

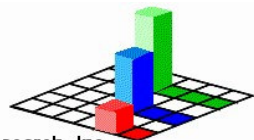
WILDFLOWER LICENSE TAG SURVEY

2003



Prepared for Florida Department of Agriculture and Consumer Services

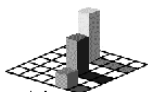
By:



Mid-Florida Marketing & Research, Inc.

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MISSION

The Florida Department of Agriculture and Consumer Affairs, Marketing Department wanted to have baseline data regarding attitudes and perception of a sample of consumers who have purchased the wildflower specialty license tag.

METHODOLOGY

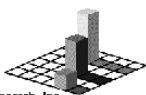
There is only one way to determine attitudes and perceptions of any group; that is to ask them. The FDOACS, Marketing Department commissioned Mid-Florida Marketing & Research, Inc., to conduct a survey of (650) consumers around the country who have purchased the wildflower specialty license tag.

The survey was designed with input from the FDOACS marketing staff.

Telephone interviews were conducted days, evenings and weekends from the firm's Daytona Beach field office. As is industry standard, supervisor staff validated 10% of all completed surveys. No surveys had to be repeated.

Data was analyzed using ABTABtm software specifically designed for survey research, automatically conducting standard tests of validity on each question and accommodating unlimited comparisons of information cells (cross-tabulations).

Confidence level in this data is 95% \pm 5%; that is the data is accurate for 95% of the subject population, within 5% on each question. This is industry standard.



DETAILED FINDINGS

(n= 650)

1. Do you have a Specialty License plate?

| | |
|-----|------|
| Yes | 100% |
| No | 0% |

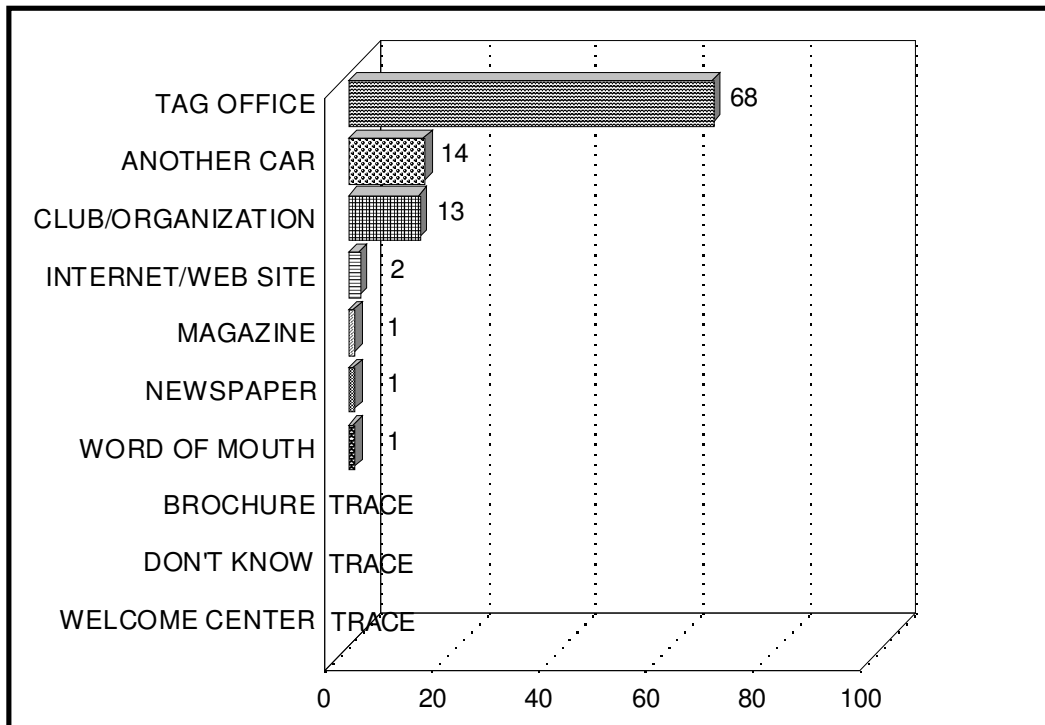
2. What specialty plates do you own?

