



Fall 2011

Research Report

Consumer Trend Panel

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Center for Public Issues Education
IN AGRICULTURE AND NATURAL RESOURCES

UFIFAS

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Background

The state of Florida has a diverse agricultural community, with more than 40,000 commercial operations. The mixture of the state's agricultural and urban communities often causes conflict. To understand what misperceptions exist, it is necessary to measure the public's perceptions at regular intervals. The consumer trend panels have been initiated to gain an understanding into the perceptions of a public that is increasingly detached from agriculture. The panels are intended to be implemented quarterly.

The mission of the Center for Public Issues Education in Agriculture and Natural Resources is to enhance public understanding of issues in agriculture and natural resources through practical research in education, communication, and leadership development. As a part of the PIE Center's strategic goal, the consumer trend panels are intended to gain a basic understanding of the public's perceptions of agriculture and natural resources in Florida.

Methods

Questionnaire

The questionnaire consisted of three components

- 1) Current topics/legislation
- 2) Special topic – A new topic is chosen for each panel. The topic is intended to be timely and relevant but is not necessarily related to current legislation. The target number of questions for the special topic is 10-15. The selection of the questions will depend on the question.
 - a) The special topic for the first panel was sugar
- 3) General opinion of Florida agriculture – a permanent component included on all panels. Provides a scale-based evaluation of agriculture in Florida.

Current Topics/Legislation

The starting point of the panel was determining what issues agricultural opinion leaders believed were the most important issues. To do this, an online survey was administered to the Wedgworth Leadership Institute's Class VIII as a part of the Leadership Tracking Poll. The five most important issues were water, labor, regulation, food safety/food regulation, and land use. Current legislation relating to those topics was found. The four topics chosen for the first panel were

- Requiring E-verify use by private employers in Florida
- Government subsidies for biofuel production
- Transfer of school nutrition programs from Florida Department of Education to the Florida Department of Agriculture and Consumer Services
- Enforcement of numeric nutrient criteria for Florida water by the EPA

To further verify the legislation and topics were part of the Florida agenda, the topics and/or legislation were searched for on LexisNexis. The search terms used were Florida, agriculture, and the topic/legislation (e.g., Florida agriculture immigration).

The results of the searches for the final selected topics were as follows:

- Immigration
 - Florida agriculture immigration – 71 articles

- Regulation/land use
 - Florida agriculture biomass – 15 articles
 - Florida agriculture biofuel – 22 articles
 - Florida agriculture ethanol – 23 articles
- Food safety/Food regulation
 - Florida agriculture school lunch – 38 articles
 - Florida Healthy Schools for Healthy Lives – 67 articles
- Water/regulation
 - Florida Clean Water Act – 77 articles
 - Florida Numeric Nutrient Criteria – 21 articles

Special Topic

A new topic is chosen for each panel. The topic is intended to be timely and relevant but is not necessarily related to current legislation. The special topic for the first panel was sugar. Participants were asked questions relating to awareness and opinions of different issues related to sugar production in Florida.

General Opinion of Florida Agriculture

This is the permanent component of the panel that addresses the public’s general perceptions of agriculture in Florida. This component is intended to track the Florida public’s long-term perceptions of Florida agriculture.

Participants

The target population of the study was all adult, Florida residents. Participants were members of a Survey Sampling International panel. SSI ensures that no members of the panels include duplicates from the same household, excluding roommates. SSI’s North American panel’s size is 1 million households. Panel members are recruited through various online advertisements, such as pop-ups, banners, and text links. SSI provides participants with a link to the survey, and participants click a termination link at the end of the survey to ensure that they have completed the survey.

SSI contacted only members of the panel who lived in Florida, and a question was included in the questionnaire to further verify that all participants lived in Florida.

Results

Demographics

The average age of participants was 50 years old, ranging from 18 to 90 years old. 50.8% of participants were male and 49.2% were female. 86.7% did not have experience with agriculture. 16.9% responded as being from Hispanic, Latino, or Spanish origin. Participants were evenly split between democrats, republicans, and independents. About half of the participants were single without roommates (26.2%) or married, with children (26.2%). 21.5% were married without children. 70.8% of participants reported less than \$80,000 annual household income. The majority had at least a high school education, with 53.2% having some post-secondary degrees. The majority of participants were White.

