



HOW THE POLL WAS CONDUCTED

This poll was conducted by Mason-Dixon Polling & Research, Inc. of Washington, D.C. from August 9 through August 11, 2010. A total of 625 registered voters were interviewed statewide by telephone. All stated they vote regularly in state elections.

Those interviewed were selected by the random variation of the last four digits of telephone numbers. A cross-section of exchanges was utilized and quotas were assigned to reflect voter turn-out by county.

The margin for error, according to standards customarily used by statisticians, is no more than plus or minus 4 percentage points. This means that there is a 95 percent probability that the "true" figure would fall within that range if all voters were surveyed. The margin for error is higher for any subgroup, such as a gender or party grouping.

QUESTION: Would you support or oppose enacting stricter EPA water quality regulations in Florida if it resulted in a \$700 increase in your annual water bill?

	<u>STATE</u>	<u>MEN</u>	<u>WOMEN</u>	<u>DEM</u>	<u>REP</u>	<u>IND</u>
SUPPORT	23%	21%	24%	30%	14%	28%
OPPOSE	61%	64%	59%	51%	74%	55%
UNDECIDED	16%	15%	17%	19%	12%	17%

	<u>STATE</u>	<u>NO</u>	<u>CT</u>	<u>TB</u>	<u>SW</u>	<u>SE</u>
SUPPORT	23%	19%	24%	22%	21%	26%
OPPOSE	61%	67%	59%	62%	64	57%
UNDECIDED	16%	14%	17%	16%	15%	17%

QUESTION: If a candidate supported enacting new water quality regulations that increased your annual water bill by \$700, would that make you:

Much more likely to vote for them	3%
Somewhat more likely to vote for them	6%
Somewhat less likely to vote for them	19%
Much less likely to vote for them	40%
Or, would it have no effect on your vote	27%
Not Sure (NOT READ)	5%

DEMOGRAPHICS :

PARTY REGISTRATION:

Democrat	276 (44%)
Republican	245 (39%)
Independent or Other	104 (17%)

AGE:	18-34	85 (14%)
	35-49	158 (25%)
	50-64	176 (28%)
	65+	204 (33%)
	Refused	2 -

RACE/ETHNICITY:

White/Caucasian	463 (74%)
Black/African American	77 (12%)
Hispanic or Cuban	74 (12%)
Other/Refused	11 (2%)

SEX:	Male	303 (48%)
	Female	322 (52%)

REGION:	North Florida	120 (19%)
	Central Florida	130 (21%)
	Tampa Bay	115 (18%)
	Southwest Florida	70 (11%)
	Southeast Florida	190 (30%)