

Cecil Field Benchmark Survey

Final Report: n = 601

American
Public
Dialogue

June 2006

Cecil Field Benchmark Survey Overview

Duval County voters are aware of the issue and support the return of the Navy's Master Jet Base to Cecil Field. The initial question found 65.4% favor the Navy's return and 28.3% are opposed with 6.3% stating they are unsure. Overall, 41.8% say they are very aware and an additional 50.7% stating they are somewhat aware of the issue. The respondents were asked about the issue in a recent survey conducted by American Public Dialogue. 601 interviews were conducted with registered active voters residing in Duval County. The standard deviation for this sample is + or - 3.9% with a confidence of 95%.

The survey asked the question of the Navy's return in several different contexts. When informed of the \$50 million the city will have to contribute to meet the Navy's conditions for the reopening of Cecil Field, 61.6% favor the city spending the money while 35.9% are opposed. When asked if Cecil Field should remain a commerce center or be returned to the Navy for use as its Master Jet Base, 53.9% favor a jet base and 32.1% favor a commerce center. There is 1.8% who want neither and 13.6% are unsure. The respondents were also supplied with the estimated economic impacts the base would bring to the region. In this context, 64.4% favor the Navy's return and 33.1% are opposed. The remaining 2.5% are unsure.

Perhaps the most significant finding of the survey is who the voters feel should have the final say on the issue. Overall 75.5% feel the voters should decide by referendum Cecil Field's fate. The Mayor and the City Council are favored by 11.8% and the U.S. Navy is the choice of 10.3%. Only 2.3% are unsure.

Other significant findings of the research include the following:

- Jacksonville is headed in the right direction according to 58.9% of the voters, while 29.5% feel it is headed in the wrong direction. There are 11.8% who are unsure.
- 55.2% strongly agree and 18.3% somewhat agree Jacksonville needs the economic boost from the estimated 12,000 jobs the Navy's return would provide. There are 24.7% who disagree.
- When given the statement, "The U.S. Navy and its personnel are an important contributor to improving Jacksonville and providing community service," 61.9% strongly agree, 25.5% somewhat agree and 11.8% disagree.
- "The area around Cecil Field has seen too much commercial and residential growth for the base to be reopened." Voters are divided by a 43.8% agree to 50.9% disagree ratio on this statement.
- The majority feels the noise will not have a negative impact on the quality of life. "If the base is reopened, the noise from the jets and the pollution will hurt the quality of life enjoyed in Jacksonville." Overall 38.9% agree with the statement and 58.2% disagree.
- "The Navy's need for a new master jet base and its impact on national security out weigh local concerns over noise and safety issues." The responses to this statement finds 41.9% in strong agreement, 23.5% who somewhat agree, 14% who somewhat disagree and 18.1% who strongly disagree.

It is clear from the survey results that the majority of Duval County voters support the return of the Navy to Cecil Field. It is also clear they want the opportunity to directly decide the former Navy base's future. The complete set of questions asked and the results can be found on the following pages.

Cecil Field Benchmark Survey Summary Data

Survey Type:	Telephone survey, monitored
Survey Dates:	June 6 to June 11, 2006
List Origin:	Residential households located within Duval County, Florida.
Screen:	Residents who describe themselves individually as registered voters in Duval County.
Controls:	Data collection and tabulation performed by American Public Dialogue staff on a client-blind basis.
Responses:	601 complete responses.
Standard Deviation:	$\pm 3.9\%$

Note: statistical reliability for the cross-tabulations in this survey is considerably less accurate than the overall. *In addition, please assume that any cross-tabulation in which the cell size (the "Forms" column) is less than n=50 is fairly indistinct and should not be relied upon for major or critical assumptions.*

Copyright 2006- American Public Dialogue, Inc.
All Rights Reserved
1046 Riverside Avenue
Jacksonville, Florida 32204
(904) 724-1955
Fax: (904) 724-3677
E-mail: apd@publicdialogue.com
Web: www.publicdialogue.com

Revised Version

Telephone Number _____ Communicator _____

Good evening, I'm _____ and I'm calling for APD, a public opinion research firm in Florida. We're not selling anything or asking for donations, but I would like to get your opinions on some issues facing government in Jacksonville. Are you a registered voter in Duval County?

(If no, ask ...) Is there someone else at home who is a registered voter in Duval County?

(If no, please thank respondent and discontinue Interview)

1. Geocode

24.5%	Urban Core / NW	27.8%	Southside	0.0%	No Answer
25.8%	Arlington / Beaches	22.0%	Far North / West		

Forms 601

2. How would you describe your political views, would you say that you are very conservative, conservative, moderate, liberal or very liberal?