| Tag | Number(#) | Percentage(%) |
|-----------------------------|-----------|------------------|
| Wildflower | 656 | 101 ¹ |
| Protect Wild Dolphins | 16 | 2 |
| Challenger | 10 | 2 |
| Sea Turtles | 10 | 2 |
| Conserve Wildlife | 9 | 1 |
| Florida State University | 7 | 1 |
| Manatee | 6 | 1 |
| Protect Panthers | 6 | 1 |
| Personalized Tag | 5 | 1 |
| University of Florida | 5 | 1 |
| U.S. Marine Corp | 4 | 1 |
| Agriculture | 2 | trace |
| Large Mouth Bass | 2 | trace |
| Florida Arts | 2 | trace |
| Florida Salutes Veterans | 2 | trace |
| Invest in Children | 2 | trace |
| Tampa Bay Buccaneers | 2 | trace |
| University of North Florida | 2 | trace |
| Antique Car/Truck Tag | 1 | trace |
| Barry University | 1 | trace |
| Boy Scouts | 1 | trace |
| End Breast Cancer | 1 | trace |

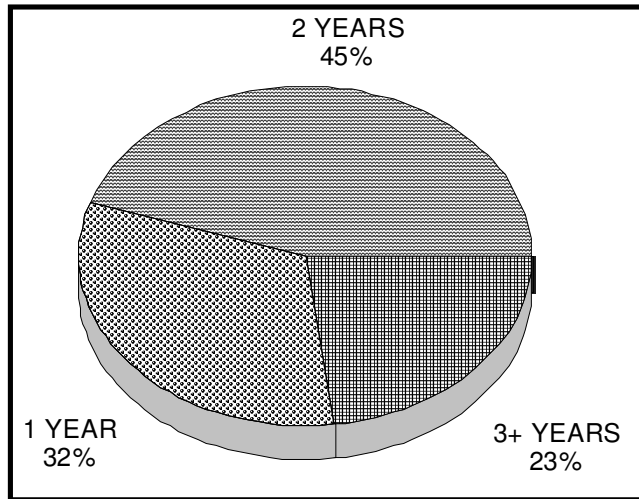
| Tag | Number(#) | Percentage(%) |
|-------------------------------|-----------|---------------|
| Florida Educational | 1 | trace |
| Golf Capital of the World | 1 | trace |
| Indian River Lagoon | 1 | trace |
| Keep Kids Drug Free | 1 | trace |
| Orlando Magic | 1 | trace |
| Protect the Everglades | 1 | trace |
| Share the Road | 1 | trace |
| Tampa Bay Estuary | 1 | trace |
| University of Central Florida | 1 | trace |
| University of Miami | 1 | trace |

¹ Some respondents owned more than one wildflower tag.

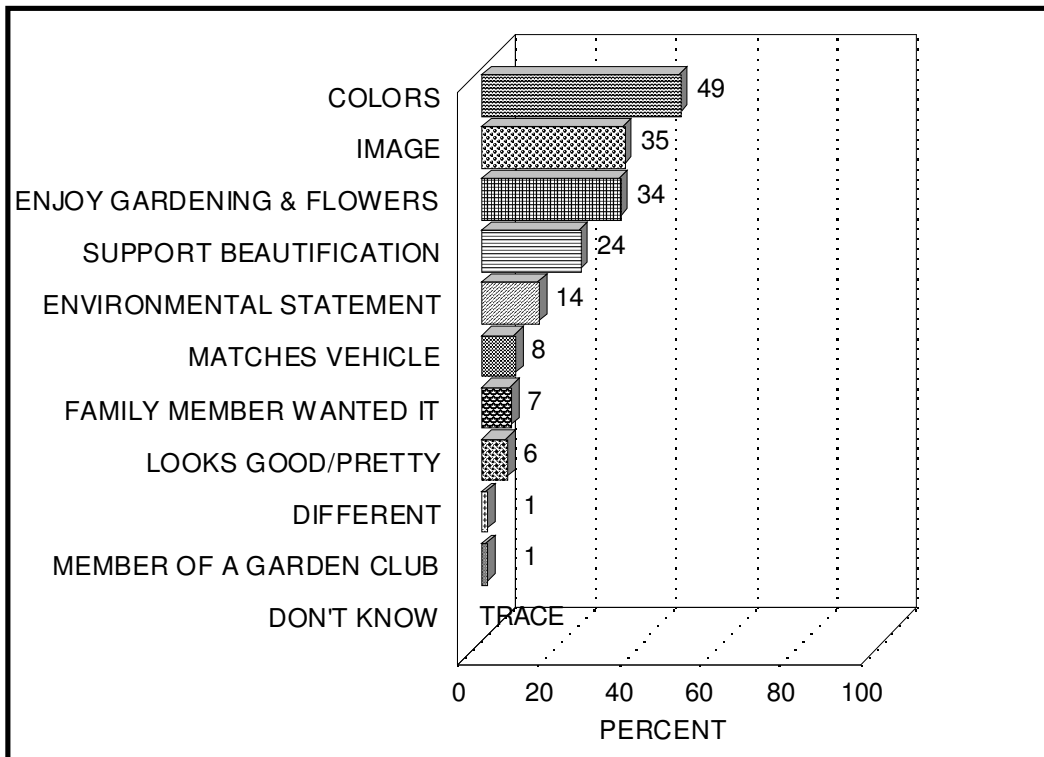
3. Where did you learn about the Wildflower License tag?