Political Affiliation	%
Democrat	32.2
Republican	30.6

Independent	30.6
Other	6.7

Living Situation	%
Single without roommates	26.2
Married, with children	26.2
Married, no children	21.5
Single with roommates	10.4
Unmarried partner, no children	9.6
Unmarried partner, with children	6.2

Annual income	%
Less than \$20,000	23.2%
\$20,000-39,999	27.2%
\$40,000-59,999	20.4%
\$60,000-79,999	10.8%
\$100,000 or more	9.6%
\$80,000-99,999	8.8%

Highest level of education	%
No High School Diploma or GED	3.5%

High School Diploma or GED	43.3%
Associate's Degree	21.3%
Bachelor's Degree	18.1%
Master's Degree	10.6%
Professional Degree (for example: MD, JD, & DVM)	2.0%
Doctoral Degree	1.2%

Race	<i>f</i>
White only	218
Black only	20
Other only	11
Asian only	3
White and Native American	2
Native American only	1
White and Asian	1
White and Black	1

E-Verify

E-Verify is a federal program that allows employers to verify that employees are eligible to work in the United States. State Senator John Thrasher introduced an amendment to an immigration bill in the last Florida legislative session to require private employers in Florida to use the E-Verify system. The amendment was not passed.

37.6% of respondents were aware of the issue. Men (48.4%) were more aware of the issue than women (28.0%). Republicans (44.9%) and Independents (44.9%) were more aware of the issue than Democrats (29.3%). Those with agriculture experience (52.9%) were more likely to be aware than those who did not have agriculture experience (35.6%).

The issue was important to participants. Women, Republicans, and those not in agriculture thought it was more important than their counterparts. The participants were willing to vote to support the requirement of E-Verify. Men and Republican were more likely to support its implementation.

How important is the issue of requiring employers in Florida to use the E-Verify system?

	Unimportant (%)	Slightly Unimportant (%)	Neutral (%)	Slightly Important (%)	Important (%)	<i>M</i>
All	5.1	4.3	17.0	17.0	56.5	4.16
Sex						
Male	9.4	4.7	13.4	15.7	56.7	4.06
Female	1.5	3.1	18.5	20.0	56.9	4.26
Political affiliation						
Democrat	4.9	4.9	16.0	21.0	53.1	4.12
Republican	6.6	3.9	10.5	15.8	63.2	4.25
Independent	5.1	3.8	16.7	17.9	56.4	4.17
Other	5.9	0.0	35.3	17.6	41.2	3.88
Agriculture experience						
No	5.0	4.1	16.0	18.3	56.6	4.17
Yes	8.8	2.9	17.6	17.6	52.9	4.03

To what degree are you willing to vote to oppose/support legislation requiring employers in Florida to use the E-Verify system?

	Oppose (%)	Slightly Oppose (%)	Neutral (%)	Slightly Support (%)	Support (%)	<i>M</i>
All	5.4	3.6	23.8	18.1	49.1	4.02
Sex						
Male	6.3	3.9	21.3	14.2	54.3	4.06
Female	5.3	3.8	23.5	21.2	46.2	3.99
Political affiliation						
Democrat	8.6	7.4	22.2	17.3	44.4	3.81
Republican	7.7	2.6	10.3	17.9	61.5	4.23
Independent	1.3	0.0	30.8	19.2	48.7	4.14
Other	5.9	11.8	41.2	17.6	23.5	3.41
Agriculture experience						
No	6.3	4.1	21.6	18.9	49.1	4.00
Yes	3.0	3.0	30.3	12.1	51.5	4.06

Biofuels

Biofuels are plant-based fuel sources. In the United States, much of this is ethanol. Ethanol is made primarily from corn. About 40% of U.S. corn production is for ethanol, though about 1/3 of ethanol corn becomes byproducts used for animal feed. Government subsidies are used to support domestic biofuel production.

63.0% of respondents were aware of the issue. Men (74.6%) were more likely to be aware of the issue than women (52.3%). Independents (68.8%) and Republicans (65.8%) were slightly more aware of the issue than Democrats (60.8%). Those with agriculture experience (75.8%) were more likely to be aware than those without agriculture experience (60.8%).

Participants thought government support of ethanol production was slightly important. Women, Democrats, and those with agriculture experience thought it was more important than their counterparts. For willingness to support or oppose government support of ethanol production, participants were neutral to slightly supportive. Women and Democrats were more supportive than their counterparts.

How important is the issue of continuing government support for ethanol production?