Political View

10.0%	V Cons	34.1%	Moderate	3.2%	V Lib	0.0%	No Answer
39.1%	Cons	11.5%	Lib	2.2%	U		

3. Overall, would you say that Jacksonville and Duval County are headed in the right direction or the wrong direction?

Overall Direction

58.9%	Right	29.5%	Wrong	11.6%	Unsure	0.0%	No Answer
-------	-------	-------	-------	-------	--------	------	-----------

4. Discussion about Cecil Field, located on Jacksonville's Westside, and the U.S. Navy has recently been in the news. Would you say that you are very familiar, somewhat familiar, or not familiar at all with this issue?

Fam w/ Cecil Issues

41.8%	Very	50.7%	S'what	7.5%	Not at All	0.0%	No Answer
-------	------	-------	--------	------	------------	------	-----------

5. The Pentagon recently completed a report, which states Virginia Beach, Virginia; the home of Oceana Naval Air Station has not met requirements in restricting development near the base. The failure to meet these requirements will force the Navy to close the base. Are you very familiar, somewhat familiar, or not familiar at all with this issue?

Pentagon Report

38.4%	Very	39.9%	S'what	21.6%	Not at All	0.0%	No Answer
-------	------	-------	--------	-------	------------	------	-----------

6. Do you favor or oppose the Navy's Master Jet Base returning to Cecil Field?

Return to Cecil

65.4% Favor 28.3% Oppose 6.3% Unsure 0.0% No Answer

7. Jacksonville must meet three conditions, by law, for the Navy to return to Cecil Field; first it must relocate the business currently on the base to a new location; second it must buy the homes that have been built in the base's air safety zone for fair market value; and third return the clear title of the land to the navy. It has been estimated it will cost \$200 million to do this. Governor Bush has said the state of Florida will provide \$150 million if the city will approve spending \$50 million. In return it is estimated that Northeast Florida will see an annual economic impact of \$2.6 billion per year. Should the city of Jacksonville spend \$50 million to meet these conditions?

Spend \$50 million

61.6% Yes 35.9% No 2.5% Unsure 0.0% No Answer

8. It has been reported, the Mayor and most of the City Council are opposed to the Navy's return to Cecil Field. Governor Bush, Congressman Crenshaw and Senator Nelson favor Jacksonville pursuing the Navy's Master Jet Base's return to Cecil Field, but have deferred the issue to local elected officials. Should the Governor and Federal officials try to get the Navy to relocate to Jacksonville, even if the Mayor and City Council are opposed?

Governor Intervene

53.9% Yes 42.9% No 3.2% Unsure 0.0% No Answer

9. When the Navy left Cecil Field the land was given to the City of Jacksonville. Since then NAS Cecil Field has been renamed to Cecil Field Commerce Center and a number of business and commercial interests have located there. Since the Navy left, developers and homebuilders have built around 5,000 new homes near, but not on the former base. Should Cecil Field remain a Commercial Center or should it be used as a Navy jet base?

Cecil Future

32.1% Commerce Ctr 1.8% Neither 0.0% No Answer
52.4% Jet Base 13.6% Unsure

I am going to read you a series of short statements about the Cecil Field issue and after each please tell me if you strongly agree or somewhat agree or if strongly or somewhat disagree with the statement

10. Jacksonville needs the economic boost from the 12,000 jobs the return of the Navy to Cecil Field would provide.

Economic Boost

55.2% SA 10.6% SwD 1.7% No Answer
18.3% SwA 14.1% SD

Mean 3.17

11. The area around Cecil Field has seen too much commercial and residential growth for the base to be reopened.

Too Much Growth

24.5%	SA	21.3%	SwD	5.3%	No Answer
19.3%	SwA	29.6%	SD		

Mean 2.41

12. The Mayor and the City Council have acted prematurely in voicing their opposition to the Navy returning to Cecil Field.

Premature Actions

41.9%	SA	11.8%	SwD	3.7%	No Answer
24.5%	SwA	18.1%	SD		

Mean 2.94

13. The U.S. Navy and its personnel are an important contributor to improving Jacksonville and providing community service.

Navy Important

61.9%	SA	5.3%	SwD	1.8%	No Answer
25.5%	SwA	5.5%	SD		

Mean 3.46

14. The Navy's need for a new master jet base and its impact on national security outweigh local concerns over noise and safety issues

National Security

41.9%	SA	14.0%	SwD	2.5%	No Answer
23.5%	SwA	18.1%	SD		

Mean 2.91

15. The Duval County school system needs the millions of Federal dollars that the Navy would provide if it returned to Cecil Field.

Education Dollars

52.6%	SA	10.5%	SwD	3.3%	No Answer
19.5%	SwA	14.1%	SD		

Mean 3.14

16. If we do not let the Navy return to Cecil Field it may mean NAS Mayport will no longer be a home to an aircraft carrier since the John F. Kennedy has been removed from service.

