



September
2013

Final Report

Public Opinions of Endangered Species in Florida

Erica Odera & Dr. Quisto Settle



Center for Public Issues Education
IN AGRICULTURE AND NATURAL RESOURCES

UF IFAS

PI2012/13-13

Suggested Citation

Odera, E., & Settle, Q. (2013). Public Opinions of Endangered Species in Florida. PIE2012/13-13. Gainesville, FL: University of Florida/IFAS Center for Public Issues Education.

About the Authors

Erica Odera – Research Assistant, UF/IFAS Center for Public Issues Education

Dr. Quisto Settle – Post-Doctoral Associate, UF/IFAS Center for Public Issues Education

Acknowledgments

In developing this survey, a panel of subject area experts and survey methods experts were consulted. Their help is greatly appreciated in assisting with the creation of the survey on which this report is based:

Mary Jane Angelo, J.D. — Director, Environmental & Land Use Law Program

Staci Braswell, J.D. — General Counsel, Florida Farm Bureau Federation

Doria Gordon, Ph.D. — Director of Conservation Science, Florida Chapter of The Nature Conservancy

Glenn Israel, Ph.D. — Professor, Agricultural Education & Communication

Susan Jacobson, Ph.D. — Professor, Wildlife Ecology and Conservation

Martha Monroe, Ph.D. — Professor, Forest Resources and Conservation

Taylor Stein, Ph.D. — Professor, Forest Resources and Conservation

This research would also not be possible without the efforts of those who assisted in the development, oversight, and implementation of the survey and report development:

Katie Belton — Research Intern, UF/IFAS Center for Public Issues Education

Laura Bernheim — Media Specialist, UF/IFAS Center for Public Issues Education

Nicole Dodds — Outreach Coordinator, UF/IFAS Center for Public Issues Education

Tracy Irani, Ph.D. — Director, UF/IFAS Center for Public Issues Education

Alexa Lamm, Ph.D. — Assistant Professor, UF/IFAS Center for Public Issues Education

Angie Lindsey, Ph.D. — Post Doctoral Associate, UF/IFAS Center for Public Issues Education

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Executive Summary

Public Opinions of Endangered Species in Florida

September 2013

Introduction

This year, 2013, marks the 40th anniversary of the Endangered Species Act being signed into law. Given the impact that humans have on biodiversity, the UF/IFAS Center for Public Issues Education (PIE Center) initiated a study to explore the attitudes, opinions, and knowledge of Floridians around the issue of endangered species. This survey explored what the Florida public thinks of (1) the importance of endangered species, (2) how to prioritize conservation, (3) the rights and responsibilities of different groups toward endangered species, (4) willingness to pay and engage in activities to protect endangered species, and (5) overall attitudes towards the environment.

Key Findings

Main highlights from the study include

- Florida residents do not consider the issue of endangered species as important as other Florida issues, such as the economy and healthcare. Endangered species ranked 11 out of 15 of key Florida issues.
- Florida residents consider themselves to be slightly or fairly knowledgeable about issues affecting endangered species but do not consider themselves to be highly or extremely knowledgeable about these issues.
- Roughly twice as many respondents agree or strongly agree that agricultural and industrial chemicals/pollution (~75-80%) is a threat to endangered species than legal fishing and hunting (~30-40%).
- Respondents were more likely to consider species such as plants, fish, and mammals worthy of being conserved than microorganisms, invertebrates, and reptiles.
- Roughly 60% of respondents think that citizens at the national and state level have too little influence on public policy impacting endangered species, and roughly 40% believe that state and national political leaders have too much influence.
- 78% of respondents agree or strongly agree “the use and development of land should be restricted to protect endangered species.”
- 66% of respondents reported that they think the endangered species act should be strengthened.
- Protecting native species from non-native, invasive species was more important to Floridians (83% reported it was highly or extremely important to them) than people having the opportunity to hunt in Florida (43% reported it was highly or extremely important).
- 54% agree or strongly agree that they have a choice to participate in environmental programs established by the government, while 39% agree or strongly agree with the statement “I feel the government imposes its environmental strategies on us.”
- When asked a series of questions about their willingness to engage in pro-environmental behaviors, respondents reported they were more willing to avoid harmful activities than to engage in environmental civic behaviors.

Background

This year, 2013, marks the 40th anniversary of the Endangered Species Act being signed into law. The purpose of the law is to prevent native species from becoming extinct as a result of human activity. While endangered species are important in their own right, they are an indicator of the larger problem of decreasing biodiversity.

Florida is home to a variety of endangered species that people and their actions impact. As we move forward in trying to improve the interactions between people and nature, we sought to understand the Florida public's views of endangered species.

This survey delves into

- the public's perceived importance of issues related to endangered species;
- how the public believes conservation efforts should be prioritized;
- the public's perceptions of the rights and responsibilities of citizens, landowners, and the government with regard to endangered species;
- the costs the public is willing to incur and the activities the public is willing to engage in and avoid to protect endangered species; and
- the public's environmental attitudes in general.

Methods

An online survey was distributed in August 2013 via Qualtrics, an online survey design and administration tool, to a panel of Florida residents. Survey respondents represented equal geographic, age, gender, and race/ethnicity distributions as compared to the 2010 U.S. Census data. In cases where demographics were not a perfect match, the data were weighted by multiplying the number obtained in the sample by the equivalent census data population numbers to ensure that individuals with the demographic characteristics were properly represented during data analysis. The researchers collected 499 responses from Florida residents age 18 and older, with the intention of providing an overall understanding of what residents in Florida think about endangered species and related environmental issues. Descriptive statistics were used for data analysis purposes using SPSS.

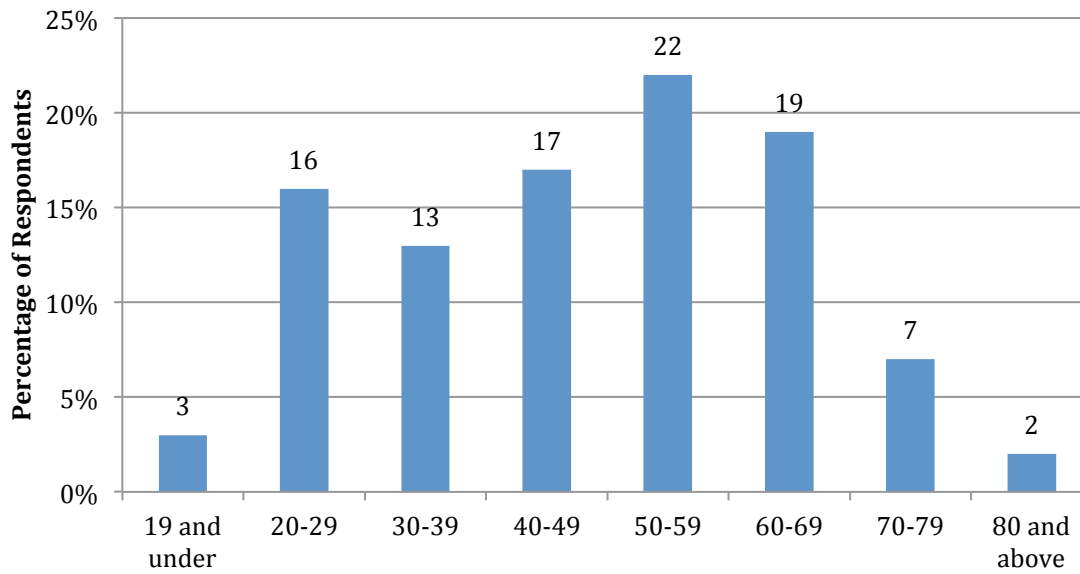
Description of Respondents

Sex

Fifty percent of respondents were male ($n = 248$) and fifty percent were female ($n = 251$).

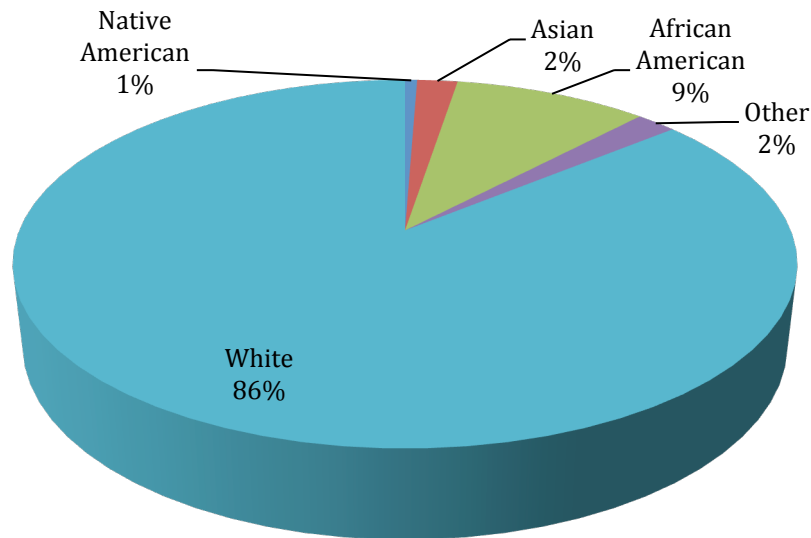
Age Representation

Thirty-nine percent of respondents were middle aged, ranging from 40-59 years old (Figure 1). Twenty-nine percent of respondents were younger adults ranging from 20-39 years old. Twenty-eight percent of respondents were 60 years old and older.

Figure 1. Age representation

Race/Ethnicity Representation

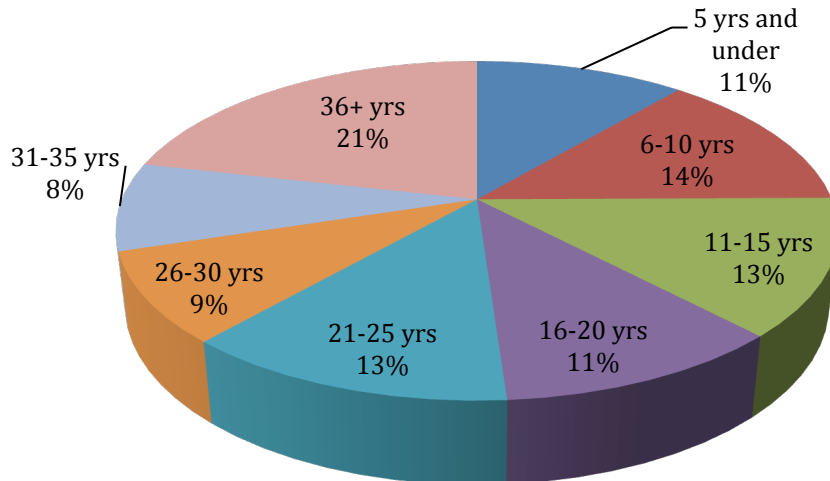
Ten percent of respondents ($n = 51$) reported they were of Hispanic ethnicity. When asked to indicate their race (Figure 2), the majority of respondents reported they were White (86%), followed by African American (9%). Five percent of respondents were either Asian, Native American, or considered themselves to fall in an “Other” racial category.

Figure 2. Racial representation

Years Lived in the State of Florida

There was a diversity of responses indicating the length of time respondents had lived in the state of Florida (Figure 3). The most common response was 36 or more years (21%), followed by 6-10 years (14%).

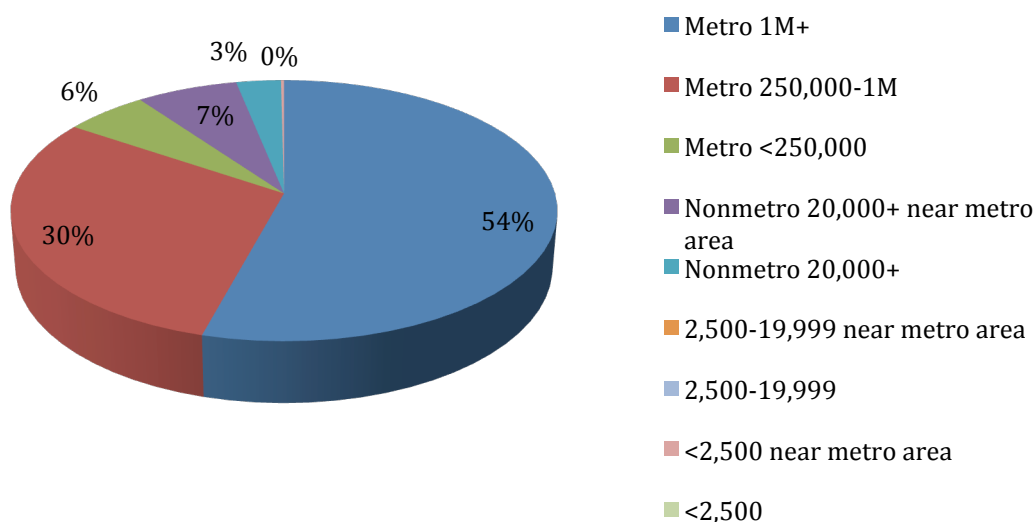
Figure 3. Years lived in Florida



Metro/Non-Metro Representation

Respondents' ZIP codes were compared to the national rural-urban codes assigned to that area of the state and respondents were classified into their corresponding rural or urban code. The majority (54%) of survey respondents live in a metropolitan area of one million or more inhabitants (Figure 4). A total of 10% of respondents live in a non-metro area of Florida.