	Unimportant (%)	Slightly Unimportant (%)	Neutral (%)	Slightly Important (%)	Important (%)	<i>M</i>
All	9.0	7.5	25.7	22.0	35.8	3.68
Sex						
Male	15.2	10.4	20.8	20.8	32.8	3.46
Female	3.8	3.8	30.5	24.4	37.4	3.88
Political affiliation						
Democrat	5.1	8.9	21.5	22.8	41.8	3.87
Republican	16.9	5.2	23.4	26.0	28.6	3.44
Independent	7.7	9.0	29.5	16.7	37.2	3.67
Other	5.9	0.0	29.4	35.3	29.4	3.82
Agriculture experience						
No	10.5	6.4	26.9	21.0	35.2	3.64
Yes	0.0	12.1	21.2	33.3	33.3	3.88

To what degree are you willing to vote to oppose/support legislation to continue government support for ethanol production?

	Oppose (%)	Slightly Oppose (%)	Neutral (%)	Slightly Support (%)	Support (%)	M
All	14.5	9.3	26.8	21.6	27.9	3.39
Sex						
Male	19.2	13.6	22.4	21.6	23.2	3.16
Female	10.6	5.3	31.1	22.0	31.1	3.58
Political affiliation						
Democrat	12.5	11.3	20.0	23.8	32.5	3.53
Republican	20.8	9.1	23.4	23.4	23.4	3.19
Independent	15.4	10.3	30.8	15.4	28.2	3.31
Other	0.0	0.0	47.1	41.2	11.8	3.65
Agriculture experience						
No	13.6	9.5	27.7	21.4	27.7	3.40
Yes	18.2	9.1	21.2	27.3	24.2	3.30

Healthy Schools for Healthy Lives Act

The Healthy Schools for Healthy Lives Act moved control of school nutrition programs from the Florida Department of Education to the Florida Department of Agriculture and Consumer Services. All state-level food and nutrition programs are now the responsibility of the Florida Department of Agriculture and Consumer Services.

36.8% of respondents were aware of the issue. Women (38.9%) were slightly more likely to be aware of the issue than men (35.9%). Independents (41.0%) were slightly more aware of the issue than Democrats (36.6%) and Republicans (35.9%). Those with agriculture experience (47.1%) were more likely to be aware than those without agriculture experience (36.5%).

Participants thought the transfer was slightly important. Women and Democrats thought it was more important than their counterparts. Participants were neutral to slightly willing to vote to support the legislation. Females and Independents were more likely to support the legislation.

How important is the issue of transferring control of school nutrition programs to the Florida Department of Agriculture

and Consumer Services?

	Unimportant (%)	Slightly Unimportant (%)	Neutral (%)	Slightly Important (%)	Important (%)	<i>M</i>
All	5.3	8.7	34.8	20.5	30.7	3.63
Sex						
Male	6.3	12.6	38.6	24.4	18.1	3.35
Female	3.1	5.4	32.3	16.2	43.1	3.91
Political affiliation						
Democrat	2.4	8.5	32.9	19.5	36.6	3.79
Republican	6.5	11.7	39.0	14.3	28.6	3.47
Independent	3.9	7.8	35.1	24.7	28.6	3.66
Other	11.8	5.9	35.3	23.5	23.5	3.41
Agriculture experience						
No	4.5	8.2	36.4	20.0	30.9	3.65
Yes	5.9	11.8	32.4	23.5	26.5	3.53

To what degree are you willing to vote to oppose/support legislation transferring control of school nutrition programs to the Florida Department of Agriculture and Consumer Services?

	Oppose (%)	Slightly Oppose (%)	Neutral (%)	Slightly Support (%)	Support (%)	<i>M</i>
All	8.3	6.0	42.9	17.3	25.6	3.46
Sex						
Male	9.4	3.1	50.8	19.5	17.2	3.32
Female	6.9	7.6	36.6	14.5	34.4	3.62
Political affiliation						

Democrat	9.8	8.5	37.8	19.5	24.4	3.40
Republican	7.7	7.7	44.9	16.7	23.1	3.40
Independent	7.7	1.3	44.9	16.7	29.5	3.59
Other	5.9	0.0	58.8	11.8	23.5	3.47
Agriculture experience						
No	7.2	5.9	43.2	18.5	25.2	3.49
Yes	14.7	2.9	47.1	8.8	26.5	3.29

Numeric Nutrient Criteria

The United States Environmental Protection Agency (EPA) is requiring the state of Florida to adopt numeric nutrient criteria to assess levels of substances, such as phosphorous and nitrogen, that are considered indicators of water quality. The EPA is enforcing the adoption of numeric nutrient criteria because of a lawsuit filed by non-government environmental organizations. The former attorney general and former commissioner of agriculture sued to block the enforcement of the policy.