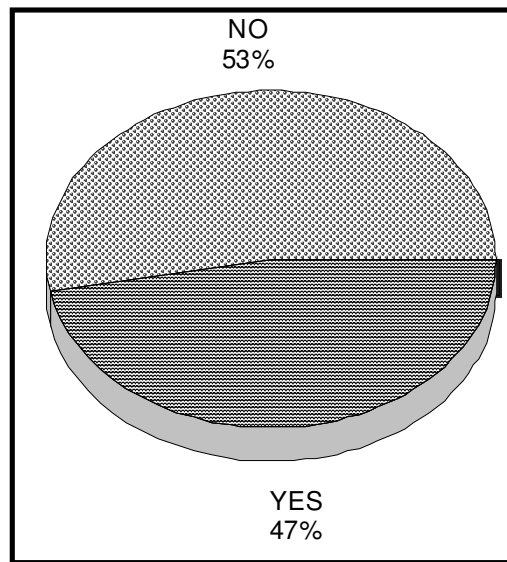
4. How long have you had a Wildflower tag?



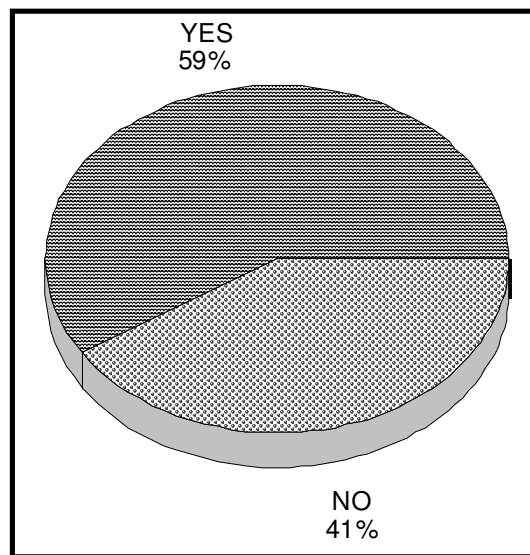
5. Why did you select the Wildflower License tag?



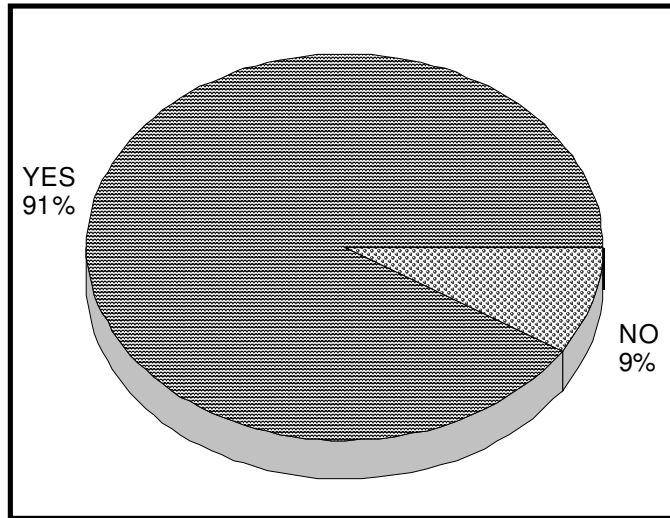
6. Do you know how the proceeds from the sale of the Wildflower Tags are spent?