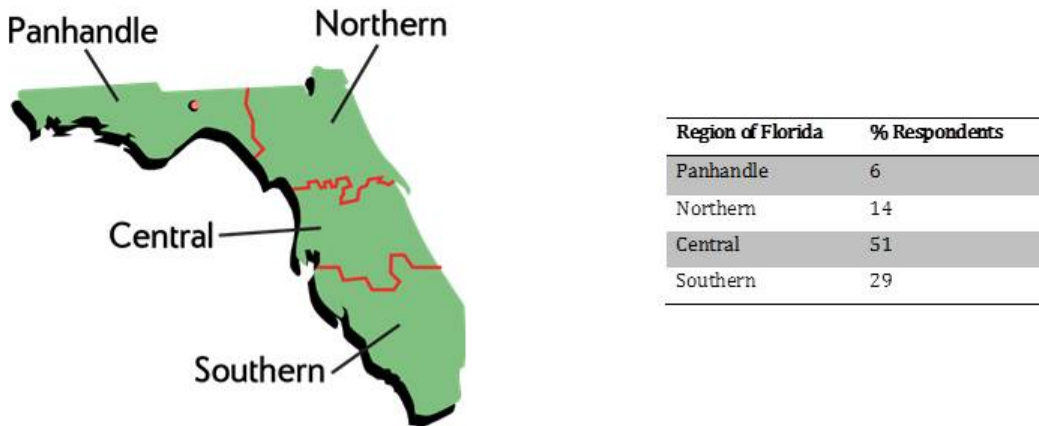
Figure 4. Rural-urban continuum



Geographic Representation in the State of Florida

The majority of respondents live in Central Florida (51%) followed by the Southern region of the state (29%) (Figure 5).

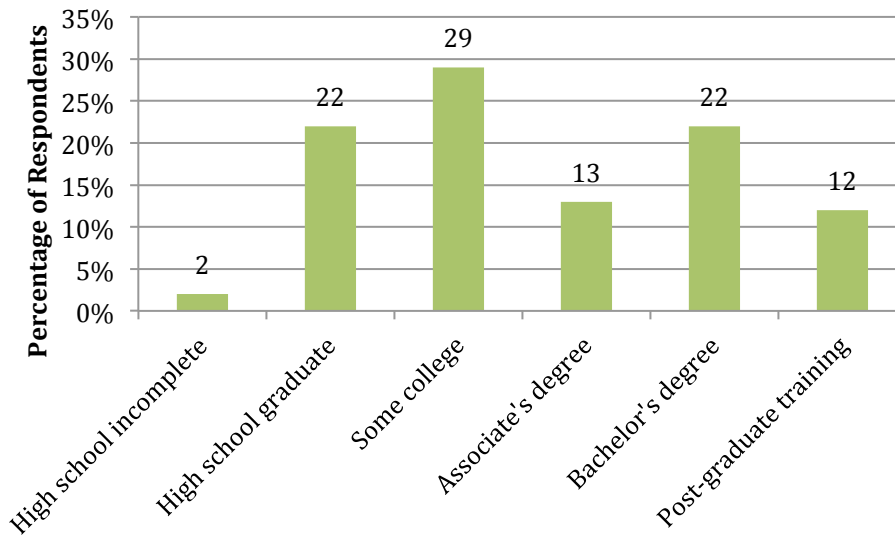
Figure 5. Geographic residence



Educational Status

Twenty-two percent of respondents have completed a high school degree, 29% have completed some college, and 34% have completed a bachelor's degree or higher (Figure 6).

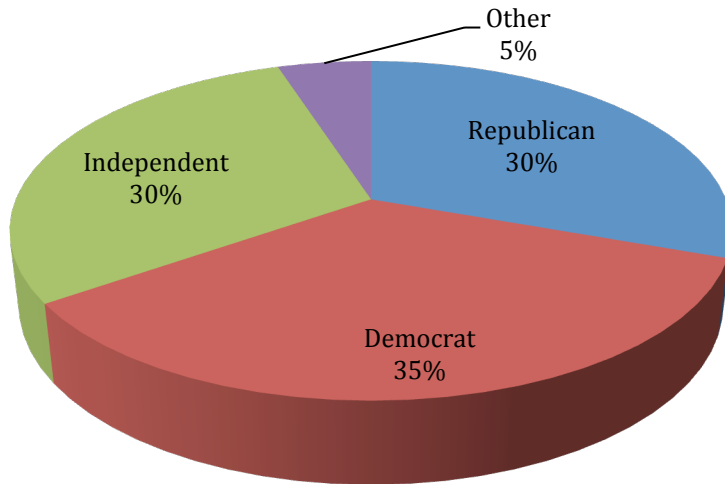
Figure 6. Educational status



Political Beliefs and Affiliation

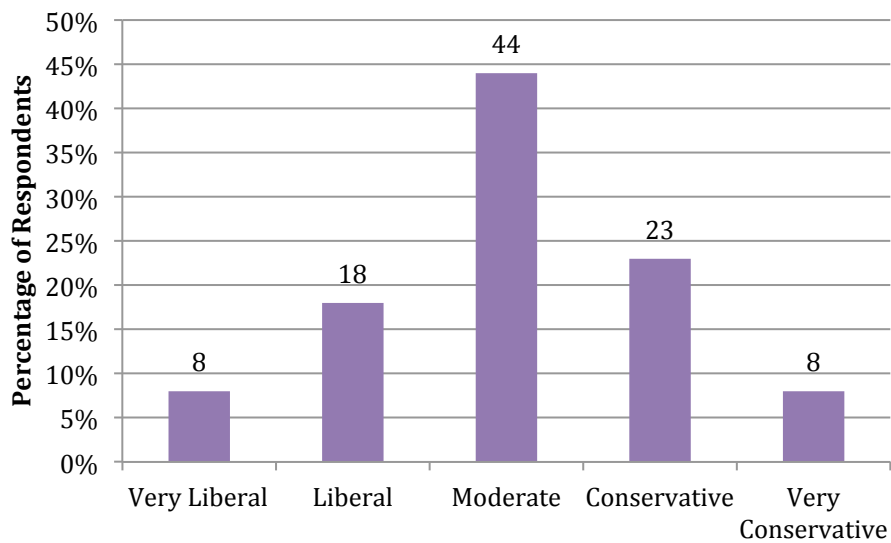
Thirty-five percent of respondents considered themselves Democrat, and 30% each considered themselves Republican and Independent (Figure 7).

Figure 7: Political affiliation



Forty-four percent of respondents consider their political ideological leaning to be moderate (Figure 8).

Figure 8. Political ideological leaning



Results

Importance of the Endangered Species Issue

Respondents were asked to indicate how important specific Florida issues were to them on a five-point scale (1 = Not at all important, 2 = Slightly important, 3 = Fairly important, 4 = Highly important, 5 = Extremely important). Respondents were also given the chance to indicate they were “unsure” of how important they considered the issue. The percentage of those who indicated the issue was either “highly important” or “extremely important” is indicated in Table 1. The economy was the most important issue amongst respondents in this survey, with 89% reporting this was either highly or extremely important. Endangered species ranked 11th out of the 15 Florida issues, with 67% of respondents reporting they considered the issue to be highly or extremely important.

Table 1. Importance level of Florida issues

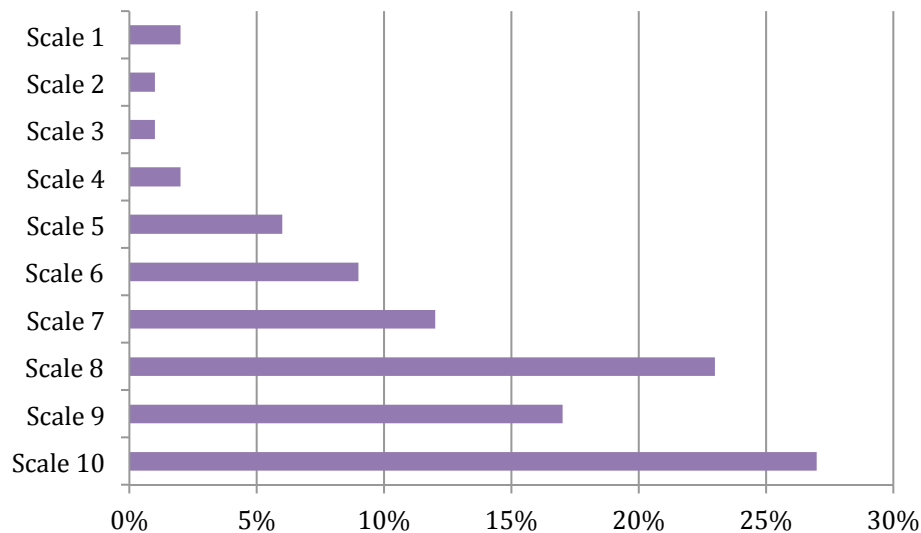
Florida Issue	% of respondents rating the issue as extremely or highly important
The economy	89%
Health care	84%
Food safety	83%
Water quality	82%
Water Supply	81%
Food production	76%
Air quality	76%
Taxes	74%
Public K-12 education	69%
State government budget	68%
Endangered species	67%
Public higher education	67%
Housing and foreclosures	66%
Immigration	60%
Genetically modified foods	57%

Knowledge about Endangered Species

Overall Concern

Respondents were asked to rate their level of concern for endangered species in Florida on a 10-point scale, with 1 = not concerned and 10 = extremely concerned. Twenty-seven percent of respondents indicated they have a concern level of 10, the highest level possible (Figure 9).

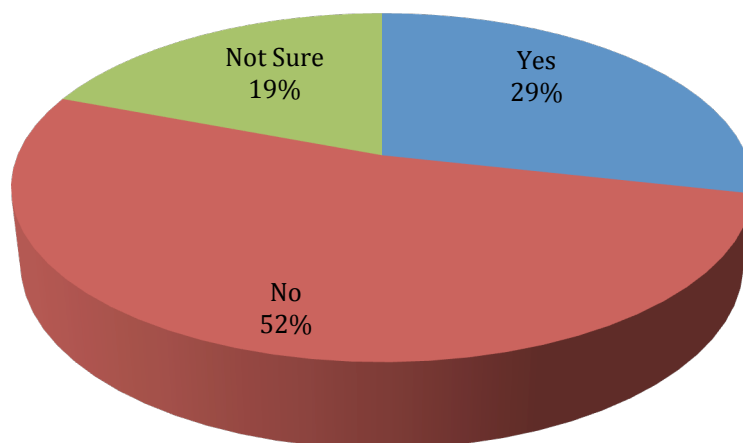
Figure 9. Overall concern for Florida endangered species



Recent News Coverage

Respondents were asked whether they had seen any news coverage related to endangered species in the last month. Fifty-two percent of respondents reported “no,” they had not seen any endangered species news coverage in the last month (Figure 10).

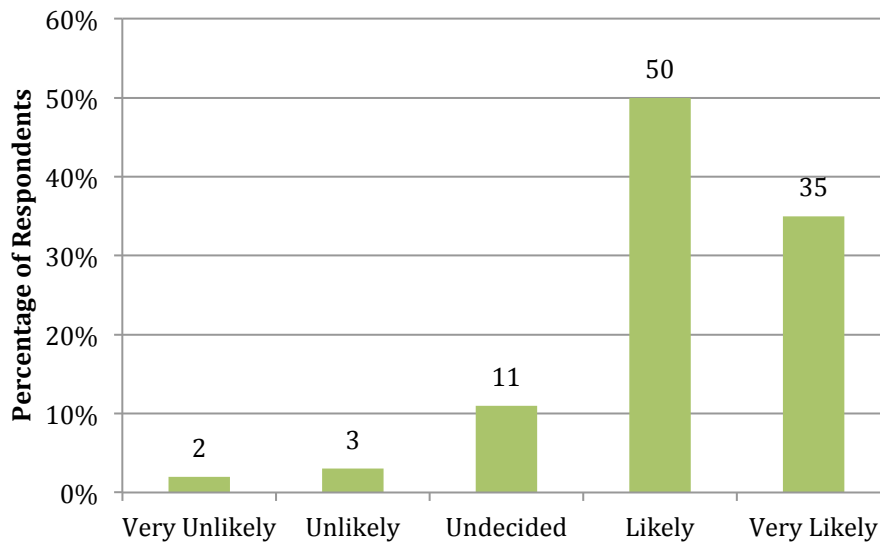
Figure 10. Endangered species news coverage



Interest in News about Endangered Species

Respondents were then asked how likely they would be to pay attention to a news story if it dealt with issues related to endangered species. The majority of respondents (85%) reported they were either likely or very likely to pay attention to a news story relevant to endangered species (Figure 11).

