploma or less, and residents who do not have a child under 18 living in their home that is enrolled in school.
- See Significant Factors tables, below, for more information on demographic differences.

Majority of Floridians say that creating a new tax to support Florida environmental protection efforts is going in the right direction



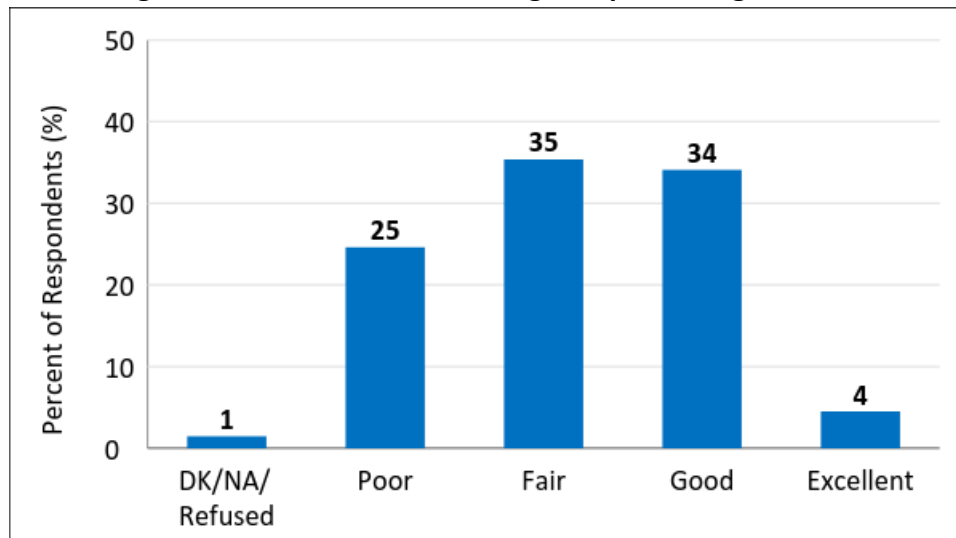
Question wording: “There are lots of issues facing Florida today. If the State of Florida were to create a new tax to support Florida environmental protection efforts, would you say that was going in the right direction or the wrong direction, or do you have no opinion about it?”
Source: Telephone survey of a random sample of 1,215 Floridians ages 18 and older conducted July 24-August 14, 2017. Margin of error ± 2.8%.

2017 USF-Nielsen Sunshine State Survey

State Government Performance Ratings – Protecting the Environment

- Floridians overall give the state lukewarm ratings for protecting the environment, with only 38% giving the state positive ratings for its performance protecting the environment (good: 34%; excellent: 4%). Fully 60% give the state less positive performance ratings (fair: 35%; poor: 25%).
- Since 2012, the share of residents giving the state positive ratings for protecting the environment has been falling, from 49% in 2012 to just 38% this year. The share of saying that the state’s performance is poor has risen from 15% in 2012 to 25% this year.
- The state receives the highest share of positive performance ratings for protecting the environment from Floridians ages 80 and older, Hispanics, and those with only a high school diploma or less.
- Residents of Naples (47% say either good or excellent) and Tampa Bay (45%) give the most positive ratings to the state for protecting the environment, while residents of Miami/Ft. Lauderdale (67% say fair or poor), Palm Beach (67%), and Naples (70%) give more negative assessments.
- See Significant Factors tables, below, for more information on demographic differences.

