



SPRY STRATEGIES
IDENTIFY | ACTIVATE

Memo

To: Whom it my concern

From: Ryan Burrell, President of Spry Strategies

Re: Environmental Concept Polling in Florida

CC: Other recipients

The Florida Statewide Environmental Survey was conducted by IVR, Live Landline, and Online Mobile Interviews from April 12 - April 15 among a random sample of 463 likely general election voters who have voted in the last 2 of 4 general elections, considering 16, 18, 20, 22 in the state of Florida. The survey has a margin of error of +/- 4 percentage points. Results are weighted. Some percentages in crosstab reports for this poll may not add to 100% due to rounding.

The purpose of the Environmental Survey referenced in the methodology was to test environmental issues in Florida to gauge interest in Republican primary and independent voters and test the viability of environmental issues in Florida heading into 2024. As a red state, Florida's republican base is more environmentally conscious than arguably any other red state in the country. Much of this is due to Florida's abundant natural resources, high levels of natural disasters, abundant wild and marine life, and the need to protect the biggest industry in Florida, tourism. The survey results surprised me as a Republican pollster and conservative because of Floridians' broad consciousness on issues outside of the scope of marine, water, and wildlife protection.



SPRY STRATEGIES

IDENTIFY | ACTIVATE

73.8% of respondents, including 61.4% of Republicans and 80.9% of independents, say environmental issues are an important part of voting decisions this year.

Energy costs certainly reach across party lines. 84.1% of respondents are concerned about Florida's cost of energy. Including 82.7% of Republicans and 95.3% of Independents.

Floridians of all parties said their electric bill is either higher or slightly higher than last year by a 2 to 1 margin across all parties polled. Rising energy costs are stoking fear concerning single-source energy reliance and energy diversification.

We informed the respondent that 75% of Florida's energy production is reliant on a single source: natural gas piped in from out of state. This was concerning to 76.4% of all respondents, including 66.9% of Republicans and 78.5% of Independents.

Similarly, 86.6% of respondents, including 79.2% of Republicans and 94.8% of Independents, would support diversification of energy sources in Florida.

45.8% of Republicans and 66.2% of Independents would support a state-wide task force made up of energy and climate experts to make regular recommendations to policymakers on how to keep Florida's energy sources secure and stable.

One of the more surprising results came when we asked the respondents about storm severity. The verbatim question was, "Are you concerned about the cost of increasing storm severity due to climate change, including higher property taxes and flood insurance rates?". 76.1% of respondents were concerned about the cost increases, including 55.1% of Republicans and 74.9% of Independents. When we poll in other red states, less than 50% of the base believes storm severity is due to climate change.

79.3% of respondents said it is important that Florida develops coastal resilience plans to adapt to rising sea levels, including 60.8% of Republicans and 81.4% of Independents.



SPRY STRATEGIES

IDENTIFY | ACTIVATE

In closing, there was a clear and consistent concern among the Republican base and Independent voters in the state of Florida for a need to hone smart messaging in addressing energy reliability, energy diversity and a deeper focus on educating lawmakers on factual energy policy when making decisions in the Florida General Assembly.