Figure 11. Interest in news related to endangered species



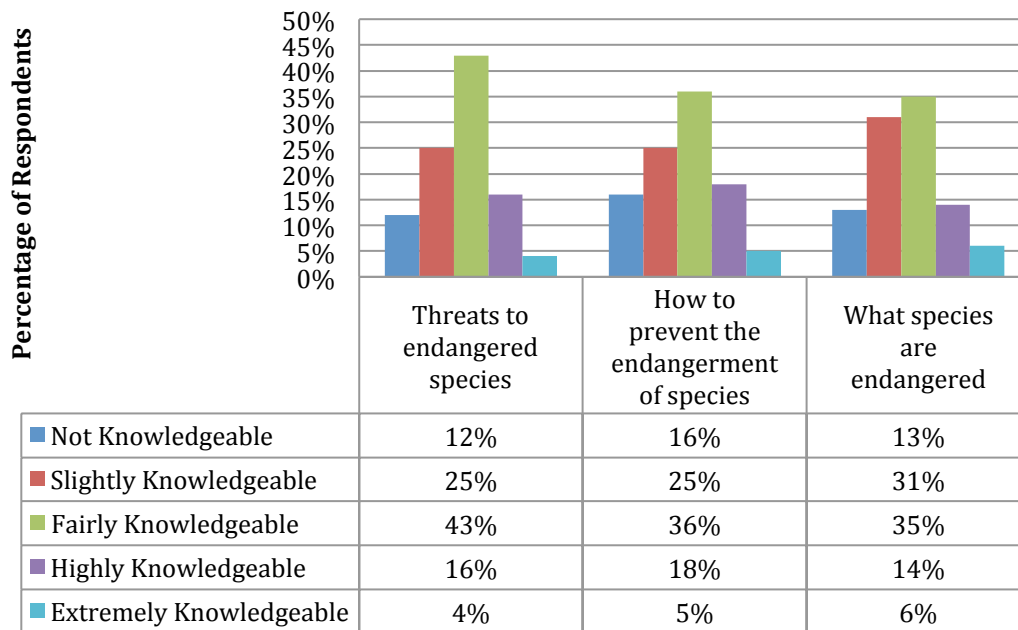
Knowledge of Threats to Endangered Species

Respondents were asked a series of questions about how knowledgeable they considered themselves to be about various issues related to endangered species. These issues included (1) overall knowledge, (2) knowledge of policies and activities that impact endangered species, and (3) the main causes leading to the endangerment of species.

Overall Knowledge about Endangered Species

Respondents consider themselves to be fairly knowledgeable about threats to endangered species (43%), how to prevent the endangerment of species (36%), and what species are endangered (35%). Respondents were more likely to consider themselves slightly or not knowledgeable than highly or extremely knowledgeable about these issues (Figure 12).

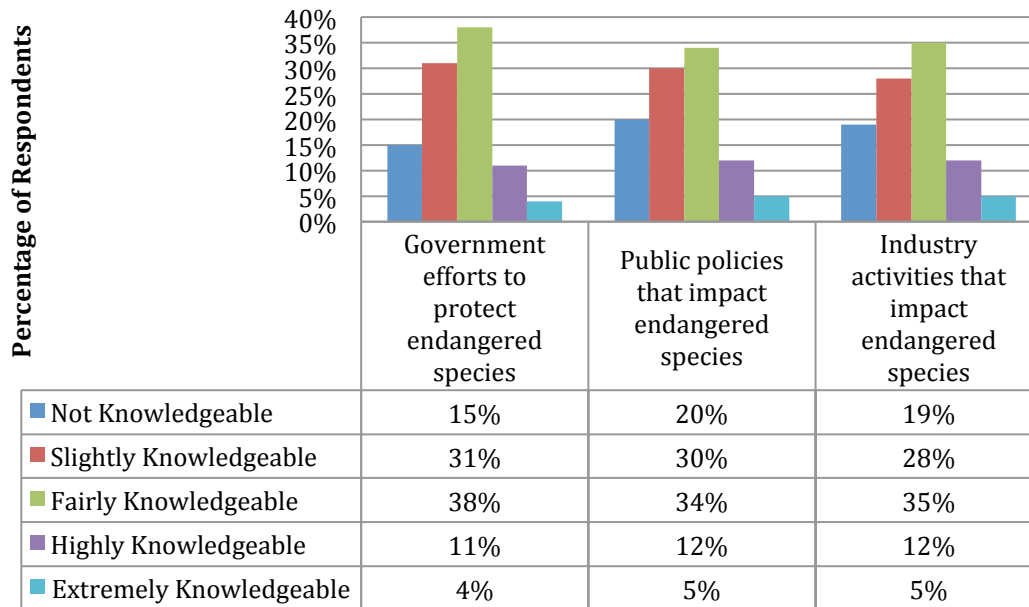
Figure 12. Overall knowledge about endangered species



Knowledge of Policies and Activities that Impact Endangered Species

Slightly more than one-third of respondents considered themselves “fairly knowledgeable” about government efforts to protect endangered species (38%), public policies that impact endangered species (34%), and industry activities that impact endangered species (35%). Respondents were more likely to consider themselves slightly or not knowledgeable than highly or extremely knowledgeable about these issues (Figure 13).

Figure 13. Knowledge of policies and activities impacting endangered species



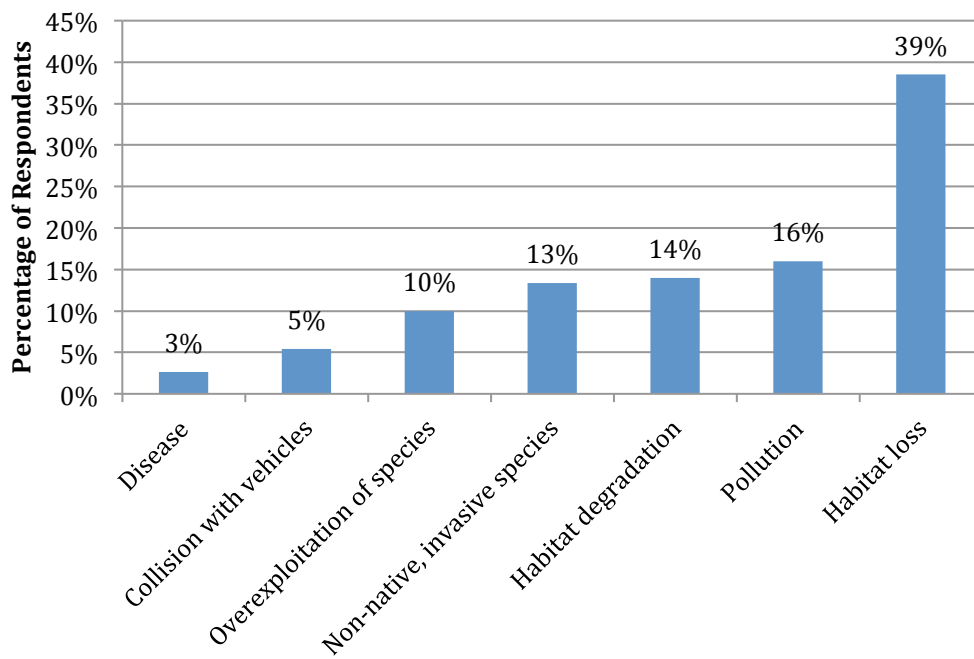
Main causes leading to the endangerment of species

Respondents were asked to indicate what they consider the most important threats facing endangered species in Florida today. Their open-ended responses were categorized into like ideas and the main findings are listed below. The parenthesis on the side indicates how many respondents mentioned that specific topic. The major categories included

- Habitat loss and degradation (96)
- Pollution (92)
- Land development (85)
- Humans in general (64)
- Invasive species (60)
- Hunting and fishing (53)
- Human population growth (45)
- Boats and Cars (24)
- Lack of knowledge about endangered species (9)
- Climate change (9)
- Business practices (9)
- Government (6)

Additionally, respondents were asked to select only one contributor they believed to be the most important to species endangerment. Thirty-nine percent of respondents indicated habitat loss as the most important contributor (Figure 14).

Figure 14. Main contributor to species endangerment



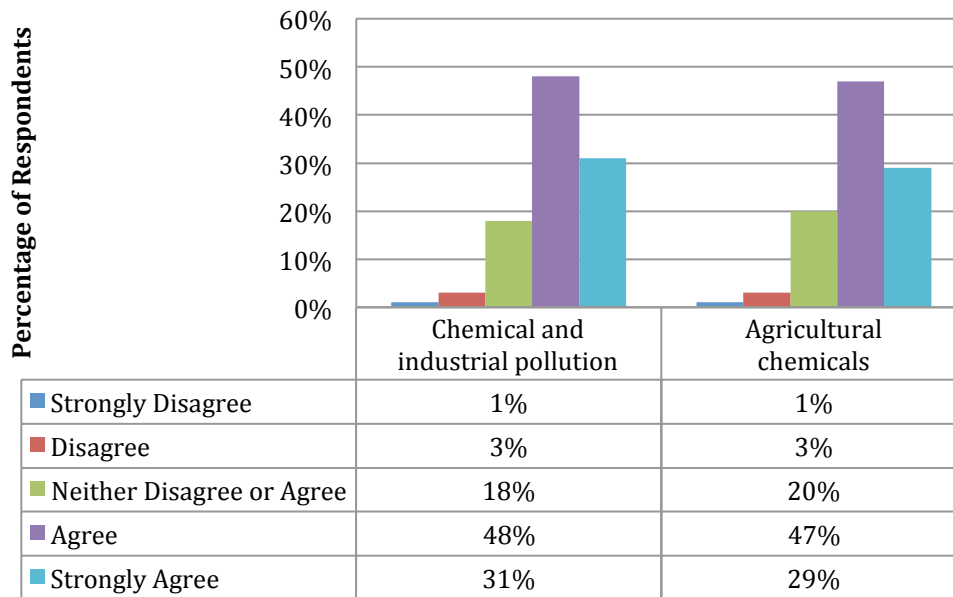
Attitudes about Human Activities Contributing to Endangerment of Species

Respondents were asked to indicate their level of agreement that various human activities lead to the endangerment of species. These activities include chemical pollution, legal hunting and fishing and natural resource demands.

Chemical pollution

Forty-eight percent agree that chemical or industrial pollution contributes to the endangerment of species, compared to forty-seven percent of respondents who agree that agricultural chemicals contribute to the endangerment of species (Figure 15).

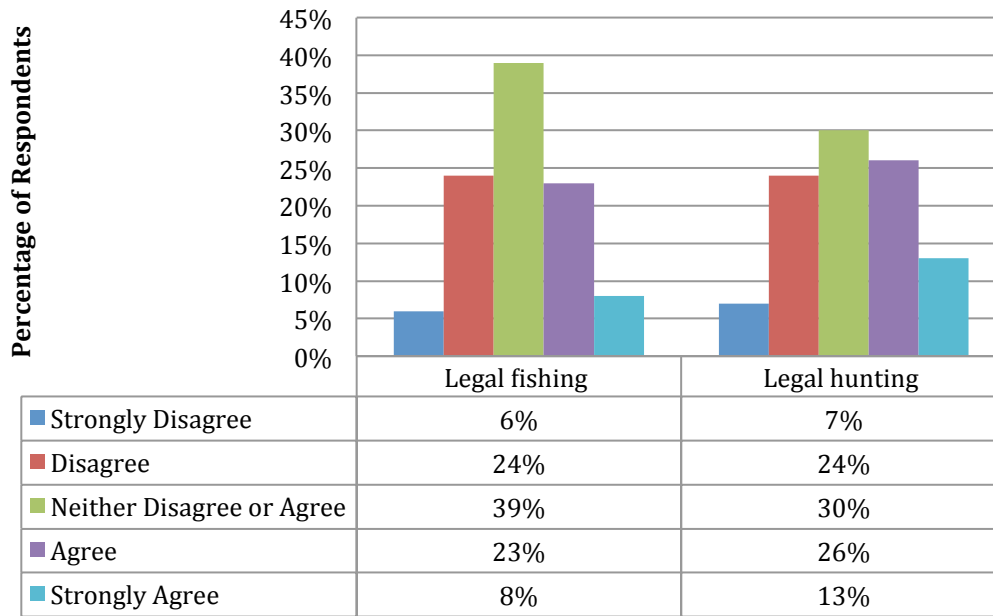
Figure 15. Human activities — Chemical pollution



Legal Hunting and Fishing

Respondents were more uncertain about legal hunting and fishing leading to the endangerment of species than they were regarding the impact of chemical/industrial pollution and agricultural chemicals. Thirty-nine percent of respondents neither disagreed nor agreed that legal fishing contributes to species endangerment and 30% neither disagreed nor agreed that legal hunting leads to endangerment (Figure 16). Twenty-four percent of respondents disagreed that both legal fishing and hunting contributes to the endangerment of species.