Floridians give the state lukewarm ratings for protecting the environment



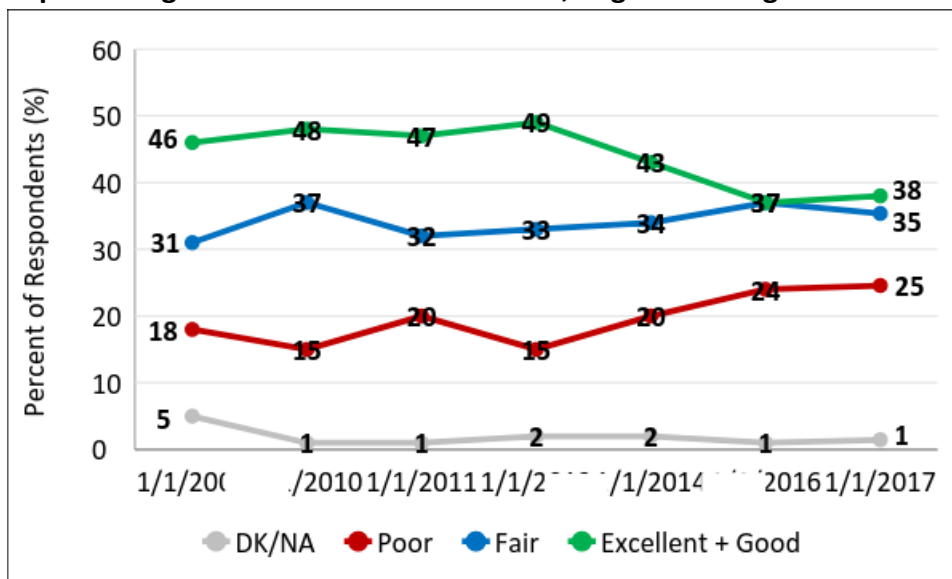
Question wording: “How good a job does the state do protecting the environment? Would you say excellent, good, fair or poor?”

Note: Figures may not add to 100% due to rounding.

Source: Telephone survey of a random sample of 1,215 Floridians ages 18 and older conducted July 24-August 14, 2017. Margin of error ± 2.8%.

2017 USF-Nielsen Sunshine State Survey

Since 2012, positive citizen ratings of the state’s performance protecting the environment have fallen; negative ratings have risen



Question wording: “How good a job does the state do protecting the environment? Would you say excellent, good, fair or poor?”

Note: Figures may not add to 100% due to rounding.

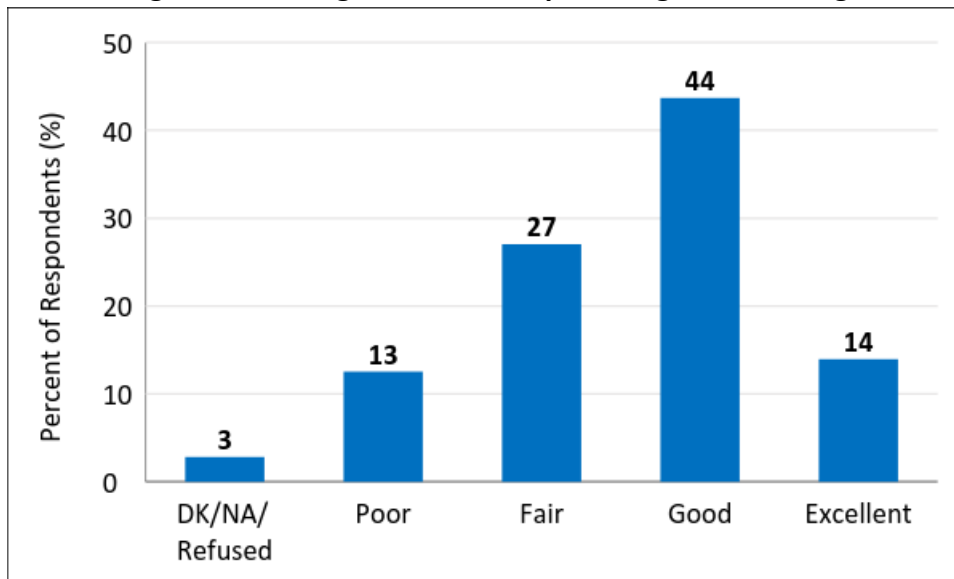
Source: Annual USF-Nielsen Sunshine State Surveys.

2017 USF-Nielsen Sunshine State Survey

State Government Performance Ratings – Providing Safe Drinking Water

- Floridians give the state good marks for providing safe drinking water, with a majority providing positive ratings (58%, good: 44%; excellent: 14%). Relatively few give more negative ratings of fair (27%) or poor (13%).
- Since last year, the share giving positive ratings has increased (from 52% to 58%), while the share rating the state’s performance as poor has fallen (17% to 13%).
- The state gets higher performance ratings for providing safe drinking water from men, Floridians ages 80 and older, Hispanics and whites, full-time workers, residents living in households with an income of \$75,000 or more, and those with only a high school diploma or less.
- See Significant Factors tables, below, for more information on demographic differences.