24.7% of respondents were aware of the issue. Men (26.4%) were slightly more likely to be aware of the issue than women (23.7%). Independents (29.9%) were slightly more aware of the issue than Democrats (25.9%) and Republicans (23.7%). Those with agriculture experience (33.3%) were slightly more aware than those without experience (24.2%).

Participants thought the implementation of numeric nutrient criteria was slightly important. Females and Democrats thought it was more important than their counterparts. Participants were slightly willing to vote to support the implementation of numeric nutrient criteria. Females and Democrats were more supportive than their counterparts.

How important is the issue of requiring numeric nutrient criteria to assess water quality in Florida?

	Unimportant (%)	Slightly Unimportant (%)	Neutral (%)	Slightly Important (%)	Important (%)	<i>M</i>
All	3.5	3.5	34.1	19.4	39.5	3.88
Sex						
Male	4.8	6.3	30.2	23.8	34.9	3.78
Female	2.3	0.8	37.5	15.6	43.8	3.98
Political						

affiliation

Democrat	3.7	1.2	30.9	13.6	50.6	4.06
Republican	4.1	8.1	31.1	23.0	33.8	3.74
Independent	2.6	2.6	37.2	20.5	37.2	3.87
Other	5.9	0.0	41.2	23.5	29.4	3.71

Agriculture
experience

No	3.7	2.8	34.4	19.3	39.9	3.89
Yes	3.0	6.1	30.3	24.2	36.4	3.85

To what degree are you willing to vote to oppose/support legislation requiring numeric nutrient criteria to assess water quality in Florida?

	Oppose (%)	Slightly Oppose (%)	Neutral (%)	Slightly Support (%)	Support (%)	<i>M</i>
All	6.2	5.8	36.0	15.9	36.0	3.70
Sex						
Male	8.9	8.9	32.3	19.4	30.6	3.54
Female	3.8	3.1	39.2	13.1	40.8	3.84
Political affiliation						
Democrat	7.5	3.8	30.0	16.3	42.5	3.83
Republican	9.2	5.3	31.6	21.1	32.9	3.63
Independent	2.6	9.1	10.3	13.0	35.1	3.69
Other	5.9	5.9	28.8	5.9	23.5	3.35
Agriculture experience						
No	5.9	5.0	36.8	16.8	35.5	3.71
Yes	6.3	12.5	28.1	12.5	40.6	3.69

Sugar

In the United States, about half of the sugar produced is from sugarcane and half is from sugar beets. Florida, Hawaii, Louisiana, Puerto Rico, and Texas are the only states that produce sugarcane. Florida accounts for about half of U.S. sugarcane. About 20% of the sugar consumed in the U.S. is imported.

37.5% were aware of sugar being used as a biofuel crop. Men (49.6%) were more likely to be aware of it than women (26.5%). Independents (50.6%) were more aware than Democrats (35.4%) and Republicans (32.1%). Those with agriculture experience (55.9%) were more aware than those without agriculture experience (35.7%).

63.2% thought sugarcane should be used as a biofuel crop. Men (69.0%) were more likely to think sugarcane should be used as a biofuel crop than women (57.3%). Independents (72.4%) were more likely to think sugarcane should be used as a biofuel crop than Democrats (63.4%) and Republican (53.8%). Those with agriculture experience (79.4%) were more likely to support than those without agriculture experience (60.5%).

41.2% were aware of tariffs being placed on sugar imported into the United States. Men (49.6%) were more aware of the tariffs being placed on imported sugar than women (32.8%). Republicans (46.2%) and Independents (44.2%) were more aware than Democrats (36.6%). Those with agriculture experience (61.8%) were more aware than those without agriculture experience (37.6%).

51.7% either do or would support tariffs on imported sugar. Men (57.8%) were more likely to support tariffs than women (46.5%). Republicans (58.4%) were more likely to support tariffs than Democrats (50.6%) and Independents (47.4%). Those with agriculture experience (52.9%) and those without agriculture experience (52.3%) were equally in support of the tariffs.

44.9% were aware of the state of Florida purchasing land from United States Sugar Corporation for restoration of the Everglades. Men (56.7%) were more aware of this than women (33.1%). Republicans (48.7%) and Democrats (48.1%) were slightly more aware than Independents (41.6%). Those with agriculture experience (58.8%) were more aware of the buyout than those without agriculture experience (42.9%).