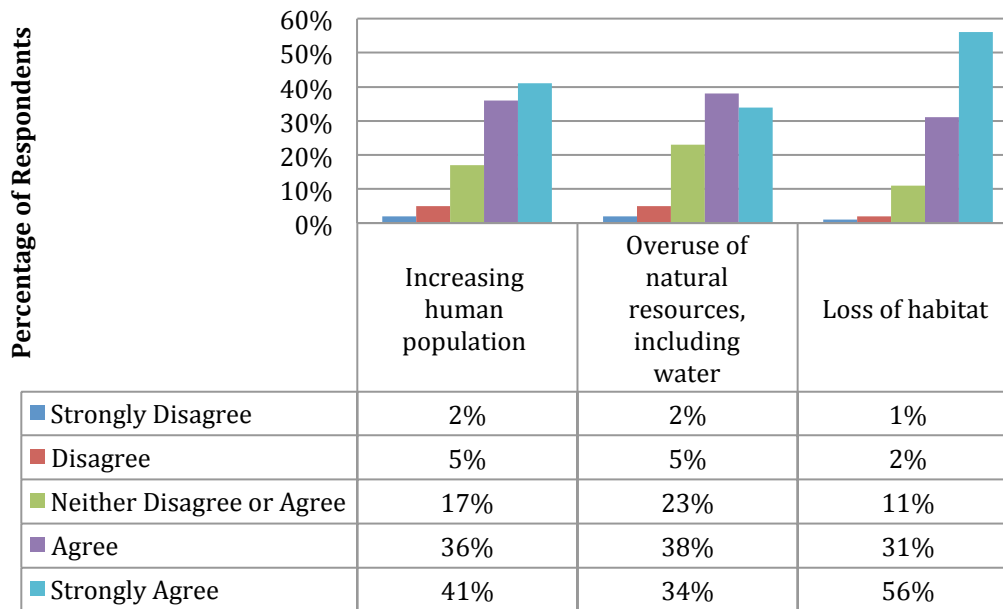
Figure 16. Human activities — legal hunting and fishing



Natural Resource Demands

Respondents had much higher levels of agreement that the overuse of natural resources contributes to the endangerment of species than hunting and fishing (Figure 17). Of the three activities, increasing human population, overuse of natural resources, and loss of habitat, the loss of habitat had the highest level of respondents who strongly agreed (51%).

Figure 17. Human activities — natural resource demands



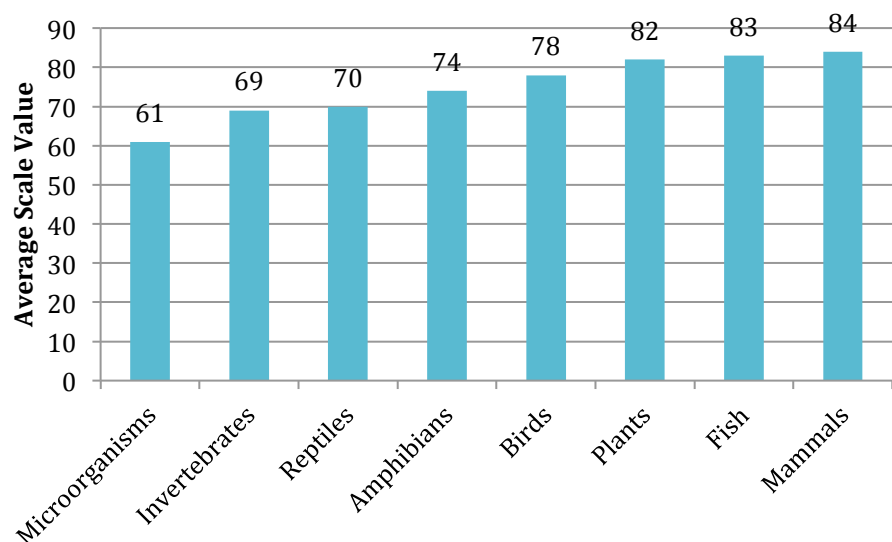
Attitudes toward conserving species

Respondents were then asked questions related to their attitudes toward conserving different species and the criteria that should be used when making these decisions.

Types of Species that Should be Conserved

Respondents were asked to rate each type of species on a scale from 0-100, with 0 = Not at all important to maintain, and 100 = Extremely important to maintain. The highest average score was given to mammals, with a score of 84 (Figure 18). The lowest average score was given to microorganisms, which received an average score of 61.

Figure 18. Importance of conserving different species



Factors to Consider when Deciding to Conserve Species

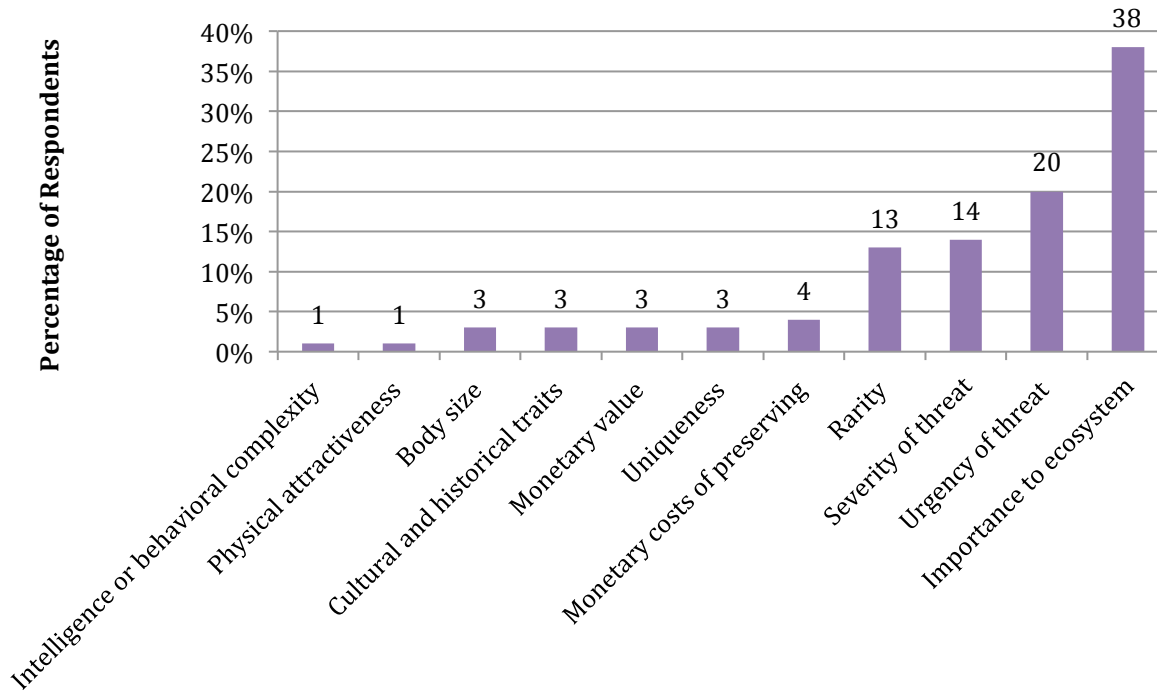
Respondents were then asked to indicate whether or not various criteria should be considered by government agencies when prioritizing conservation efforts for endangered species. Respondents had the option of choosing “yes” or “no.” The two criteria with the highest percentage of respondents indicating “yes” the criteria should be considered was for (1) severity of threat to the species and (2) urgency of threat to the species (Table 2). The criterion with the lowest percentage of “yes” responses was physical attractiveness of the species.

Table 2. Criteria to consider when prioritizing species

Factor to be considered when prioritizing conservation of species	% Respondents who replied “yes”
Severity of threat to species	91%
Urgency of threat to species	91%
The importance of the species for maintaining the ecosystem	90%
Rarity of the species	90%
Uniqueness of the species	83%
Cultural and historical traits of the species	72%
Monetary costs of preserving the species	61%
Intelligence or behavioral complexity of the species	61%
Body size of the species	41%
Monetary value of the species	38%
Physical attractiveness of the species	31%

Next, respondents were asked choose the criteria that they felt was most important. Thirty-eight percent of respondents chose “the importance of the species for maintaining the ecosystem” as the most important criteria, and 20% chose “urgency of threat to the species” as most important (Figure 19).

Figure 19. Most important criteria to consider when prioritizing species



Audience Responsible to Protect Endangered Species

Respondents were asked to indicate their level of agreement to statements asserting that different audiences are responsible for protecting endangered species (Table 3). The highest number of respondents agreed or strongly agreed that the state government should be responsible for protecting endangered species, although the percentage of those who agree or strongly agree was close amongst all 6 audience groups (state government, local government, federal government, the respondent, landowners, and businesses).

Table 3. Type of audience responsible for protecting endangered species

Type of Audience	% Who Agree or Strongly Agree
State government	85%
Local government	84%
Federal government	83%
Self	82%
Landowners	82%
Businesses	82%

Attitudes Toward the Influence of National Actors

Respondents were then asked to answer a series of questions aimed at understanding their opinions on the amount of influence different national and state government actors should have in influencing policy impacting endangered species (Figures 20, 21, and 22). Overall, respondents believe that citizens at the national level have too little influence (60%), believe national political leaders have too much influence (38%), and believe that the Forest Service and the Fish and Wildlife Service have the right amount of influence (52%).