Citizens give the state good marks for providing safe drinking water



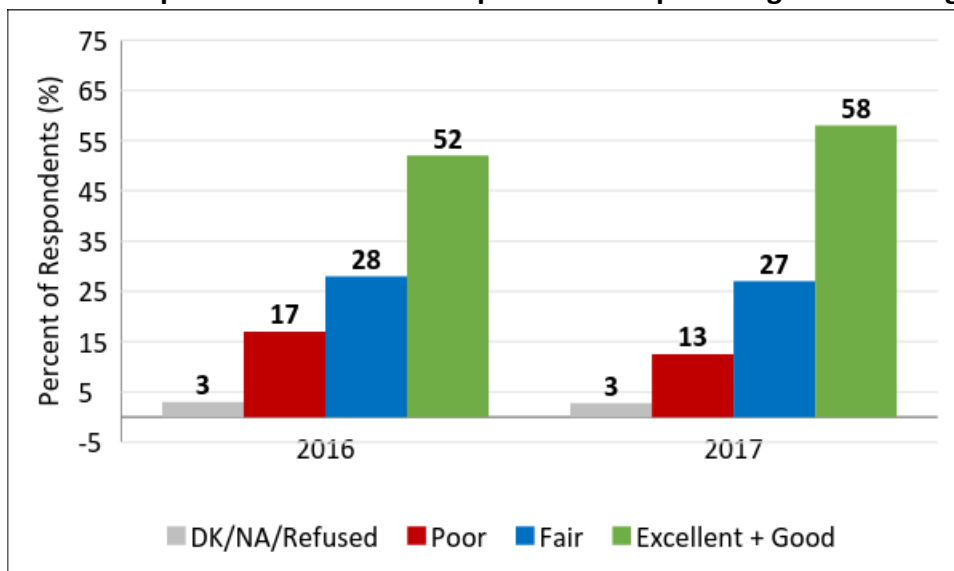
Question wording: “How good a job does the state do providing safe drinking water? Would you say excellent, good, fair or poor?”

Note: Figures may not add to 100% due to rounding.

Source: Telephone survey of a random sample of 1,215 Floridians ages 18 and older conducted July 24-August 14, 2017. Margin of error ± 2.8%.

2017 USF-Nielsen Sunshine State Survey

Floridians more upbeat about the state’s performance providing safe drinking water



Question wording: “How good a job does the state do providing safe drinking water? Would you say excellent, good, fair or poor?”

Note: Figures may not add to 100% due to rounding.

Source: Annual USF-Nielsen Sunshine State Surveys.

Crosstabulation Analysis

This section provides analysis of all statistically significant differences among several demographic, socioeconomic, and geographic groups. *If results by a certain group are not shown, then any differences cannot be reliably attributed to actual differences between the groups.*

Biggest Environmental Problem Facing the State

**Significant Factors: Biggest Environmental Problem Facing the State:
Loss of Natural Lands for Wildlife**

Respondent Characteristics		Loss of Natural Lands for Wildlife	
		Mentioned	Not mentioned
		%	%
All Floridians		20	80
Age Group **	18-34	25	75
	35-54	23	77
	55-64	14	86
	65-79	15	85
	80 and older	15	85
Employment Status *	Full Time	23	77
	Part Time	25	75
	Not in Work Force	19	81
	Unemployed	22	78
	Retired	15	85

Significance levels: * 0.05; ** 0.01; *** 0.001

Question wording: "What is the biggest environmental problem facing Florida today?"

Note: Rows sum to total. Figures may not add to 100% due to rounding.

Source: Telephone survey of a random sample of 1,215 Floridians ages 18 and older conducted July 24-August 14, 2017.

Margin of error differs between various groups depending on sample size.

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**Significant Factors: Biggest Environmental Problem Facing the State:
Invasive Species**

Respondent Characteristics		Invasive Species	
		Mentioned	Not mentioned
		%	%
All Floridians		17	83
Gender **	Male	21	79
	Female	14	86
Age Group *	18-34	14	86
	35-54	16	84
	55-64	25	75
	65-79	19	81
	80 and older	18	82
Race/Ethnicity *	White	20	80
	African-American	12	88
	Hispanic	14	86
	Other	17	83
Education *	High School or less	20	80
	Some College	20	80
	College Grad	14	86

Significance levels: * 0.05; ** 0.01; *** 0.001

Question wording: "What is the biggest environmental problem facing Florida today?"

Note: Rows sum to total. Figures may not add to 100% due to rounding.

Source: Telephone survey of a random sample of 1,215 Floridians ages 18 and older conducted July 24-August 14, 2017.

Margin of error differs between various groups depending on sample size.