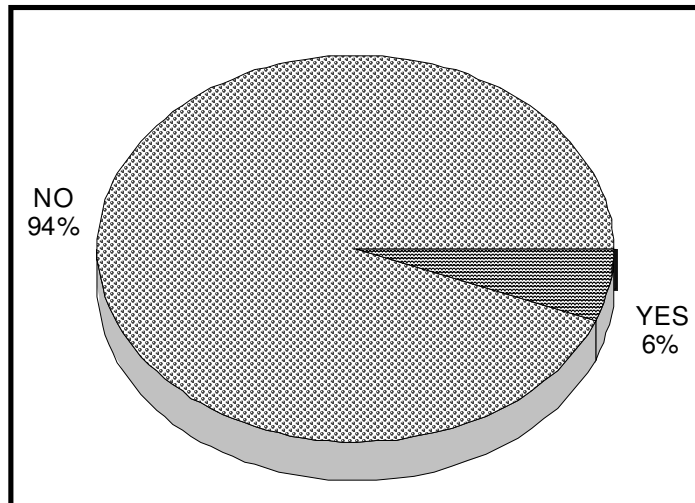
7. Do you want to know how the proceeds are being spent?(n = 344 ;Answered "No" to # 6)



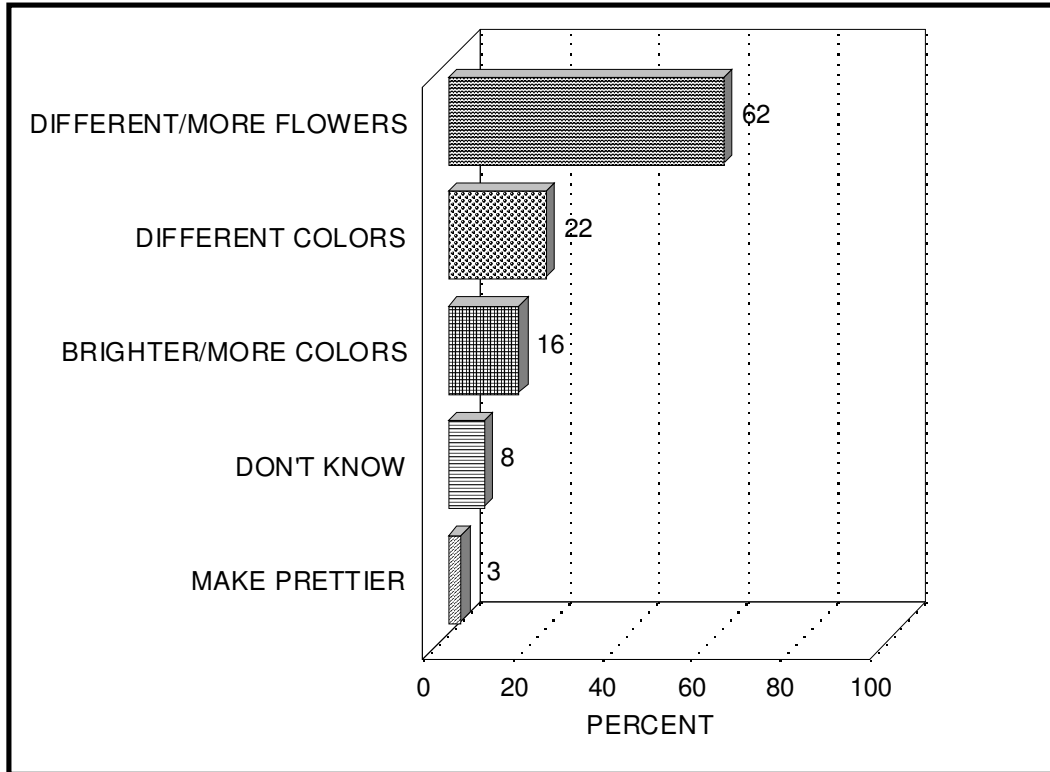
8. Will you continue to purchase the Wildflower License tag in the future?



9. Would you like to see the design of the plate change?



10. If you would like to see the design of the plate change, how?(n=37; Answered “Yes” to #9)



11. Is there a particular magazine you enjoy?

| Magazine | Number (#) | Percentage (%) |
|--------------------------|------------|----------------|
| No Magazines | 428 | 66 |
| People | 28 | 4 |
| Better Homes & Gardens | 21 | 3 |
| Southern Living | 16 | 2 |
| Time | 12 | 2 |
| Readers Digest | 11 | 2 |
| Good Housekeeping | 8 | 1 |
| Sports Illustrated | 7 | 1 |
| National Geographic | 6 | 1 |
| Women's Day | 6 | 1 |
| Smithsonian | 5 | 1 |
| Family Circle | 5 | 1 |
| Newsweek | 4 | 1 |
| Oprah | 4 | 1 |
| Parenting | 3 | trace |
| Golf Digest | 3 | trace |
| Vanity Fair | 3 | trace |
| House Beautiful | 3 | trace |
| Car & Driver | 3 | trace |
| In-Style | 3 | trace |
| Gardening | 3 | trace |
| U.S. News & World Report | 2 | trace |
| Country Living | 2 | trace |
| Ladies Home Journal | 2 | trace |
| Cosmopolitan | 2 | trace |
| Martha Stewart Living | 2 | trace |
| Coastal Living | 2 | trace |
| Florida Sportsman | 2 | trace |
| Gourmet | 2 | trace |