Figure 20. Too little influence — national

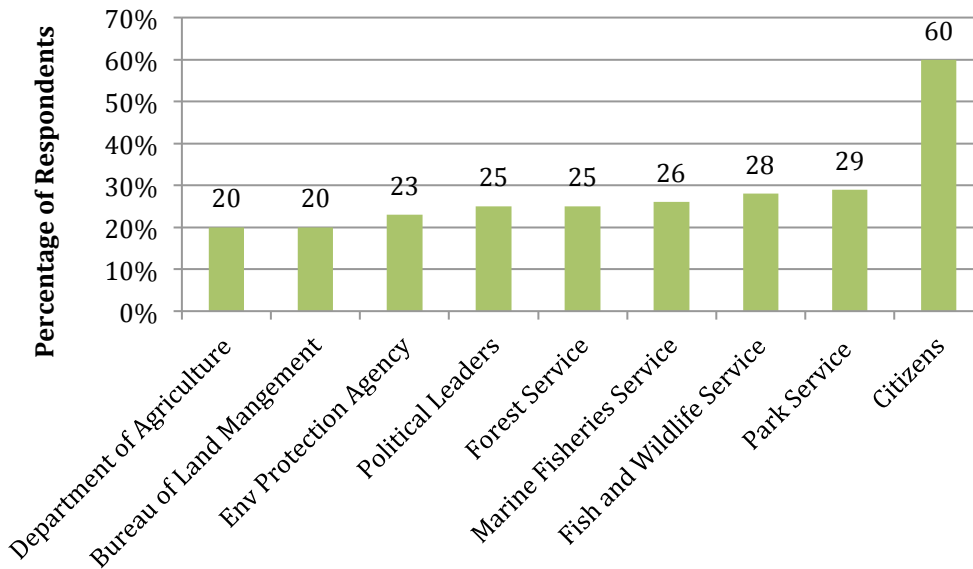


Figure 21. Too much influence — national

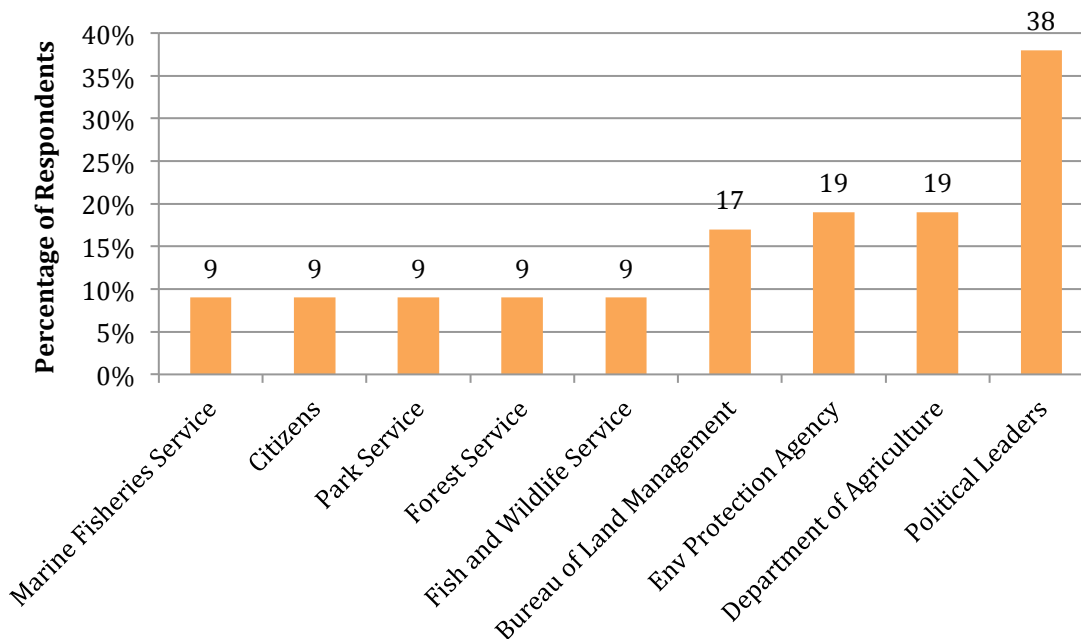
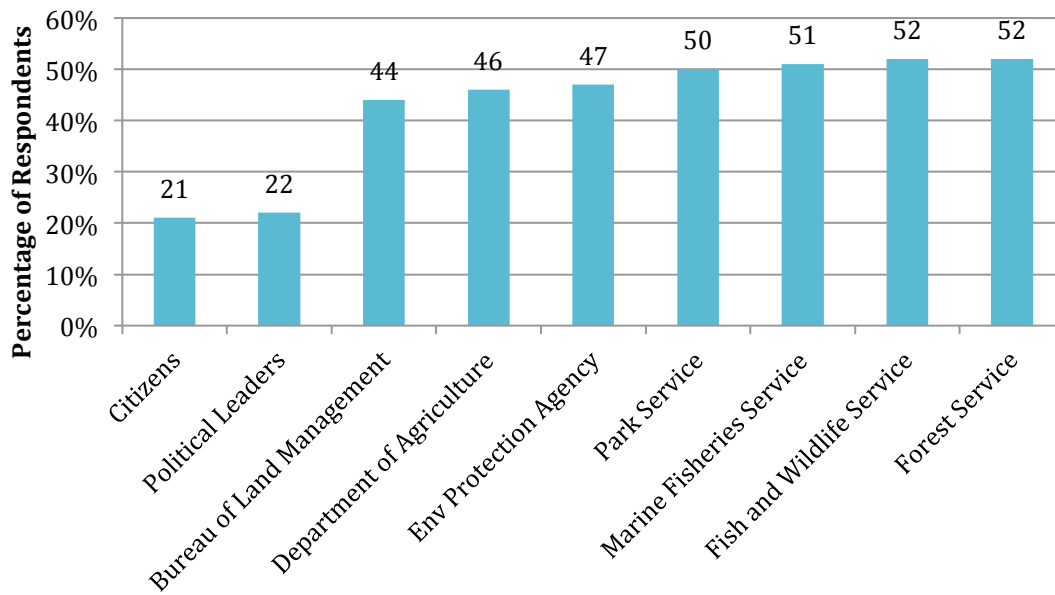


Figure 22. Right amount influence - national**Attitude Toward the Influence of State Actors**

Next, respondents answered similar questions regarding the amount of influence different state actors hold to influence policy impacting endangered species. Fifty-seven percent of respondents believe Florida citizens have too little influence at the state level, 39% believe Florida political leaders have too much influence, and 55% believe the Florida Fish and Wildlife Conservation Commission has the right amount of influence (Figures 23, 24, and 25).

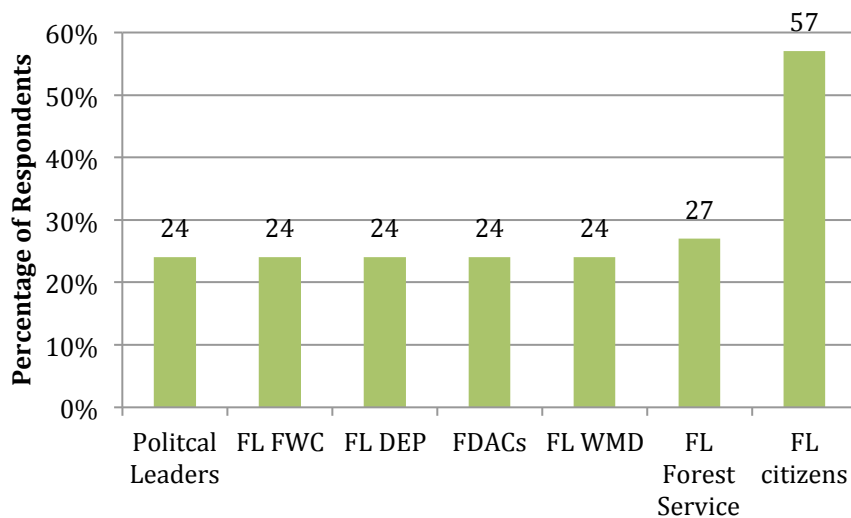
Figure 23. Too little influence — state

Figure 24. Too much influence — state

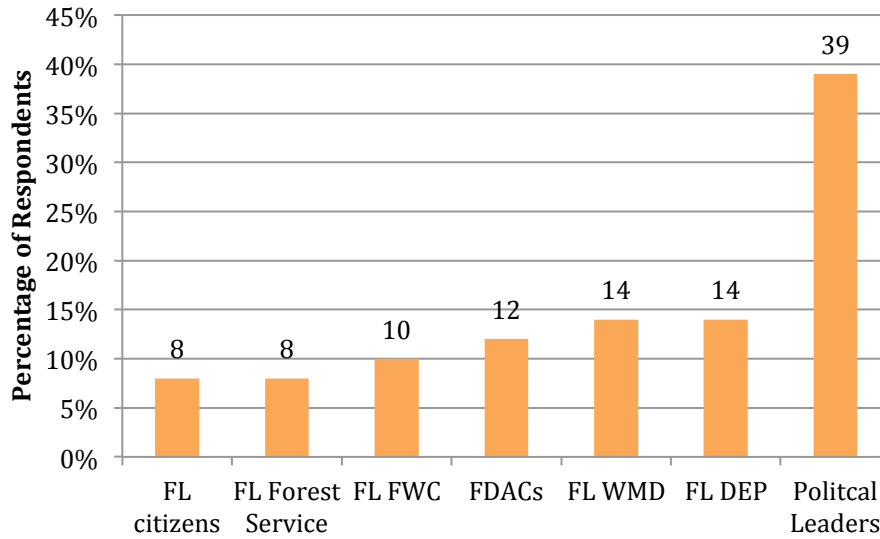
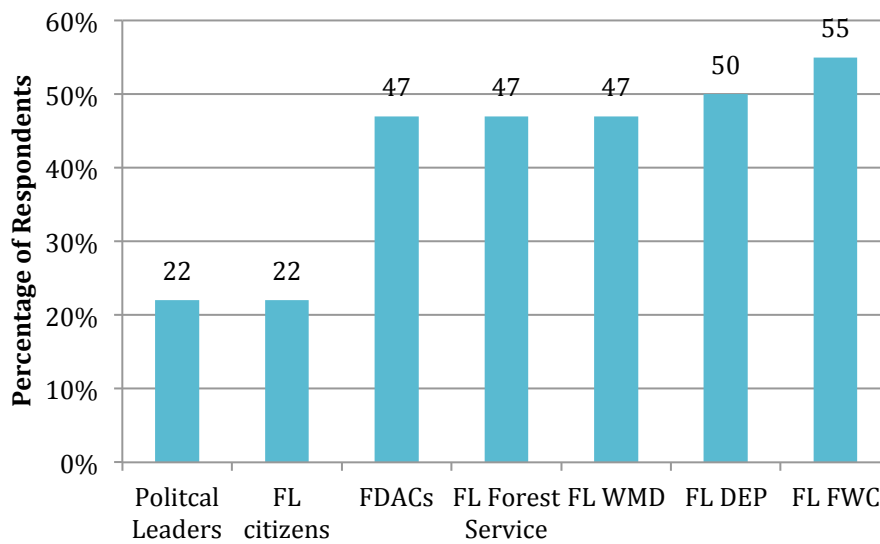


Figure 25. Right amount influence — state



Policy Actions toward Protection of Endangered Species

Florida Regulatory Actions

Respondents were asked to rate their level of opposition or support for different Florida regulatory actions to protect endangered species (Table 4). These regulatory actions included imposing fines, buying lands for conservation, restricting commercial or residential development, and reintroducing species to their historical ranges. Respondents are more likely to strongly support the imposing of fines on those that harm endangered species (51%) or the habitats in which they live (50%) than regulation that would reintroduce an endangered species if it was near where respondents live (38%).

Table 4. Support or opposition for Florida regulatory actions

Regulation	Strongly Oppose	Oppose	Neither Support nor Oppose	Support	Strongly Support
Imposing fines on those who harm endangered species	1%	2%	12%	34%	51%
Imposing fines on those who harm habitats of endangered species	1%	2%	11%	36%	50%
Buying lands that are habitat for endangered species so they can be protected	2%	5%	17%	33%	44%
Restricting residential development of areas that are habitat for endangered species	1%	3%	15%	31%	49%
Restricting commercial development of areas that are habitat for endangered species	1%	4%	12%	30%	53%
Reintroducing endangered species to its historical range if it was close to where you live	1%	5%	24%	33%	38%

Attitudes toward Land Development Policies

Respondents were then asked to rate their level of agreement with statements about specific land development policies and policies that affect landowners. Seventy-eight percent of respondents reported that they either agreed or strongly agreed that “the use and development of land should be restricted to protect endangered species,” while 60% of respondents either strongly disagree or disagreed that “if given a choice we should always provide land for new homes for state residents instead of conserving habitat for endangered species” (Table 5).

Table 5. Attitudes toward land development policies

Action	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
The use and development of land should be restricted to protect endangered species	2%	3%	17%	41%	38%
I can make a significant difference in conserving habitat for endangered species	2%	8%	35%	37%	19%
I feel that efforts to conserve habitat for endangered species in Florida are adequate	5%	27%	36%	24%	8%
If given a choice we should always provide land for new homes for state residents instead of conserving habitat for endangered species	35%	26%	21%	13%	6%

Attitudes toward Policy Affecting Landowners

Regarding policies that affect landowners directly, 70% of respondents either agreed or strongly agreed that “landowners should not have the right to use their property in ways that could harm an endangered species” (Table 6). Nearly 60% of respondents either disagreed or strongly disagreed that “landowners should be allowed to develop their land regardless of its impact on endangered species.”

Table 6. Attitudes toward policies affecting landowners

Action	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
Landowners should not have the right to use their property in ways that could harm an endangered species	3%	7%	20%	38%	32%
If landowners are prevented from developing their property because of endangered species laws, the government should pay for any lost income	9%	12%	37%	28%	14%
Landowners should be able to mitigate any lost endangered species habitat they develop by paying for the protection/management of the species on other property	6%	13%	43%	28%	10%
Endangered species protection should not interfere with a landowner’s right to develop their property	25%	32%	22%	14%	7%
Landowners should be allowed to develop their land regardless of its impact on endangered species	27%	33%	21%	11%	9%

Next, respondents were asked about specific policies affecting endangered species in Florida, and their level of agreement to different statements about the policies. These policies included (1) lighting restrictions for the sea turtle population, (2) policies protecting manatees, (3) everglades restoration policies, and (4) landowner rights and species protection.

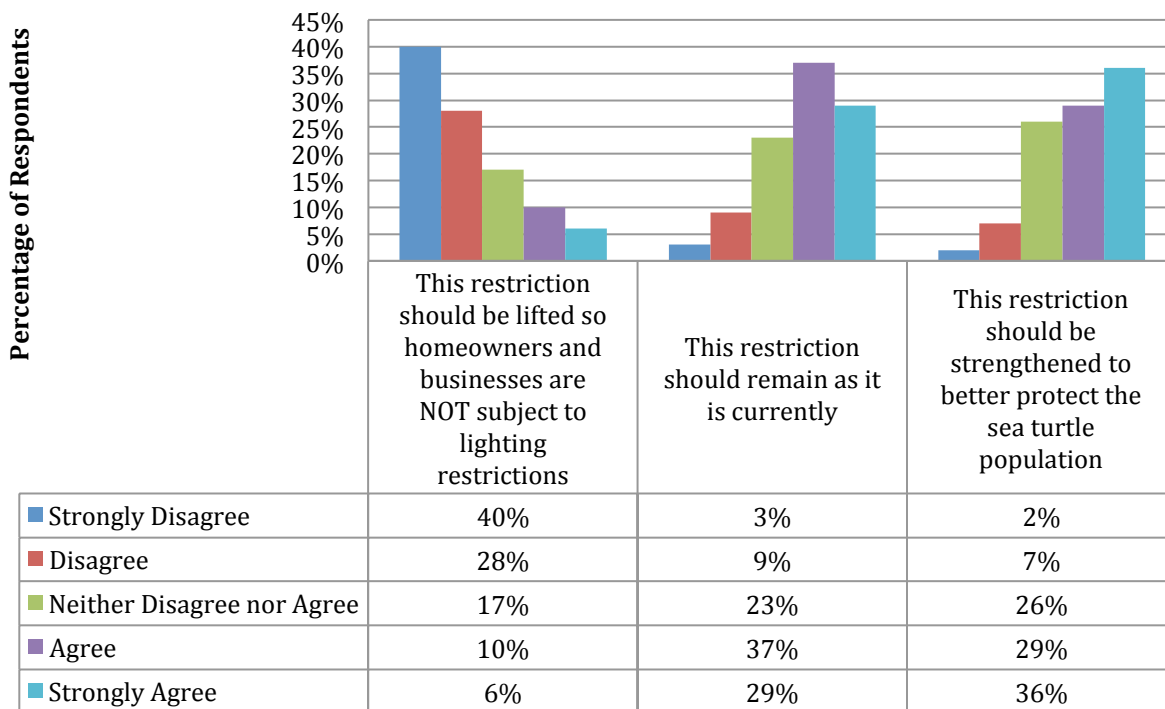
Lighting Restrictions for Sea Turtle Protection

Respondents were given the following description of the beach lighting restrictions for sea turtle population:

“In coastal areas, sea turtles hatch and depend on moonlight to lead them toward the ocean. Coastal lights (e.g. from buildings and parking lots) can lead the turtles inland instead, resulting in hatchling deaths. Sea turtles also prefer to nest in darker areas. Restrictions are often put in place to limit light near beaches, including requiring homes and businesses to shield, redirect, or turn off lights. In some areas, conservation groups are seeking to increase the restrictions because there are still some newly hatched sea turtles that move away from the water. There are also residents and businesses seeking to ease restrictions on lighting near beaches. Based on this information, please indicate your level of agreement or disagreement with the following statements.”