2017 USF-Nielsen Sunshine State Survey

**Significant Factors: Biggest Environmental Problem Facing the State:
Water-Related Problems**

Respondent Characteristics		Water-Related Problems	
		Mentioned	Not mentioned
		%	%
All Floridians		16	84
Age Group ***	18-34	10	90
	35-54	16	84
	55-64	19	81
	65-79	23	77
	80 and older	20	80
Race/Ethnicity *	White	18	82
	African-American	16	84
	Hispanic	11	89
	Other	16	84
Employment Status **	Full Time	12	88
	Part Time	15	85
	Not in Work Force	11	89
	Unemployed	17	83
	Retired	22	78
Education *	High School or less	12	88
	Some College	14	86
	College Grad	19	81
Region ***	Tampa Bay	17	83
	Miami/Ft. Lauderdale	9	91
	Orlando	20	80
	Palm Beach	15	85
	North Florida	12	88
	Naples	36	64

Significance levels: * 0.05; ** 0.01; *** 0.001

Question wording: "What is the biggest environmental problem facing Florida today?"

Note: Rows sum to total. Figures may not add to 100% due to rounding. Results for Naples based on a small number of responses and should be interpreted with caution.

Source: Telephone survey of a random sample of 1,215 Floridians ages 18 and older conducted July 24-August 14, 2017.

Margin of error differs between various groups depending on sample size.

2017 USF-Nielsen Sunshine State Survey

**Significant Factors: Biggest Environmental Problem Facing the State:
Rising Sea Levels**

Respondent Characteristics		Rising Sea Levels	
		Mentioned	Not mentioned
		%	%
All Floridians		15	85
Age Group ***	18-34	23	77
	35-54	13	87
	55-64	9	91
	65-79	12	88
	80 and older	14	86
Employment Status ***	Full Time	17	83
	Part Time	20	80
	Not in Work Force	24	76
	Unemployed	7	93
	Retired	10	90
Household Income *	<\$35,000	11	89
	\$35,000-\$74,999	18	82
	\$75,000+	16	84
	DK/NA/Refused	12	88
Region ***	Tampa Bay	12	88
	Miami/Ft. Lauderdale	30	70
	Orlando	5	95
	Palm Beach	27	73
	North Florida	7	93
	Naples	5	95

Significance levels: * 0.05; ** 0.01; *** 0.001

Question wording: "What is the biggest environmental problem facing Florida today?"

Note: Rows sum to total. Figures may not add to 100% due to rounding. Results for Naples based on a small number of responses and should be interpreted with caution.

Source: Telephone survey of a random sample of 1,215 Floridians ages 18 and older conducted July 24-August 14, 2017.

Margin of error differs between various groups depending on sample size.

2017 USF-Nielsen Sunshine State Survey

**Significant Factors: Biggest Environmental Problem Facing the State:
Hazardous Waste/Landfills**

Respondent Characteristics		Hazardous Waste/Landfills	
		Mentioned	Not mentioned
		%	%
All Floridians		11	89
Region *	Tampa Bay	13	87
	Miami/Ft. Lauderdale	8	92
	Orlando	9	91
	Palm Beach	7	93
	North Florida	16	84
	Naples	6	94

Significance levels: * 0.05; ** 0.01; *** 0.001

Question wording: "What is the biggest environmental problem facing Florida today?"

Note: Rows sum to total. Figures may not add to 100% due to rounding. Results for Naples based on a small number of responses and should be interpreted with caution.

Source: Telephone survey of a random sample of 1,215 Floridians ages 18 and older conducted July 24-August 14, 2017.

Margin of error differs between various groups depending on sample size.

2017 USF-Nielsen Sunshine State Survey

**Significant Factors: Biggest Environmental Problem Facing the State:
Oil Drilling Offshore**

Respondent Characteristics		Oil Drilling Offshore	
		Mentioned	Not mentioned
		%	%
All Floridians		6	94
Household Income *	<\$35,000	6	94
	\$35,000-\$74,999	6	94
	\$75,000+	9	91
	DK/NA/Refused	2	98
Region **	Tampa Bay	9	91
	Miami/Ft. Lauderdale	3	97
	Orlando	9	91
	Palm Beach	6	94
	North Florida	6	94
	Naples	1	99

Significance levels: * 0.05; ** 0.01; *** 0.001

Question wording: "What is the biggest environmental problem facing Florida today?"