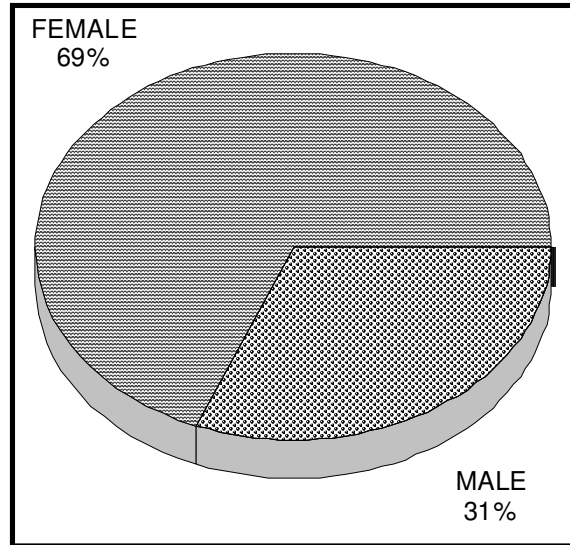
| Magazine | Number (#) | Percentage (%) |
|-----------------------|-------------------|-----------------------|
| Vogue | 2 | trace |
| Architecture Digest | 2 | trace |
| Garden Mags - various | 2 | trace |
| Hot Rod | 2 | trace |
| Florida Wildlife | 2 | trace |
| Discovery | 2 | trace |
| Florida Gardener | 2 | trace |
| TV Guide | 1 | trace |
| Business Week | 1 | trace |
| Modern Maturity | 1 | trace |
| Mac Addict | 1 | trace |
| Essence | 1 | trace |
| Back Packer | 1 | trace |
| Audubon | 1 | trace |
| Bon Appetite | 1 | trace |
| Palmetto | 1 | trace |
| Yankee | 1 | trace |
| Parents | 1 | trace |
| Life | 1 | trace |
| Bazaar | 1 | trace |
| Tennis Mags - various | 1 | trace |
| Prevention | 1 | trace |
| Taste of Home | 1 | trace |
| Glamour | 1 | trace |
| Florida Landscape | 1 | trace |
| Road & Track | 1 | trace |
| Playboy | 1 | trace |
| Atlantic Monthly | 1 | trace |
| Travel & Leisure | 1 | trace |
| Victoria Secret | 1 | trace |
| Town & Country | 1 | trace |



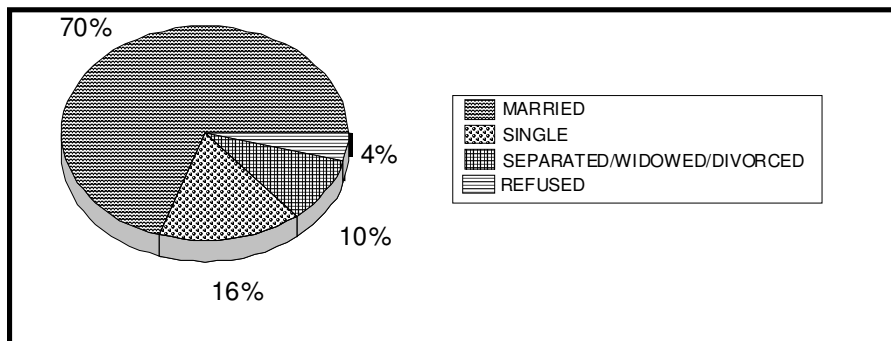
| Magazine | Number (#) | Percentage (%) |
|---------------------------------|-------------------|-----------------------|
| Consumer Reports | 1 | trace |
| Boating | 1 | trace |
| Mad Magazine | 1 | trace |
| Sierra Club | 1 | trace |
| Scrapbook Magazine | 1 | trace |
| Garden Design | 1 | trace |
| Latino | 1 | trace |
| Wood | 1 | trace |
| Civil War | 1 | trace |
| Shape | 1 | trace |
| Maxim | 1 | trace |
| PC Magazine | 1 | trace |
| Nuts & Bolts | 1 | trace |
| New England Journal of Medicine | 1 | trace |
| Son's of the Confederacy | 1 | trace |
| Mother Earth News | 1 | trace |
| State Garden Club | 1 | trace |
| Outdoor Living | 1 | trace |
| Country Women | 1 | trace |
| Antiques | 1 | trace |
| Old House Journal | 1 | trace |
| Fitness | 1 | trace |
| Model Airplane | 1 | trace |
| Orchid Magazine | 1 | trace |
| Creative Keepsake | 1 | trace |
| Association of Retail Nurseries | 1 | trace |
| Intercostal | 1 | trace |
| Home Improvement | 1 | trace |
| Wonderful West Virginia | 1 | trace |
| National Magazine | 1 | trace |
| Sarasota Magic | 1 | trace |