Thirty-six percent of respondents strongly agree that the lighting restriction should be strengthened to better protect the sea turtle population, and 29% believe the restriction should remain as it is currently (Figure 26). Forty percent of respondents strongly disagree that the restriction should be lifted.

Figure 26. Lighting restrictions for sea turtles



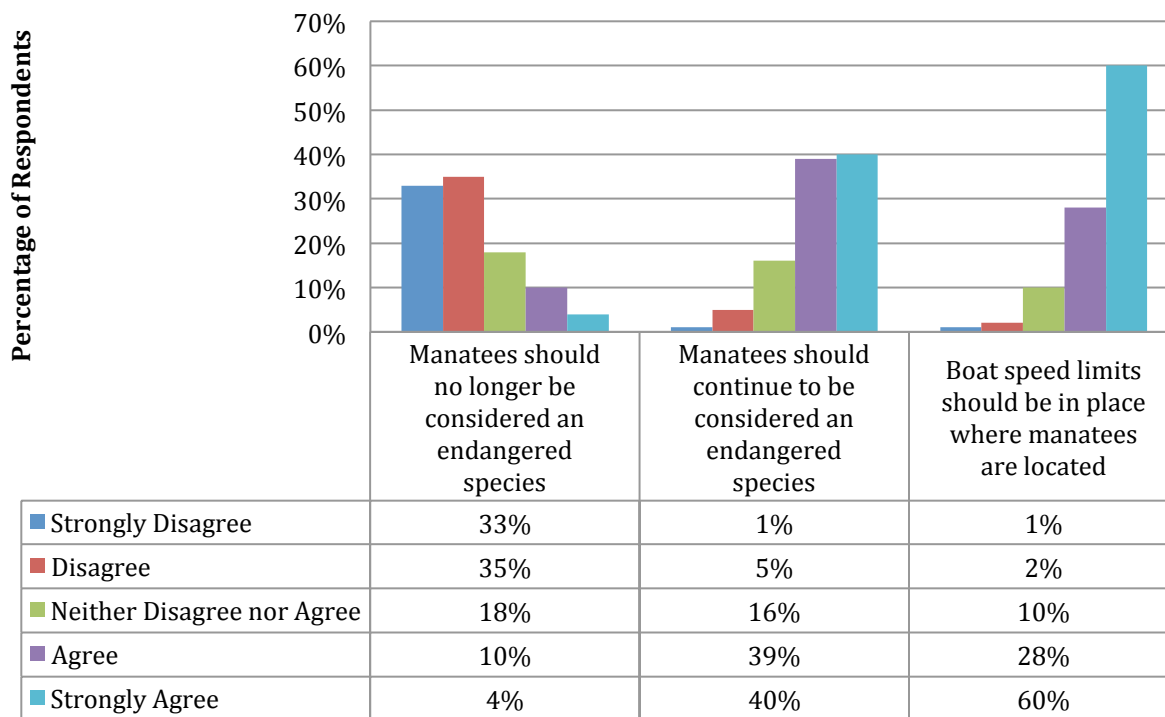
Policies Protecting Manatees

Respondents were given the following description of policies affecting manatees:

“Manatees have been listed as endangered since 1967. The U.S. Fish and Wildlife Service is considering reclassifying manatees as threatened because a report in 2007 by the U.S. Fish and Wildlife Service showed that the population has increased and threats to the manatees have abated. Efforts to protect manatees have included speed limits for boats in certain areas and implementing conservation plans. Despite this report, many experts believe threats are still present including boat collisions as well as water quality (e.g. algae blooms, red tide) and water flow problems (affects their winter refuge). Based on this information, please indicate your level of agreement or disagreement with the following statements.”

Sixty percent of respondents strongly agree that boat speed limits should be in place where manatees are located, 40% strongly agree that manatees should continue to be considered an endangered species, and 33% strongly disagree that manatees should no longer be considered an endangered species (Figure 27).

Figure 27. Policies protecting manatees



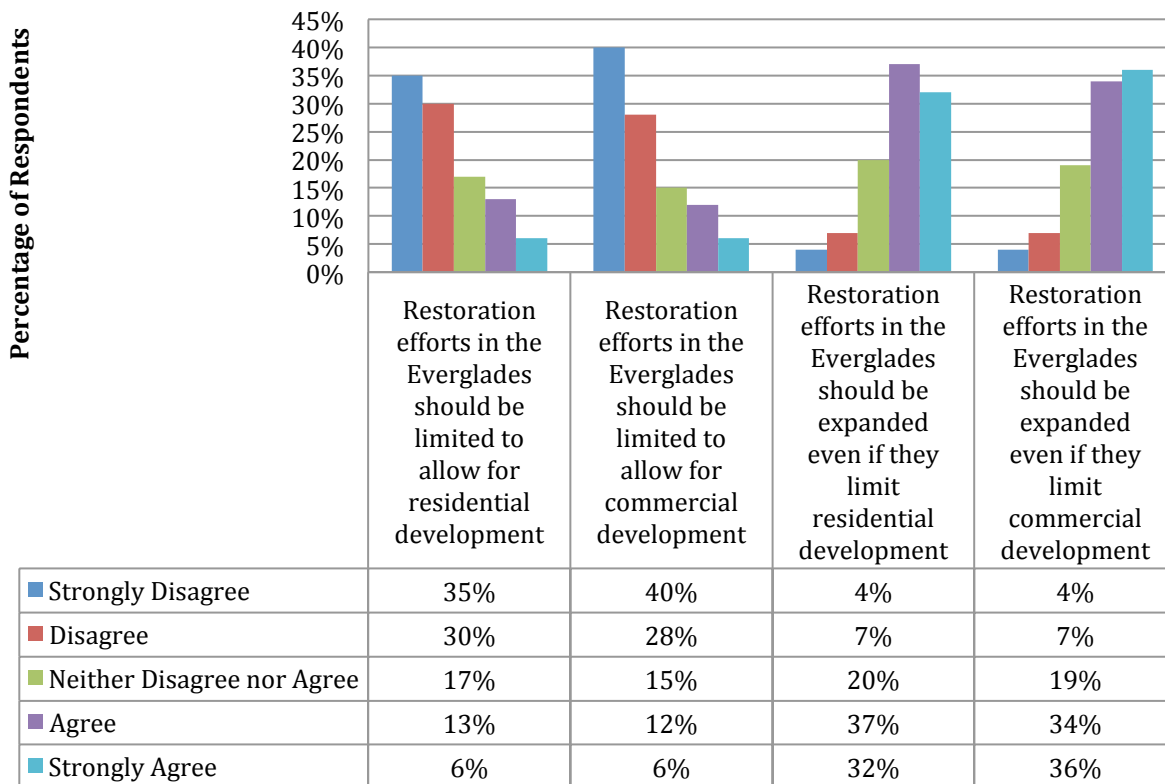
Everglades Restoration Policies

Respondents were given the following description regarding the Everglades Restoration Plan:

“The Comprehensive Everglades Restoration Plan (CERP) is a framework that was implemented in 2000 to restore, protect, and preserve the Florida Everglades. The Everglades are home to many endangered species, including the American crocodile, sea turtles, the Florida panther, and the Florida manatee, among others. Protection of the Everglades may compete with development of urban areas. Based on this information, please indicate your level of agreement or disagreement with the following statements.”

Thirty-six percent of respondents strongly agree that restoration efforts in the Everglades should be expanded even if they limit commercial development, and 32% strongly agree that they should be expanded even if they limit residential development (Figure 28). Forty percent strongly disagree that restoration efforts in the Everglades should be limited to allow for commercial development, and 35% strongly disagree they should be limited to allow for residential development.

Figure 28. Everglades restoration policies



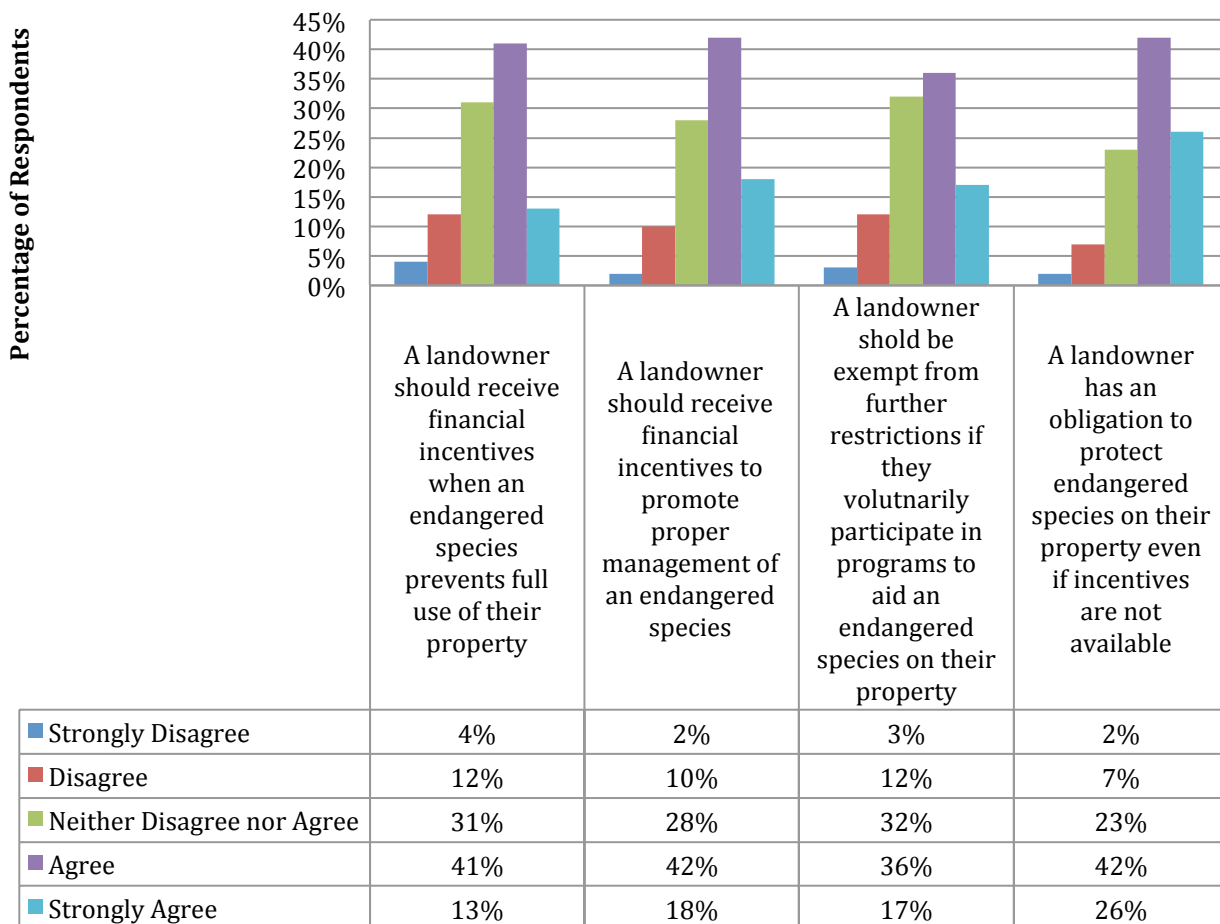
Landowner Rights and Species Protection

Respondents were given the following information regarding landowner rights and species protection:

“Different incentives exist for landowners to protect endangered species on their property. Examples include agreements with government agencies to prevent future restrictions if the landowner voluntarily manages their land to protect an endangered species and tax credits for properly managing habitat for endangered species. Please indicate your level of agreement or disagreement with the following statements about landowner compensation related to endangered species.”

Sixty-eight percent of respondents agreed or strongly agreed that “a landowner has an obligation to protect endangered species on their property even if incentives are not available,” followed by 60% who agreed or strongly agreed that “a landowner should receive financial incentives to promote proper management of endangered species” (Figure 29). Similar amounts of respondents agree or strongly agree “a landowner should receive financial incentives when an endangered species prevents full use of their property” (54%) and “a landowner should be exempt from further restrictions if they voluntarily participate in programs to aid an endangered species on their property” (53%).