May Lose Carrier

28.8%	SA	19.1%	SwD	9.2%	No Answer
22.1%	SwA	20.8%	SD		

Mean 2.65

17. Most of the people who are opposed to the Navy base reopening live close by or are developers or politicians, while the majority of people in Jacksonville favor Cecil Field reopening.

Majority = Reopen

41.4%	SA	9.8%	SwD	4.2%	No Answer
28.8%	SwA	15.8%	SD		

Mean 3.00

18. If the base is reopened, the noise from the jets and the pollution will hurt the quality of life enjoyed in Jacksonville.

Noise Hurts QoL

21.8%	SA	22.8%	SwD	2.8%	No Answer
17.1%	SwA	35.4%	SD		

Mean 2.26

19. It is estimated that the City of Jacksonville's cost for the Navy to return will be \$50 million and the State of Florida's share will be \$150 million spread out over 5 years. The University of West Florida estimates Jacksonville and neighboring counties will see a \$2.6 billion dollar annual economic impact. 12,000 new jobs will be created with an average salary of \$50,000. It will produce an additional \$90 million in state and local tax revenues per year and the Navy will give the Duval County Schools millions in additional funding for the cost of education for Navy families. Knowing this are you in favor of or opposed to Jacksonville spending the money to bring the Navy back to Cecil Field?

Jax Spend Money

64.4%	Favor	33.1%	Oppose	2.5%	Unsure	0.0%	No Answer
-------	-------	-------	--------	------	--------	------	-----------

20. Who do you feel should have the final say in the issue the Mayor and City Council, the U.S. Navy or should the voters decide in a referendum?

Final Say

11.8%	Mayor/Council	75.5%	Voters	0.0%	No Answer
10.3%	Navy	2.3%	Unsure		

Now, to make sure that our sample of voters is representative of Duval County, I need to ask you a few demographic questions.

21. Male: Is your age between:

2.8%	18 to 29	13.0%	50 to 64	9.3%	Over 70	55.6%	No Answer
11.6%	30 to 49	6.5%	65 to 70	1.2%	Refused		

22. Female: Is your age between:

2.5%	18 to 29	18.0%	50 to 64	14.1%	Over 70	44.4%	No Answer
13.6%	30 to 49	6.8%	65 to 70	0.5%	Refused		

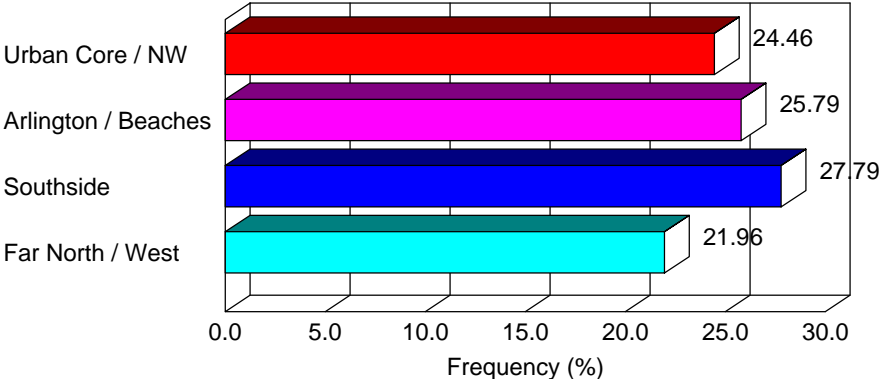
23. Race. Is your racial or ethnic background:

21.5%	African-American	71.2%	White	2.5%	Refused
1.8%	Hispanic	3.0%	Other	0.0%	No Answer