| Magazine | Number (#) | Percentage (%) |
|----------------|------------|----------------|
| Florist Design | 1 | trace |
| Self | 1 | trace |
| Sporting News | 1 | trace |

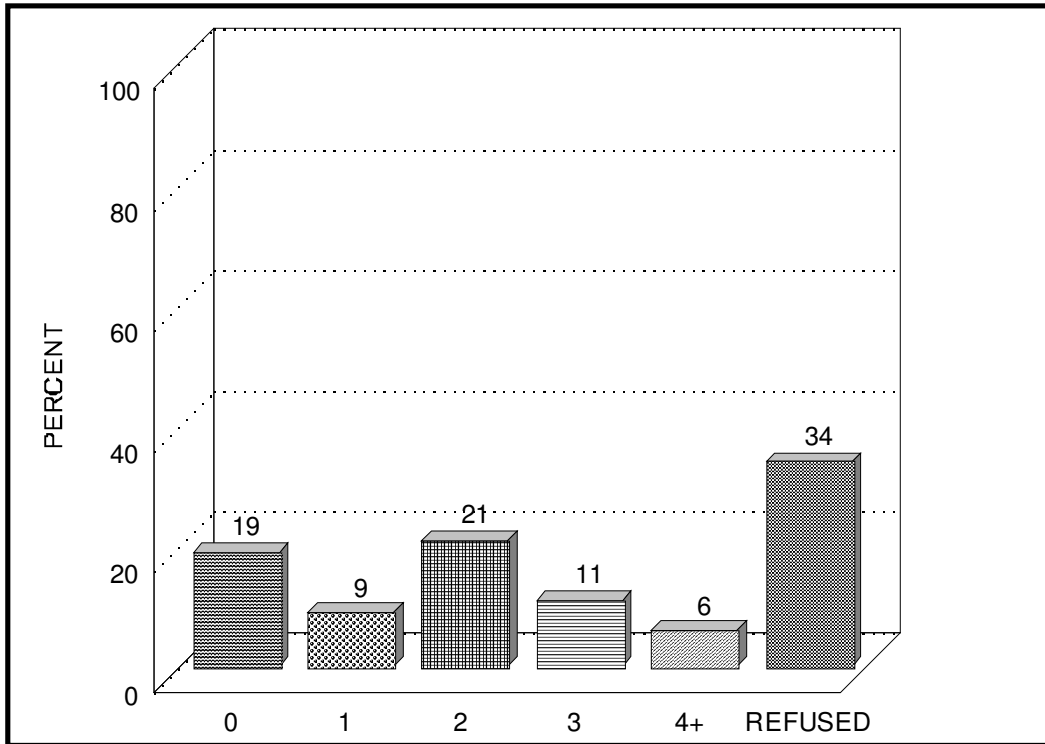
12. Gender?