Note: Rows sum to total. Figures may not add to 100% due to rounding. Results for Naples based on a small number of responses and should be interpreted with caution.

Source: Telephone survey of a random sample of 1,215 Floridians ages 18 and older conducted July 24-August 14, 2017.

Margin of error differs between various groups depending on sample size.

2017 USF-Nielsen Sunshine State Survey

Significant Factors: Biggest Environmental Problem Facing the State: Air Pollution

Respondent Characteristics		Air Pollution	
		Mentioned	Not mentioned
		%	%
All Floridians		6	94
Race/Ethnicity **	White	4	96
	African-American	7	93
	Hispanic	11	89
	Other	7	93
Household Income *	<\$35,000	5	95
	\$35,000-\$74,999	9	91
	\$75,000+	4	96
	DK/NA/Refused	7	93

Significance levels: * 0.05; ** 0.01; *** 0.001

Question wording: "What is the biggest environmental problem facing Florida today?"

Note: Rows sum to total. Figures may not add to 100% due to rounding.

Source: Telephone survey of a random sample of 1,215 Floridians ages 18 and older conducted July 24-August 14, 2017.

Margin of error differs between various groups depending on sample size.

2017 USF-Nielsen Sunshine State Survey

Significant Factors: Biggest Environmental Problem Facing the State: Salt Water Intrusion

Respondent Characteristics		Salt Water Intrusion	
		Mentioned	Not mentioned
		%	%
All Floridians		4	96
Gender ***	Male	6	94
	Female	2	98
Household Income *	<\$35,000	6	94
	\$35,000-\$74,999	3	97
	\$75,000+	6	94
	DK/NA/Refused	1	99
Region *	Tampa Bay	2	98
	Miami/Ft. Lauderdale	5	95
	Orlando	3	97
	Palm Beach	4	96
	North Florida	6	94
	Naples	10	90

Significance levels: * 0.05; ** 0.01; *** 0.001

Question wording: "What is the biggest environmental problem facing Florida today?"

Note: Rows sum to total. Figures may not add to 100% due to rounding. Results for Naples based on a small number of responses and should be interpreted with caution.

Source: Telephone survey of a random sample of 1,215 Floridians ages 18 and older conducted July 24-August 14, 2017.

Margin of error differs between various groups depending on sample size.

2017 USF-Nielsen Sunshine State Survey

State Doing Enough or Not Enough to Renourish Beaches

Significant Factors: State Doing Enough or Not Enough to Renourish Beaches

Respondent Characteristics		State Doing Enough or Not Enough to Renourish Beaches			
		DK/NA/ Refused	Too Little	About Right	Too Much
		%	%	%	%
All Floridians		14	32	51	3
Age Group ***	18-34	13	44	39	4
	35-54	10	30	58	3
	55-64	12	30	57	2
	65-79	19	24	51	5
	80 and older	29	19	51	1
Employment Status **	Full Time	11	33	55	2
	Part Time	11	31	54	5
	Not in Work Force	14	43	38	6
	Unemployed	14	40	43	3
	Retired	18	27	52	3
Household Income *	<\$35,000	16	28	51	5
	\$35,000-\$74,999	15	32	51	2
	\$75,000+	9	37	51	3
	DK/NA/Refused	17	29	52	2
Education *	High School or less	19	25	53	3
	Some College	13	30	53	4
	College Grad	12	36	49	2
Region ***	Tampa Bay	15	29	55	1
	Miami/Ft. Lauderdale	12	42	43	3
	Orlando	21	24	51	4
	Palm Beach	8	38	50	4
	North Florida	11	26	60	3
	Naples	7	42	45	6

Significance levels: * 0.05; ** 0.01; *** 0.001

Question wording: "Is the State of Florida doing too much or too little to renourish beaches, or is the State doing about right?"

Note: Rows sum to total. Figures may not add to 100% due to rounding. Results for Naples based on a small number of responses and should be interpreted with caution.

Source: Telephone survey of a random sample of 1,215 Floridians ages 18 and older conducted July 24-August 14, 2017.

Margin of error differs between various groups depending on sample size.