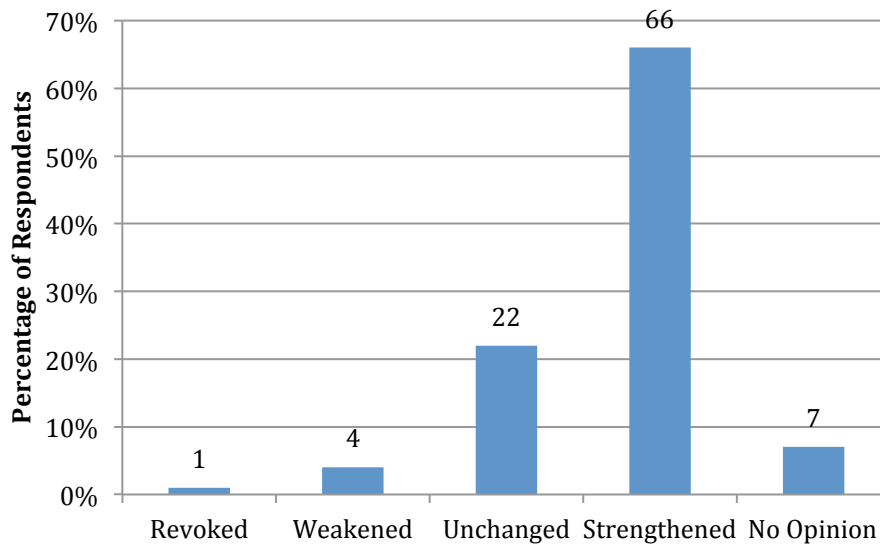
Figure 29. Landowner rights and species protection



Opinions about the Endangered Species Act

Respondents were asked a question about their opinion as to whether the Endangered Species Act should be (1) revoked, (2) weakened, (3) unchanged, (4) strengthened, or (5) no opinion. Two-thirds of respondents indicated they thought the Endangered Species Act should be strengthened (Figure 30).

Figure 30. Changes to the Endangered Species Act



Availability of Wildlife in Florida

Next, respondents were asked to rate how important it is to them to have available and experience wildlife and the outdoors in Florida. Fifty-nine percent of respondents reported it is extremely important to them that “native species are protected from non-native, invasive species” (Table 7). Only 23% of respondents considered it extremely important that “people have the opportunity to hunt in Florida.”

Table 7. Importance of accessing wildlife and ecological areas of Florida

Importance Item	Not at all important	Slightly important	Fairly important	Highly important	Extremely important	Unsure
Native species are protected from non-native, invasive species	1%	3%	11%	24%	59%	2%
Ecologically important habitats and lands in Florida are being conserved	1%	3%	13%	24%	58%	1%
Natural areas exist in Florida for enjoying and experiencing nature	0%	4%	13%	27%	56%	1%
Wildlife exists in Florida	2%	5%	14%	26%	52%	1%
People have the opportunity to view wildlife in Florida	2%	4%	16%	27%	50%	1%
Wildlife populations are being properly managed in Florida	1%	4%	16%	31%	46%	2%
Fish populations are being properly managed in Florida	2%	4%	17%	30%	46%	2%
People have the opportunity to fish recreationally in Florida	4%	7%	24%	29%	35%	1%
People have the opportunity to hunt in Florida	13%	14%	27%	20%	23%	3%

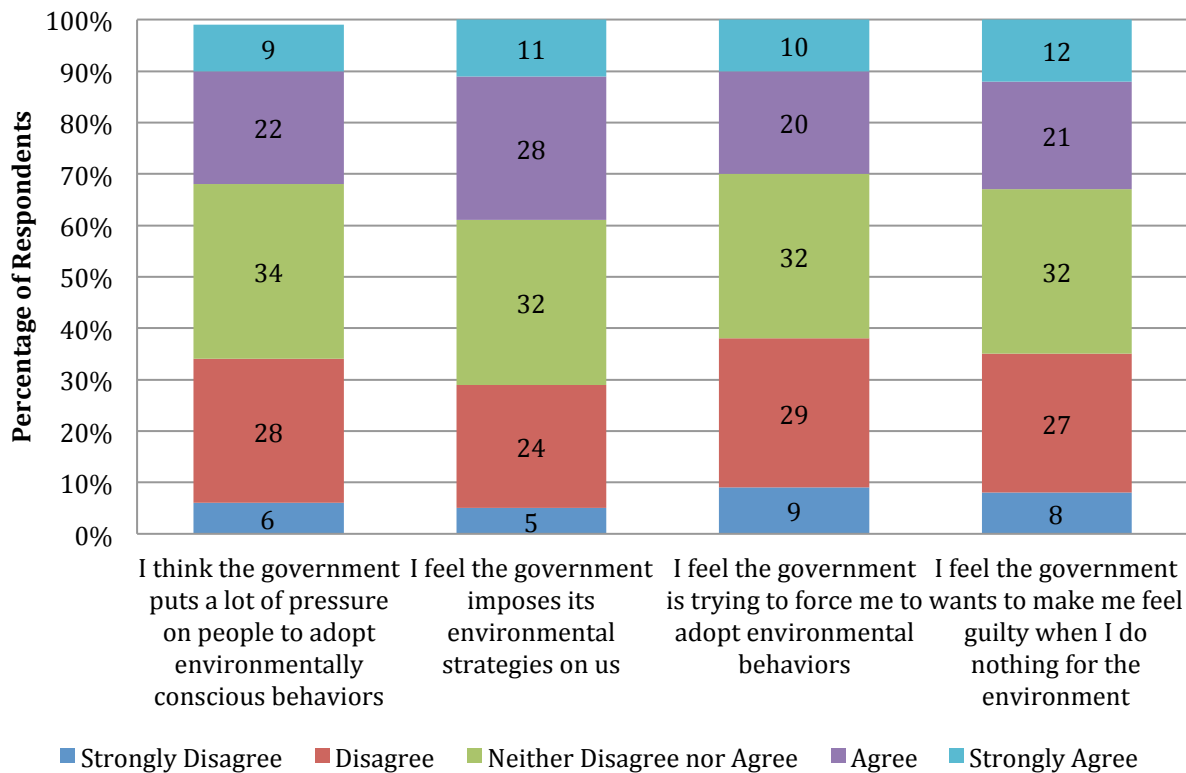
Attitudes toward Government Involvement in Environmental Issues

Respondents were asked to respond to questions aimed at understanding their opinions regarding government control and government support for personal engagement in environmental issues.

Governmental Control

The highest percentage of respondents who agreed or strongly agreed to an item of government control was for the statement “I feel the government imposes its environmental strategies on us” (39%) (Figure 31). The highest level of disagreement or strong disagreement was for the item “I feel the government is trying to force me to adopt environmental behaviors” (38%).

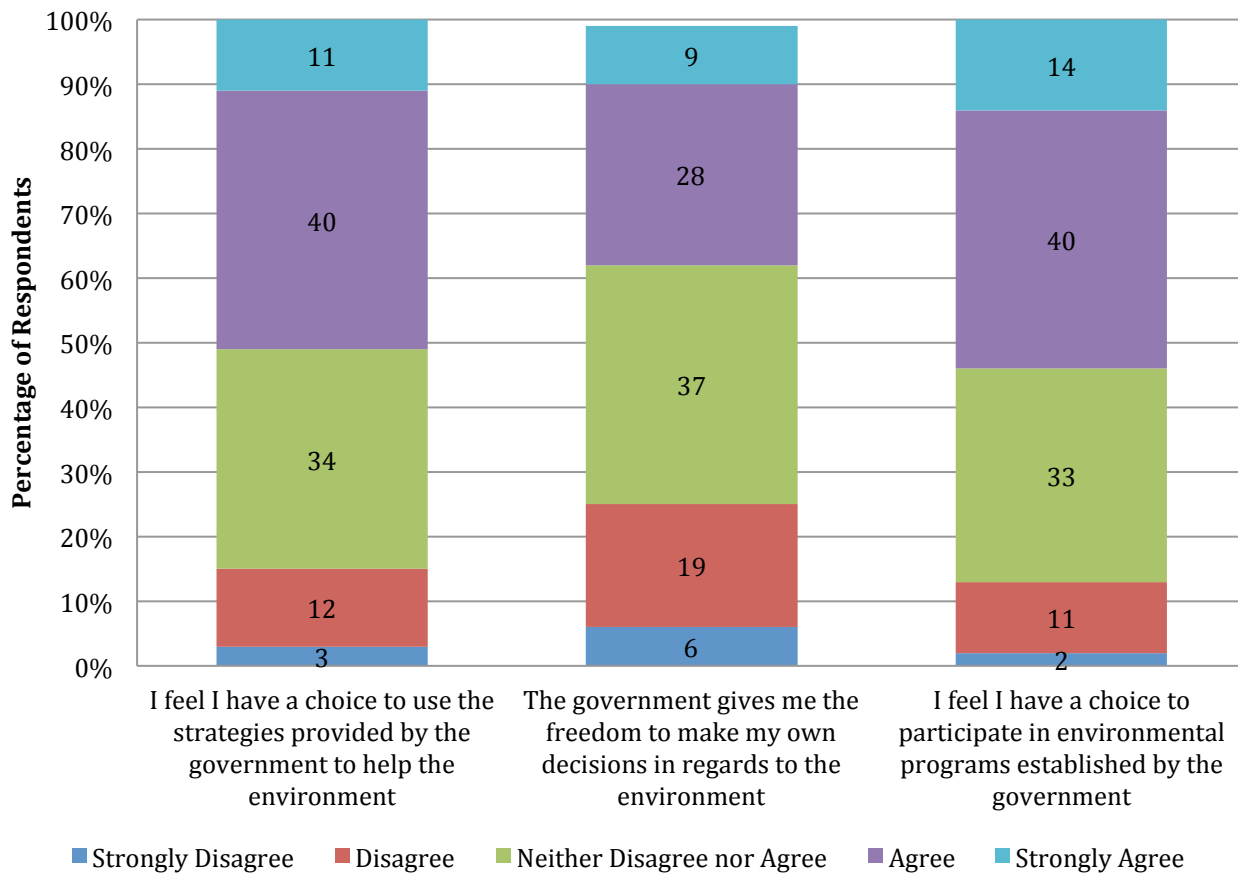
Figure 31. Attitudes toward government control of environmental behaviors



Governmental Support

Several questions were also asked to assess feelings of government support for personally engaging in environmental actions (Figure 32). Fifty-four percent of respondents either agreed or strongly agreed to the statement “I feel I have a choice to participate in environmental programs established by the government,” followed by “I feel I have a choice to use the strategies provided by the government to help the environment” (51%). Only 37% of respondents agreed or strongly agreed “the government gives me the freedom to make my own decisions in regards to the environment.”

Figure 32. Attitudes toward government support for environmental behaviors



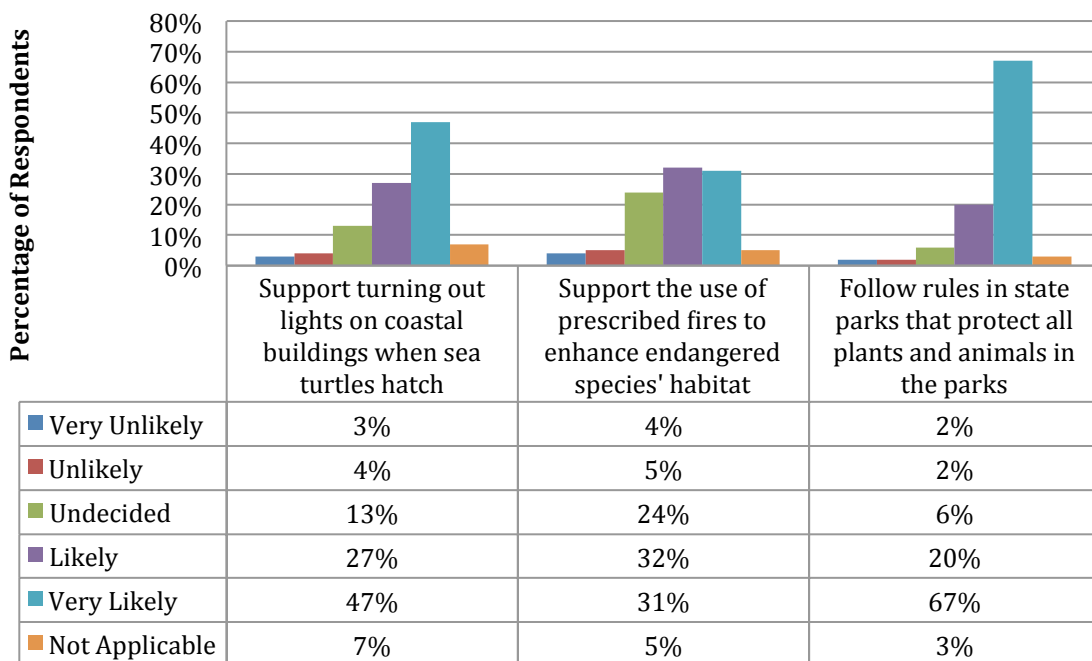
Willingness to engage in specific environmental behaviors

Finally, respondents were asked a series of questions asking their willingness to engage in different behaviors related to the environment. These behaviors included (1) supporting specific policies, (2) engaging in specific purchasing behavior, (3) avoiding environmentally harmful activities, (4) reducing material waste, (5) voting for environmental causes, and (5) engaging in environmental civic behavior.