64.3% supported the buyout of US Sugar land for restoration of the Everglades. Men (65.1%) were slightly more likely than women (63.8%) to support the buyout. Independents (69.3%) and Democrat (67.9%) were slightly more likely than Republicans (58.4%) to support the buyout. Those with agriculture experience (66.7%) and those without agriculture experience (64.5%) supported the buyout about equally.

54.3% were aware of proposals to reopen trade with Cuba. Men (66.7%) were more likely to be aware of the proposals than women (42.3%). Republicans (55.1%) and Democrats (55.0%) were slightly more likely to be aware of the proposals than Independents (50.6%). Those with agriculture experience (67.6%) were more aware than those without agriculture experience (52.5%).

60.0% supported reopening trade with Cuba. Men (71.9%) were more likely to support reopening trade than women (48.5%). Democrats (68.3%) were more likely to support reopening trade than Independents (57.7%) and Republicans (48.7%). Those without agriculture experience (60.2%) were slightly more likely to support reopening trade than those with agriculture experience (55.9%).

Perceptions of agriculture in Florida

What are your perceptions of agriculture in Florida?

The participants had generally favorable views of agriculture, particularly in terms of agriculture being important and beneficial. Men and women held similar views. Republicans held slightly more favorable views than Democrats and Independents. Those with agriculture experience were more likely to view agriculture as important and beneficial, but those without agriculture were more likely to view agriculture as ethical and good.

	Bad				Good		<i>M</i>
All	1.2	3.5	34.6	31.5	29.2	3.84	
Sex							
Male	2.3	3.1	28.9	35.9	29.7	3.88	
Female	0.0	3.9	40.3	27.1	28.7	3.81	
Political affiliation							
Democrat	1.2	3.7	37.0	27.2	30.9	3.83	
Republican	1.3	2.6	30.3	35.5	30.3	3.91	
Independent	1.3	3.8	34.6	30.8	29.5	3.83	
Other	0.0	0.0	41.2	41.2	17.6	3.76	
Agriculture experience							
No	0.0	3.2	38.4	30.1	28.3	3.84	
Yes	8.8	5.9	14.7	41.2	29.4	3.76	

	Unethical				Ethical		<i>M</i>
All	2.0	7.6	36.9	33.7	19.7	3.61	
Sex							
Male	4.0	9.7	33.1	33.1	20.2	3.56	
Female	0.0	5.6	40.8	34.4	19.2	3.67	
Political affiliation							

Democrat	3.7	8.6	33.3	30.9	23.5	3.62
Republican	0.0	9.6	28.8	43.8	17.8	3.70
Independent	2.7	6.8	40.5	31.1	18.9	3.57
Other	0.0	0.0	68.8	12.5	18.8	3.50
Agriculture experience						
No	0.5	7.5	38.0	35.2	18.8	3.64
Yes	12.1	6.1	33.3	24.2	24.2	3.42

	Unimportant				Important	M
All	0.0	1.6	22.7	25.1	50.6	4.25
Sex						
Male	0.0	0.8	24.6	26.2	48.4	4.22
Female	0.0	2.4	20.8	24.0	52.8	4.27
Political affiliation						
Democrat	0.0	1.3	20.8	26.0	51.9	4.29
Republican	0.0	0.0	21.9	24.7	53.4	4.32
Independent	0.0	2.7	28.0	16.0	53.3	4.20
Other	0.0	0.0	17.6	47.1	35.3	4.18
Agriculture experience						
No	0.0	1.4	23.7	27.0	47.9	4.21
Yes	0.0	3.1	18.8	12.5	65.6	4.41

	Not Beneficial				Beneficial		<i>M</i>
All	0.4	1.6	21.7	28.5	47.8	4.22	
Sex							
Male	0.8	0.8	20.2	29.8	48.4	4.24	
Female	0.0	2.3	23.3	27.1	47.3	4.19	
Political affiliation							
Democrat	1.3	1.3	22.5	25.0	50.0	4.21	
Republican	0.0	1.3	18.4	25.0	55.3	4.34	
Independent	0.0	2.7	25.3	28.0	44.0	4.13	
Other	0.0	0.0	17.6	47.1	35.3	4.18	
Agriculture experience							
No	0.5	1.4	23.6	29.6	44.9	4.17	
Yes	0.0	2.9	11.8	20.6	64.7	4.47	