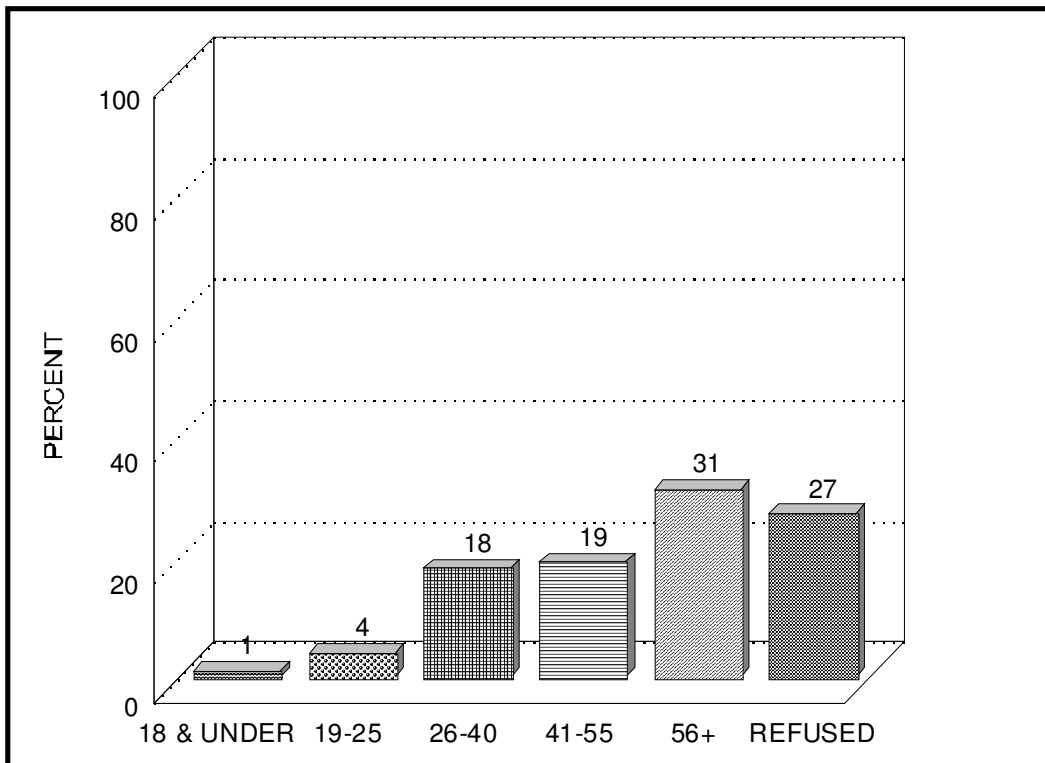
13. What is your marital status?



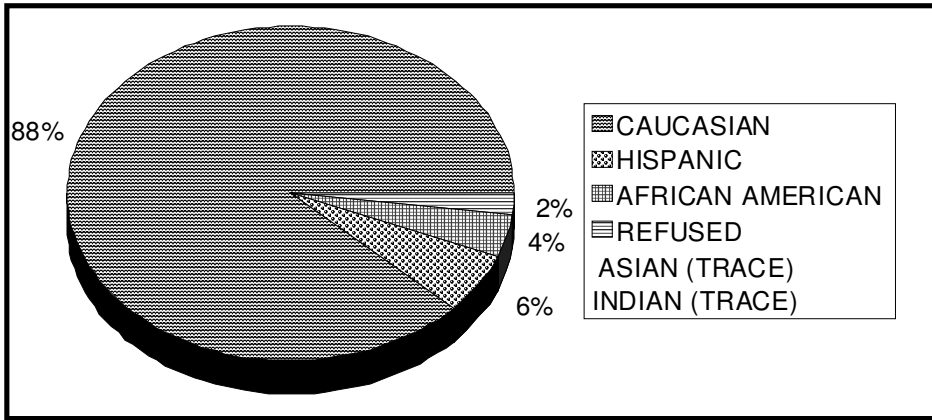
14. Number of children?