Willingness to Support Specific Policies

Respondents reported that they were “very likely” to follow rules in state parks (67%) and support turning out lights for coastal buildings when sea turtles hatch (47%) (Figure 33). Fewer than one-third of respondents considered themselves “very likely” to support prescribed fires (31%).

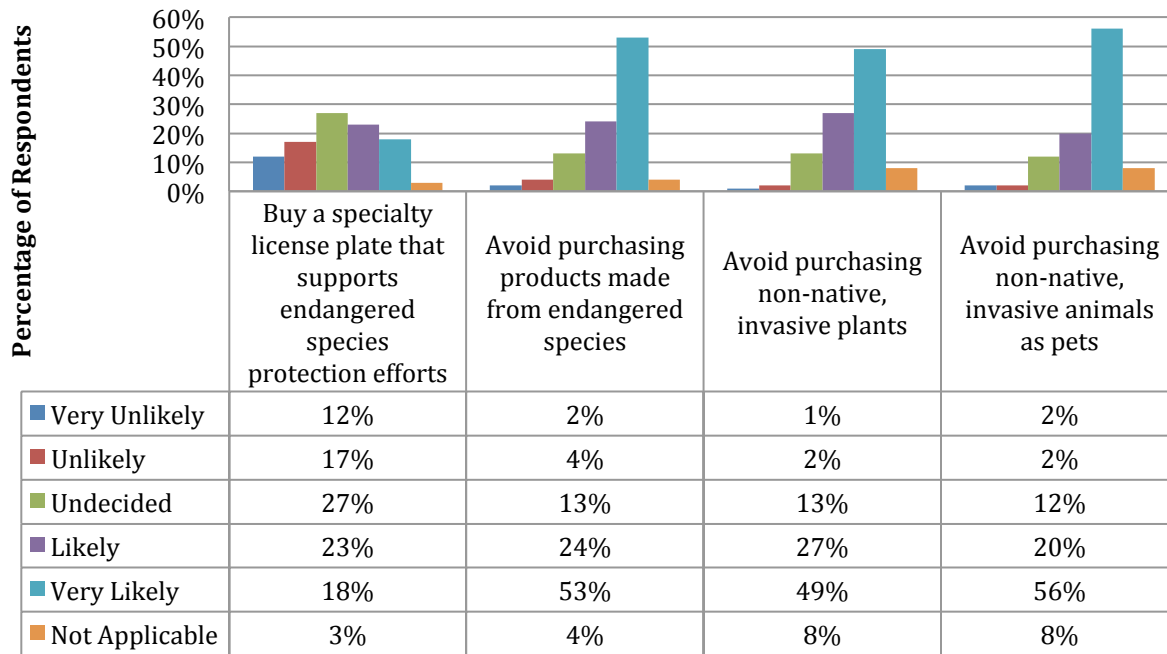
Figure 33. Willingness to support specific policies



Willingness to Engage in Specific Purchasing Behavior

The majority of respondents reported they would be “very likely” to avoid purchasing non-native, invasive animals as pets (56%) and avoid purchasing products made from endangered species (53%). Slightly less than half reported they would be “very likely” to avoid purchasing non-native, invasive plants (49%) and only 18% considered themselves “very likely” to buy a specialty license plate that supports endangered species protection efforts (Figure 34).

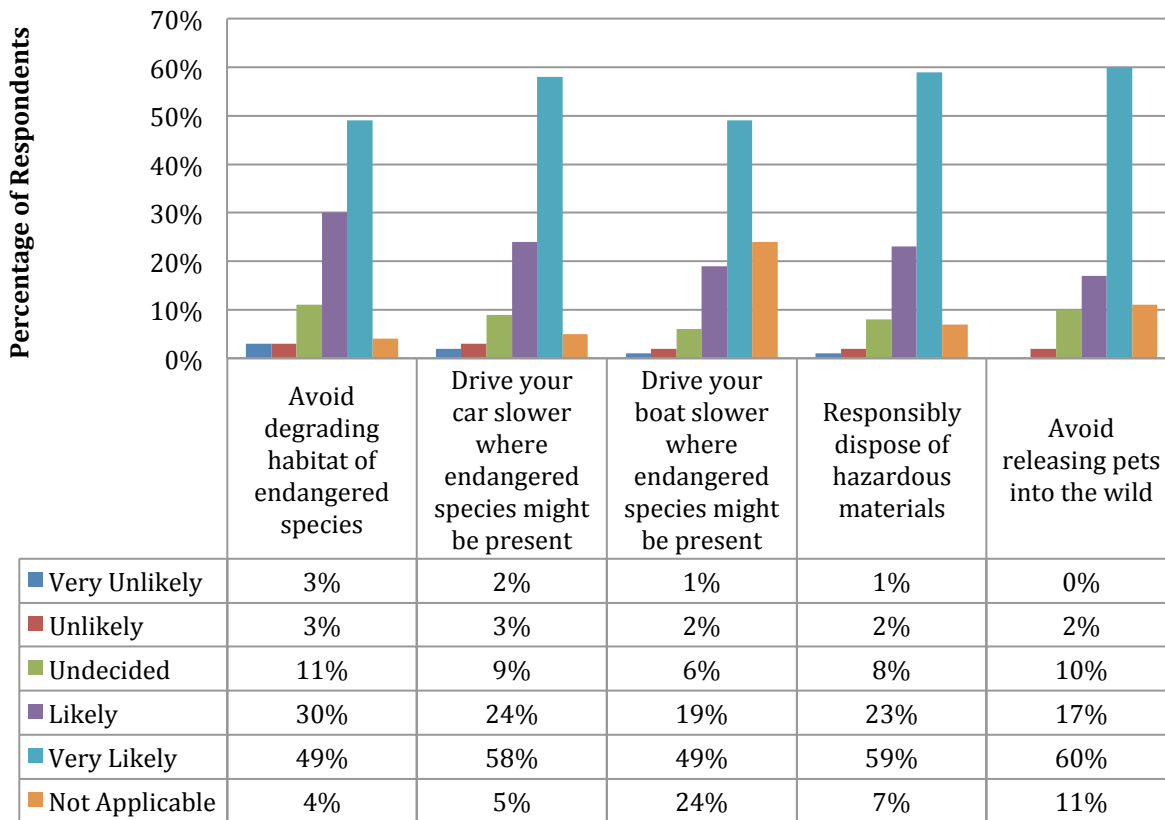
Figure 34. Willingness to engage in specific purchasing behavior



Willingness to Avoid Harmful Activities

Respondents consider themselves “very likely” to avoid harmful activities. Sixty percent were very likely to avoid releasing their pets into the wild, 59% were very likely to responsibly dispose of hazardous materials, and 58% were very likely to drive slower when endangered species might be present (Figure 35).

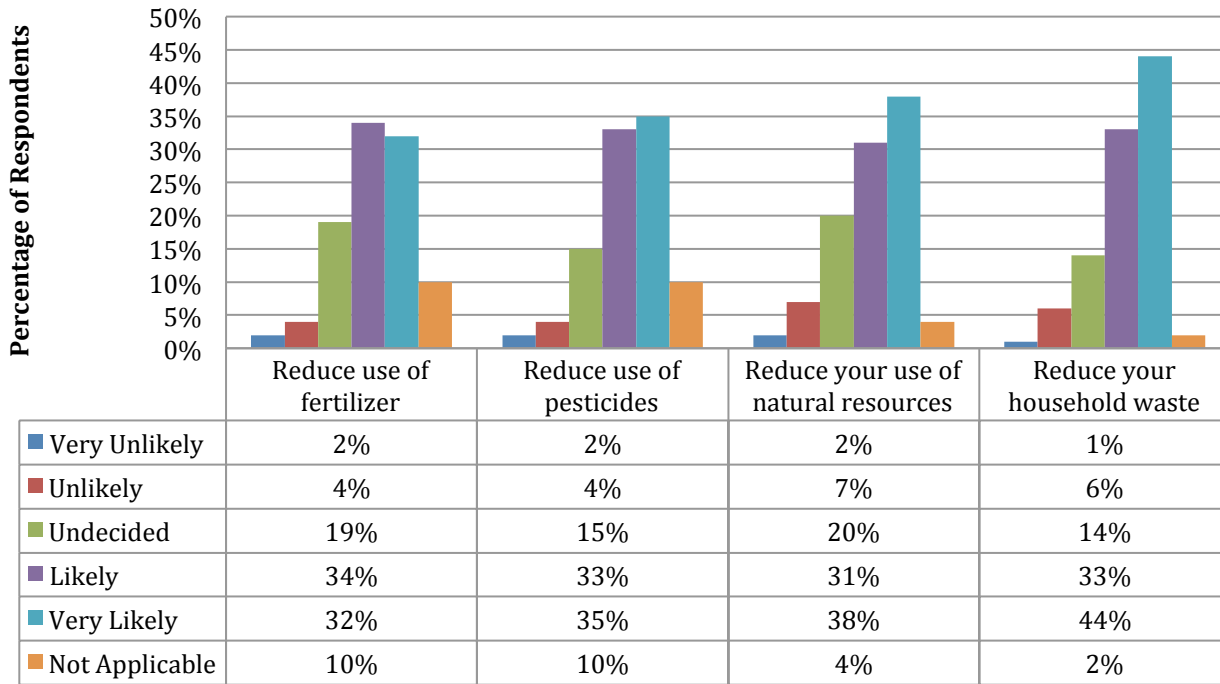
Figure 35. Willingness to avoid harmful activities



Willingness to Reduce Material Use

Respondents were most likely to report willingness to reduce their household waste over reducing material use in other areas. Seventy-seven percent of respondents reported they were likely or very likely to reduce their household waste, compared to 66% who were likely or very likely to reduce their fertilizer use (Figure 36).

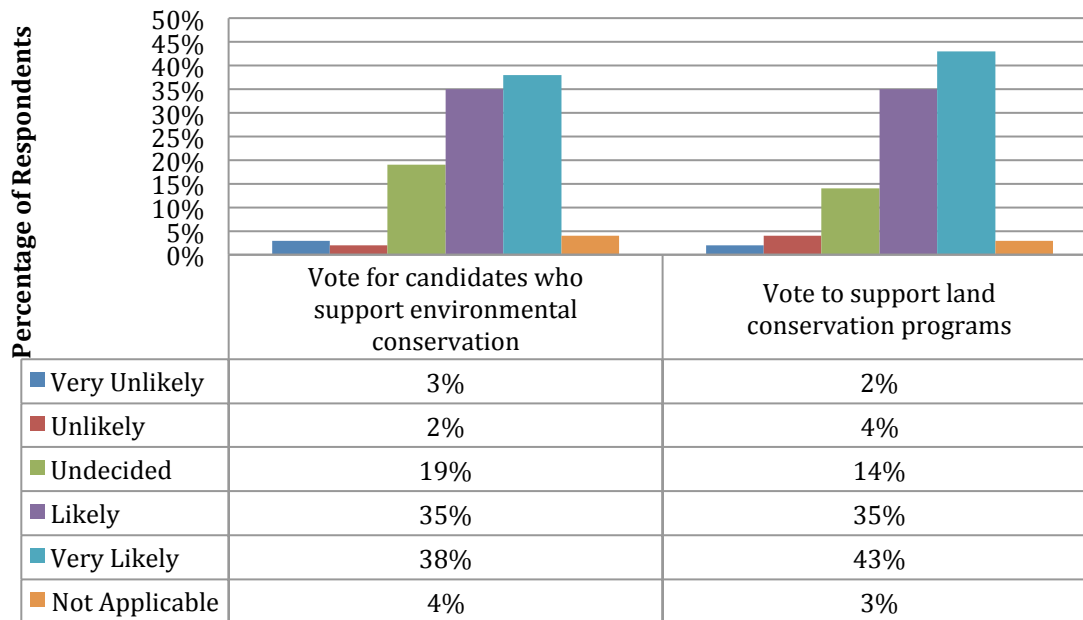
Figure 36. Willingness to reduce material use



Willingness to Vote for Environmental Causes

Respondents expressed a greater likelihood to vote to support land conservation programs (43% reported they were very likely) than candidates who support environmental conservation (38% reported they were very likely) (Figure 37).

Figure 37. Willingness to vote for environmental causes



Willingness to Engage in Environmental Civic Behavior

The civic engagement behavior most likely to be engaged in was visiting museums and zoos to learn about endangered species (38% reported they would be “very likely” to engage in this behavior). Only 14% of respondents reported they would be very likely to join a conservation organization (Figure 38).

Figure 38. Willingness to engage in environmental civic behavior