	Negative				Positive		<i>M</i>
All	2.0	3.6	30.1	30.5	33.7	3.90	
Sex							
Male	3.2	6.4	26.4	26.4	37.6	3.89	
Female	0.8	0.8	33.9	34.7	29.8	3.92	
Political affiliation							
Democrat	3.7	2.5	25.9	37.0	30.9	3.89	
Republican	1.4	4.1	28.4	25.7	40.5	4.00	
Independent	1.3	5.3	33.3	26.7	33.3	3.85	

Other	0.0	0.0	26.7	46.7	26.7	4.00
Agriculture experience						
No	0.9	3.8	31.6	31.6	32.1	3.90
Yes	9.1	3.0	21.2	24.2	42.4	3.88

Conclusions

The survey was completed by relatively equal portions of Democrats, Republicans, and Independents. There were individuals from a mix household compositions who completed the survey. The majority of participants were from households with less than \$80,000 annually. The majority of participants had a post-secondary degree. The majority of participants were White.

The majority of participants were not aware of E-verify. Men, Republicans and Independents, and those with agriculture experience were more likely to be aware of it than Women, Democrats, and those without agriculture experience, respectively. Participants generally thought the issue was important and were willing to vote to support the legislation. Men and Republicans were more likely to think the issue was important and be willing to support it than their counterparts.

The majority of participants were aware of government support of biofuel production, with men, Independents and Republicans, and those with agriculture experience being more likely to be aware of the issue. Participants thought it was slightly important, and women, Democrats, and those with agriculture experience were more likely to think it was important than their counterparts. The participants generally were neutral to slightly supportive of government support of ethanol production. Females and Democrats were more supportive than their counterparts.

The majority of participants were unaware of the transfer of school lunch programs from the Department of Education to the Department of Agriculture and Consumer Services. Those with agriculture experience were more likely to be aware than those without agriculture experience. Participants thought the issue was slightly important, with women and Democrats being more likely to think it was important than their counterparts. Participants were generally neutral to slightly supportive of the legislation. Females, Independents, and those without agriculture experience were more supportive than their counterparts.

The majority of participants were unaware of the numeric nutrient criteria issue. The participants thought the issue was slightly important, with females and Democrats thinking it was more important than their counterparts. Females and Democrats were more supportive of the enforcement of numeric nutrient criteria than their counterparts.

Women, Republicans, Democrats, and those without agriculture experience were less aware of the issues than their counterparts. With the exceptions of Republicans, these same groups were also more likely to think the issues were more important than their counterparts. Women and those without agriculture experience were more likely to support the issues presented in the questionnaire.

The majority of participants were not aware that sugar was used as a biofuel crop. Men, Independents, and those with agriculture experience were more aware than their counterparts. The participants supported sugarcane being used as a biofuel crop, with men, Independents, and those with agriculture experience being more likely to support than their counterparts.

The majority of participants were unaware that tariffs were placed on imported sugar. Men, Republicans and Independents, and those with agriculture experience were more likely to be aware than their counterparts. About half support tariffs on imported sugar, with Men and Republicans being more likely to support tariffs than their counterparts.

About half of the participants were aware of proposals to reopen trade with Cuba. Men, Republicans and Democrats, and those with agriculture experience were more aware than their counterparts. The majority of participants supported reopening trade with Cuba, with men and Democrats being more likely to support reopening trade than their counterparts.

Participants held generally favorable views of agriculture in Florida. Those with agriculture experience were more likely to perceive agriculture as beneficial and important but less likely to view it as ethical and good than those without agriculture experience. Men and women held equally favorable views of agriculture in Florida. Republicans, Democrats, and Independents held similarly favorable views also.

Recommendations

- Due to lower levels of awareness, women, Republicans, Democrats, and those without agriculture experience need to be targeted in communications relating to agriculture and natural resources issues.
- Women and those without agriculture experience were less aware than their counterparts, but there were more likely to perceive the issues as important and support the issues. It should be determined if there is a causal relationship between awareness, perceived importance, and support of issues.
- For the sugar-related questions, men were more likely to be aware of the issues and support them than women. Women need to be targeted more in communications related to the sugarcane industry in Florida.
- For the sugar-related questions, those with agriculture experience were more likely to be aware of the issues than those without agriculture experience. While this is not unexpected, the general public needs to receive more communications about the sugarcane industry in Florida.