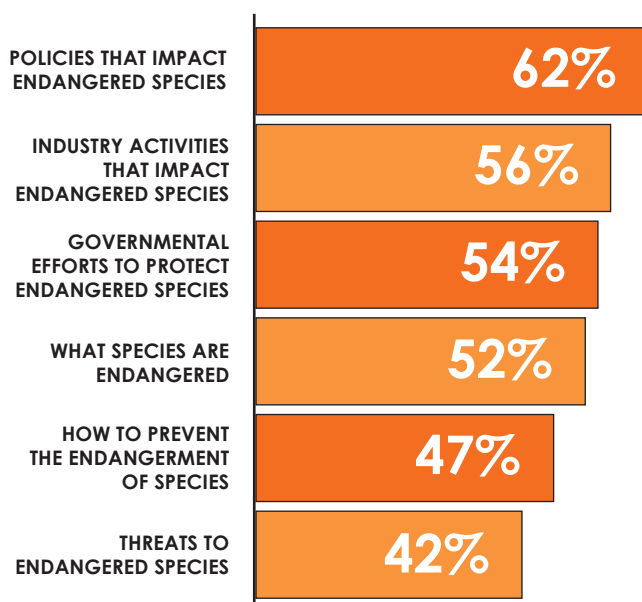


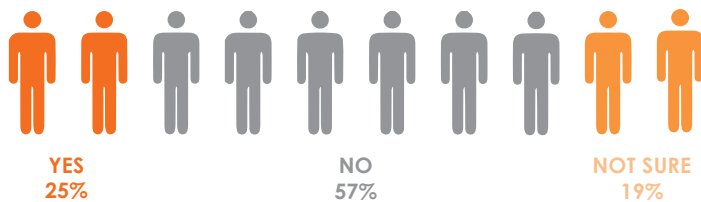
WHAT FLORIDIANS THINK THEY KNOW ABOUT ENDANGERED SPECIES

Biodiversity and ecological health are key issues to Florida, a state rich in natural resources. Nearly 70 percent of Floridians said environmental conservation was highly or extremely important, ranking the issue behind the economy, health care, water, taxes and public education.

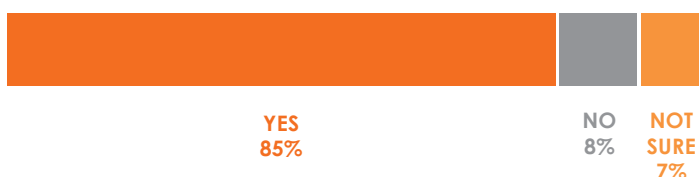
"I DON'T KNOW MUCH ABOUT..."



"I HAVE SEEN NEWS COVERAGE OF ENDANGERED SPECIES IN THE LAST MONTH."



"I WOULD PAY ATTENTION TO NEWS COVERAGE OF ENDANGERED SPECIES."



FLORIDIANS INTERESTED IN LEARNING MORE

State residents don't feel informed about endangered species but are passionate about conserving and protecting plants, animals and their habitats.

Only a quarter of Floridians believed they had seen news coverage of endangered species in the past month, but 85 percent said they would pay attention to future coverage.

More than half of the state residents surveyed didn't know what species were endangered in Florida, while many were also unaware of government, industry or policy impacts on endangered species.

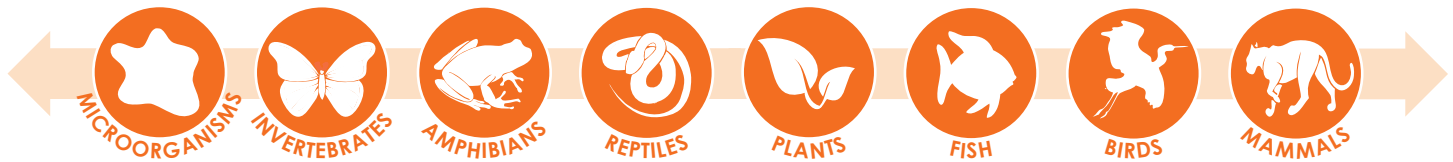
But despite feeling uninformed, Floridians strongly support protecting endangered species. Almost 90 percent of residents would support or strongly support imposing fines on people who harm endangered species, and 88 percent agreed with imposing fines on those who harm habitats of endangered species.

ABOUT OUR SURVEYS

The PIE Center conducts four public opinion surveys every year that focus on issues of key significance to Floridians. The surveys explore what Floridians think about the rights, responsibilities, attitudes and behaviors associated with critical issues such as food production, water quantity and quality, immigration and labor, and endangered and invasive species.

LEAST IMPORTANT
TO CONSERVE

MOST IMPORTANT
TO CONSERVE



STUDY: FLORIDIANS WANT TO PROTECT ALL CREATURES

When respondents were asked to prioritize which native species should be conserved, 90 percent agreed that mammals should be saved, followed by birds at 85 percent and fish and plants at 84 percent. Floridians felt reptiles, amphibians, invertebrates and microorganisms were the least important to protect.

In addition, 79 percent of Floridians agreed that the importance of maintaining a diverse ecosystem was the most important criteria to consider when prioritizing which species to protect. More than 70 percent identified the severity and urgency of the threat to endangered species as major concerns, but fewer than 30 percent prioritized the size, intelligence or attractiveness of the species.

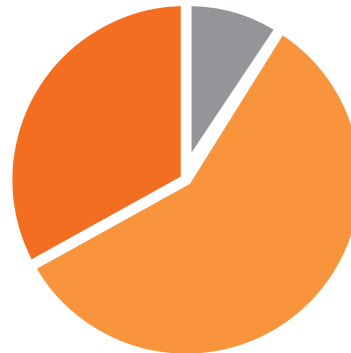
Survey respondents said they were more likely to engage in conservation by donating to organizations and visiting zoos and museums compared to joining an organization.

Floridians also showed mixed results when evaluating current policies and punishments for interfering with endangered species. More than half believed that lighting restrictions protecting sea turtles should be strengthened, while almost 60 percent felt penalties for harming gopher tortoises or their habitat were adequate.



"LIGHTING RESTRICTIONS THAT PROTECT SEA TURTLES SHOULD BE..."

56% STRENGTHENED
6% LIFTED
38% KEPT THE SAME



"PENALTIES FOR HARMING GOPHER TORTOISES SHOULD BE..."

33% STRENGTHENED
9% WEAKENED
58% KEPT THE SAME

"I'M LIKELY TO ENGAGE THE ISSUE BY..."