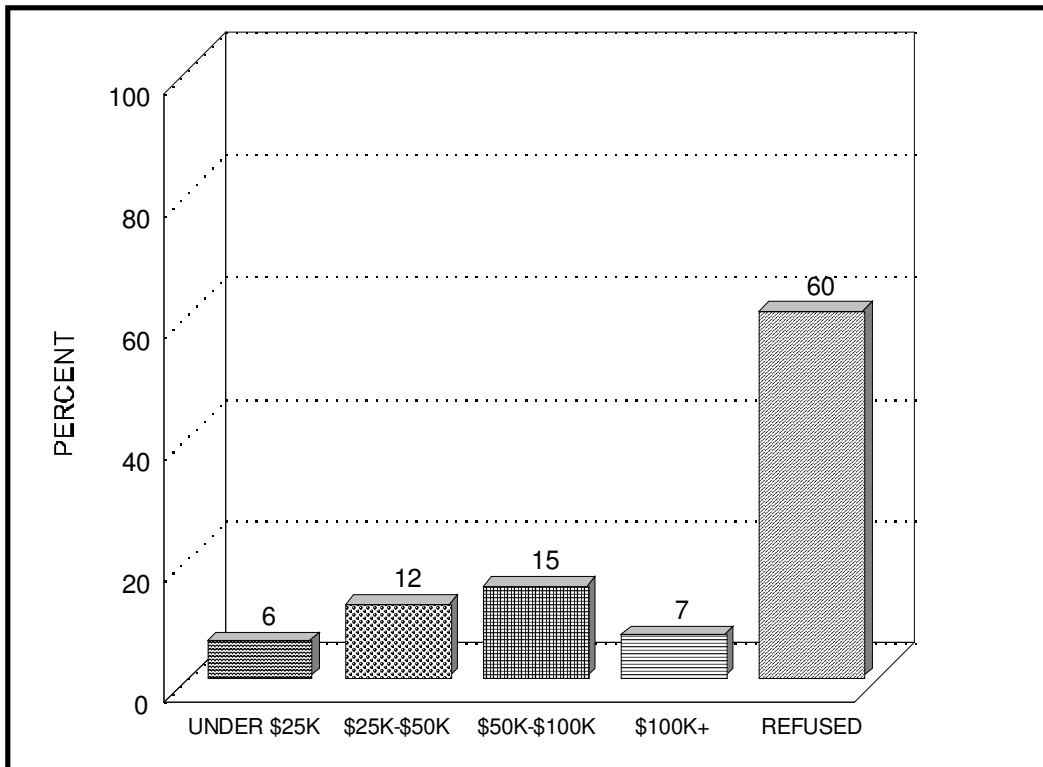
15. Age?



16. Into which of the following categories does your household income, before taxes, fall?



17. Would you mind telling me which racial or ethnic group you are a member of?



SURVEY INSTRUMENT



Wildflower License Tag Survey

Tele. #:(_____)_____ Spoke To:_____ Co. Code:_____

Hello, my name is _____ and I'm calling from Mid-Florida Marketing & Research. We are a research agency for The State of Florida, and we would like to ask you a few questions. It will take just a few minutes of your time and we would greatly appreciate it. Is this/May I speak to (NAME ABOVE)? **(If this is an inconvenient time ask when would be a better time...if they want verification this a legitimate survey, give them our phone number 1-386-253-0809.....if they still are reluctant, thank them and hang up.)**

1. Do you have a Specialty License plate? 1. Yes 2. No (**TERMINATE**)
2. What specialty plates do you own? _____,
(If no Wildflower Tag - **TERMINATE**)
3. Where did you learn about the Wildflower License tag?
1. Tag Office 2. Club/Organization 3. Another Car
4. Other: _____
4. How long have you had a Wildflower tag? 1. 1 year 2. 2 years 3. 3+ years
5. Why did you select the Wildflower License tag?(**Circle Each Applicable Answer**)
1. Colors 2. Environmental Statement 3. Support Beautification 4. Image
5. Enjoy Gardening & Flowers 6. Other: _____
6. Do you know how the proceeds from the sale of the Wildflower Tags are spent?
1. Yes 2. No (**If "Yes", Skip to #8; If "No", continue**)
7. Do you want to know how the proceeds are being spent?
1. Yes 2. No (**If "Yes", Read following statement; If "No", Skip to #8**)
"Your support may assist the Florida Department of Agriculture beautify Florida"
8. Will you continue to purchase the Wildflower License tag in the future? 1. Yes 2. No
9. Would you like to see the design of the plate change? 1. Yes 2. No (**if "No", Skip to #11**)

10. If yes, how? 1. Different Colors 2. Different/More Flowers
3. Other: _____

11. Is there a particular magazine you enjoy? _____, _____

The following questions are asked in order to put your responses in broad demographic categories.

12. Gender? 1. Male 2. Female

13. What is your marital status?

1. Married 2. Single 3. Separated, widowed or divorced 4. Refused

14. Number of children? (1.) 0 (2.) 1 (3.) 2 (4.) 3 (5.) 4+ (6.) Refused

15. Age? (1.) 18 & Under (2.) 19-25 (3.) 26-40 (4.) 41-55 (5.) 56+ (6.) Refused

16. Into which of the following categories does your household income, before taxes, fall?

(1.) Under \$25k (2.) \$25k-\$50k (3.) \$50k-\$100k (4.) \$100k+ (5.) Refused

17. Would you mind telling me which racial or ethnic group you are a member of?

1. Caucasian 2. African American 3. Hispanic 4. Asian 5. Other: _____

This ends our survey. Thank you very much for your participation.

Rev: 05/2003