2017 USF-Nielsen Sunshine State Survey

Wind Turbines

Significant Factors: Wind Turbines

Respondent Characteristics		Please tell me which of the following statements reflects your feelings about wind turbines in Florida.				
		Wind turbines are a good source of renewable energy	Wind turbines kill too many birds	Wind turbines are undesirable near residences due to noise and appearance	Don't know enough about this issue	Other/ No opinion/ DK/NA/ Refused
		%	%	%	%	%
All Floridians		46	4	5	42	3
Gender ***	Male	54	4	6	33	3
	Female	39	4	5	50	1
Age Group ***	18-34	57	2	3	36	1
	35-54	45	5	4	43	2
	55-64	42	6	6	44	3
	65-79	40	4	8	47	1
	80 and older	31	4	10	44	11
Race/ Ethnicity ***	White	49	4	7	37	2
	African-American	38	2	1	58	2
	Hispanic	44	6	3	45	2
	Other	44	4	7	39	5
Employment Status **	Full Time	49	6	4	40	1
	Part Time	50	2	3	41	4
	Not in Work Force	54	3	4	36	2
	Unemployed	42	6	2	48	2
	Retired	40	3	9	45	4
Household Income ***	<\$35,000	40	4	3	49	5
	\$35,000-\$74,999	49	3	5	41	2
	\$75,000+	53	5	8	33	1
	DK/NA/Refused	38	6	5	49	3
Education *	High School or less	39	3	4	51	4
	Some College	43	4	5	45	3
	College Grad	52	5	6	36	3

Note: See full notes at end of table.

Significant Factors: Wind Turbines, *cont.*

Respondent Characteristics		Please tell me which of the following statements reflects your feelings about wind turbines in Florida.				
		Wind turbines are a good source of renewable energy	Wind turbines kill too many birds	Wind turbines are undesirable near residences due to noise and appearance	Don't know enough about this issue	Other/ No opinion/ DK/NA/ Refused
		%	%	%	%	%
All Floridians		46	4	5	42	3
Region ***	Tampa Bay	45	3	3	47	3
	Miami/Ft. Lauderdale	42	7	3	45	2
	Orlando	49	2	5	39	5
	Palm Beach	44	5	10	40	1
	North Florida	52	4	8	35	1
	Naples	46	4	9	40	2

Significance levels: * 0.05; ** 0.01; *** 0.001

Question wording: "Please tell me which of the following statements best reflects your feelings about wind turbines in Florida." (Order of response options randomized)

Note: Rows sum to total. Figures may not add to 100% due to rounding. Results for Naples based on a small number of responses and should be interpreted with caution.

Source: Telephone survey of a random sample of 1,215 Floridians ages 18 and older conducted July 24-August 14, 2017.

Margin of error differs between various groups depending on sample size.

2017 USF-Nielsen Sunshine State Survey

Right Direction/Wrong Direction: Create New Tax to Support Environmental Protection Efforts

Significant Factors: Right Direction/Wrong Direction:
Create New Tax to Support Environmental Protection Efforts

Respondent Characteristics		Create a new tax to support Florida environmental protection efforts		
		Going in the Wrong Direction	No Opinion/DK/NA	Going in the Right Direction
		%	%	%
All Floridians		28	17	56
Gender *	Male	32	16	52
	Female	24	16	59
Age Group ***	18-34	20	13	68
	35-54	31	17	52
	55-64	38	14	48
	65-79	26	20	54
	80 and older	18	32	50

Note: See full notes at end of table.

**Significant Factors: Right Direction/Wrong Direction:
Create New Tax to Support Environmental Protection Efforts**

Respondent Characteristics		Create a new tax to support Florida environmental protection efforts		
		Going in the Wrong Direction	No Opinion/DK/NA	Going in the Right Direction
		%	%	%
All Floridians		28	17	56
Race/Ethnicity ***	White	26	15	59
	African-American	18	26	56
	Hispanic	35	15	50
	Other	33	15	52
Employment Status **	Full Time	33	14	53
	Part Time	23	20	58
	Not in Work Force	18	11	71
	Unemployed	26	17	58
	Retired	26	21	53
Household Income ***	<\$35,000	21	22	57
	\$35,000-\$74,999	30	17	53
	\$75,000+	27	10	62
	DK/NA/Refused	36	19	45
Education ***	High School or less	17	19	64
	Some College	23	20	57
	College Grad	34	13	53
Child Enrolled in School *	Child in School	34	15	50
	No Child in School	25	17	58

Significance levels: * 0.05; ** 0.01; *** 0.001

Question wording: "There are lots of issues facing Florida today. If the State of Florida were to create a new tax to support Florida environmental protection efforts, would you say that was going in the right direction or the wrong direction, or do you have no opinion about it?"

