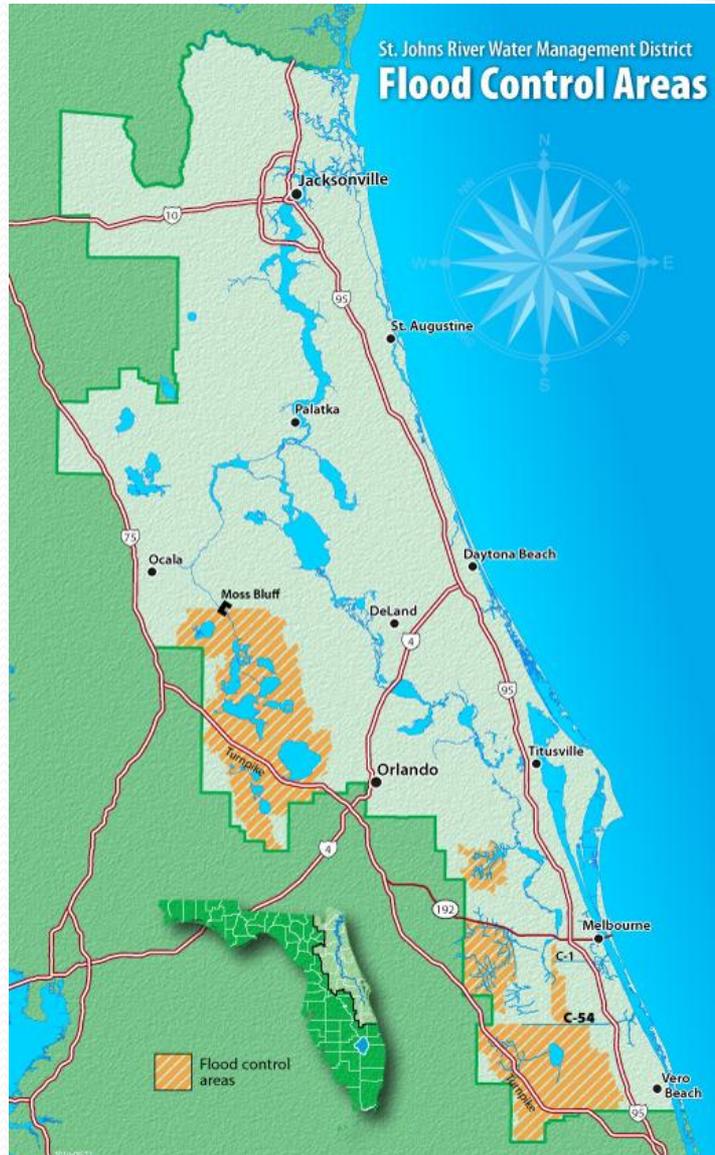


St. Johns River Poll: Fall 2012

- Why: Disconnect between city leaders and citizens regarding their perception of the St. Johns River
- How: Telephone survey, landline and mobile, RDD, 379 completed interviews (+/- 5%)
- When: November 10-18, 2012
- Where: Jacksonville Metro Area (Duval, Clay, St. Johns counties), Upper Basin (Putnam, Volusia, Seminole, Brevard)

St. Johns River Water Management District Flood Control Areas



Which of the following is the biggest problem facing your local community at the present time?

	Total	Jacksonville	Upper
Creating Jobs	58%	58%	58%
Improving schools	15%	13%	15%
Protecting the environment	4%	2%	5%
Reducing crime	18%	20%	15%
Don't know	5%	7%	7%

Overall, which of the following do you consider to be the more important asset to the Jacksonville area (Asked only if area code 904)

	Total
The St. Johns River	28%
The Jacksonville Jaguars	8%
The Navy bases at Jacksonville and Mayport	63%
Don't know	1%

Thinking about the past year, please tell me how often you have enjoyed the following activities on or along the St. Johns River: Fishing

	Total	Jacksonville	Upper
Once a week	3%	4%	3%
Once a month	8%	9%	7%
Once a year	14%	16%	12%
Not at all	75%	71%	78%

Thinking about the past year, please tell me how often you have enjoyed the following activities on or along the St. Johns River: Boating, Canoeing, Kayaking, Jet Skiing

	Total	Jacksonville	Upper
Once a week	4%	6%	3%
Once a month	11%	11%	12%
Once a year	15%	20%	10%
Not at all	70%	63%	75%

Thinking about the past year, please tell me how often you have enjoyed the following activities on or along the St. Johns River: Swimming

	Total	Jacksonville	Upper
Once a week	2%	2%	1%
Once a month	5%	5%	6%
Once a year	3%	4%	3%
Not at all	90%	89%	90%

Thinking about the past year, please tell me how often you have enjoyed the following activities on or along the St. Johns River: Hunting or Observe Wildlife

	Total	Jacksonville	Upper
Once a week	12%	15%	9%
Once a month	16%	18%	15%
Once a year	10%	10%	10%
Not at all	62%	57%	66%

Which of the following statements do you think best describes the health of the St. Johns River

	Total	Jacksonville	Upper
Polluted river not worth saving	3%	3%	3%
Degraded River which needs a major cleanup	35%	52%	21%
River in good condition, needs improvement in some areas	52%	41%	61%
Don't know	10%	4%	15%

What do you see as the biggest source of pollution in the St. Johns River?

	Total	Jacksonville	Upper
Industrial and commercial activity	22%	29%	16%
Storm water runoff	26%	26%	26%
Littering and dumping	38%	36%	40%
Don't know	14%	9%	18%

Do you feel knowledgeable about what you can do to help improve the health of the St. Johns River?

	Total	Jacksonville	Upper
Yes	44 ⁰ %	48 ⁰ %	41 ⁰ %
No	56 ⁰ %	52 ⁰ %	59 ⁰ %

Do you think there is a direct connection between your personal actions and the health of the St. Johns River?

	Total	Jacksonville	Upper
Yes	44%	55%	36%
No	56%	45%	64%

On a scale from 1 to 10, where 1 means you don't try at all and 10 means you try very hard, how would you rate your personal efforts to protect the St. Johns River?

	Total	Jacksonville	Upper
Average Rating	4.9	5.2	4.6