Note: Rows sum to total. Figures may not add to 100% due to rounding.

Source: Telephone survey of a random sample of 1,215 Floridians ages 18 and older conducted July 24-August 14, 2017.

Margin of error differs between various groups depending on sample size.

2017 USF-Nielsen Sunshine State Survey

State Government Performance Ratings – Protecting the Environment

Significant Factors: State Government Performance Ratings – Protecting the Environment

Respondent Characteristics		State Government Performance Ratings – Protecting the Environment				
		DK/NA/Refused	Poor	Fair	Good	Excellent
		%	%	%	%	%
All Floridians		1	25	35	34	4
Age Group ***	18-34	<1	26	41	30	3
	35-54	2	21	35	38	3
	55-64	1	29	27	35	8
	65-79	2	29	39	27	4
	80 and older	3	21	22	44	10
Child at Home ***	Yes	3	18	41	34	4
	No	1	27	33	34	5
Race/Ethnicity ***	White	2	24	37	32	6
	African-American	4	27	39	27	3
	Hispanic	<1	23	30	45	2
	Other	0	33	32	31	4
Household Income *	<\$35,000	2	23	32	36	6
	\$35,000-\$74,999	1	25	42	30	3
	\$75,000+	1	25	36	35	4
	DK/NA/Refused	2	27	26	38	8
Education **	High School or less	2	16	34	40	7
	Some College	1	24	38	32	5
	College Grad	1	28	34	33	3
Child Enrolled in School ***	Child in School	3	18	41	34	4
	No Child in School	1	27	33	34	5
Region **	Tampa Bay	2	20	34	41	4
	Miami/Ft. Lauderdale	1	31	36	28	3
	Orlando	2	21	38	33	5
	Palm Beach	<1	31	36	29	4
	North Florida	1	20	32	40	7
	Naples	2	30	40	27	2

Significance levels: * 0.05; ** 0.01; *** 0.001

Question wording: “How good a job does the state do protecting the environment? Would you say excellent, good, fair or poor?”

Note: Rows sum to total. Figures may not add to 100% due to rounding. Results for Naples based on a small number of responses and should be interpreted with caution.

Source: Telephone survey of a random sample of 1,215 Floridians ages 18 and older conducted July 24-August 14, 2017.

Margin of error differs between various groups depending on sample size.

2017 USF-Nielsen Sunshine State Survey

State Government Performance Ratings – Providing Safe Drinking Water

Significant Factors: State Government Performance Ratings – Providing Safe Drinking Water

Respondent Characteristics		State Government Performance Ratings – Providing Safe Drinking Water				
		DK/NA/Refused	Poor	Fair	Good	Excellent
		%	%	%	%	%
All Floridians		3	13	27	44	14
Gender *	Male	2	13	25	43	16
	Female	3	11	29	45	12
Age Group ***	18-34	1	6	28	41	23
	35-54	2	16	27	45	10
	55-64	5	19	25	37	14
	65-79	5	12	30	47	5
	80 and older	4	10	20	53	13
Race/Ethnicity ***	White	2	12	25	45	15
	African-American	5	17	36	32	10
	Hispanic	2	8	28	47	15
	Other	3	20	24	43	10
Employment Status ***	Full Time	1	11	30	47	11
	Part Time	1	9	27	44	18
	Not in Work Force	0	13	21	36	30
	Unemployed	3	19	26	36	17
	Retired	6	14	25	44	11
Household Income **	<\$35,000	4	12	27	40	17
	\$35,000-\$74,999	2	14	27	48	8
	\$75,000+	1	11	28	45	16
	DK/NA/Refused	5	13	25	39	17
Education **	High School or less	4	8	25	41	22
	Some College	3	12	27	44	15
	College Grad	2	15	28	45	10

Significance levels: * 0.05; ** 0.01; *** 0.001

Question wording: “How good a job does the state do providing safe drinking water? Would you say excellent, good, fair or poor?”

Note: Rows sum to total. Figures may not add to 100% due to rounding. Results for Naples based on a small number of responses and should be interpreted with caution.

Source: Telephone survey of a random sample of 1,215 Floridians ages 18 and older conducted July 24-August 14, 2017.

Margin of error differs between various groups depending on sample size.

2017 USF-Nielsen Sunshine State Survey

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