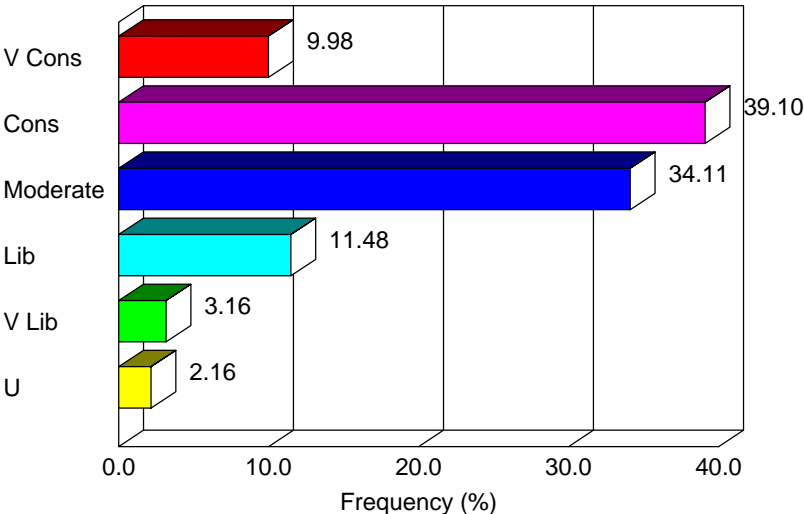
24. Are you registered to vote as a

47.1%	Democrat	9.2%	Independent	0.0%	No Answer
37.9%	Republican	5.8%	Refused		

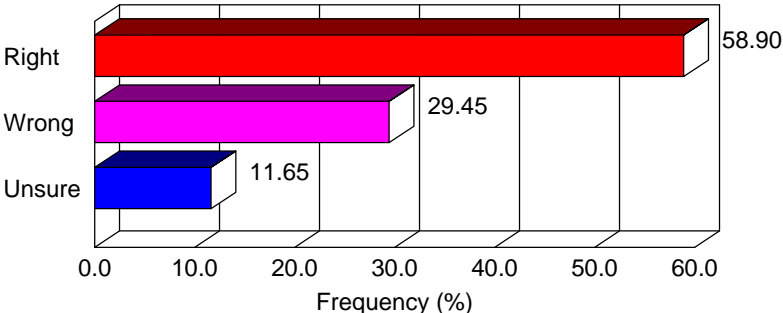
Geocode



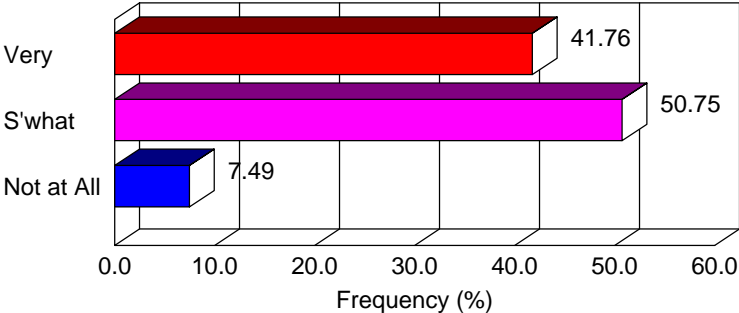
Political View



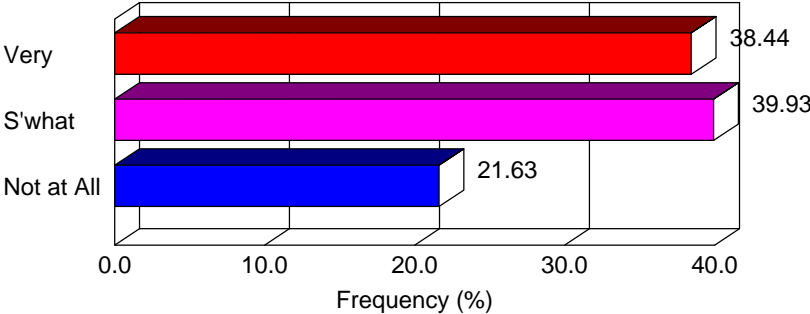
Overall Direction



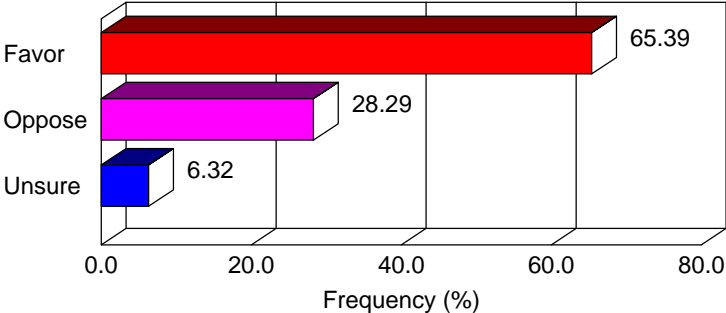
Fam w/ Cecil Issues



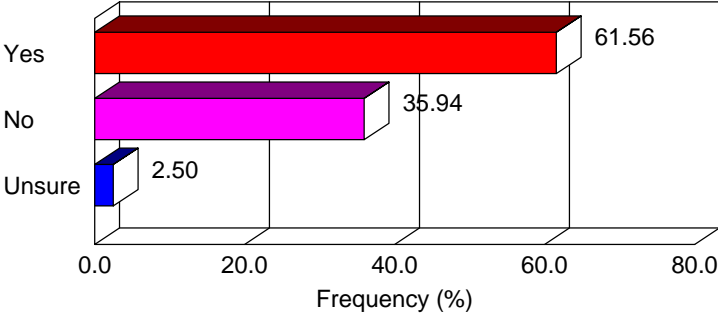
Pentagon Report



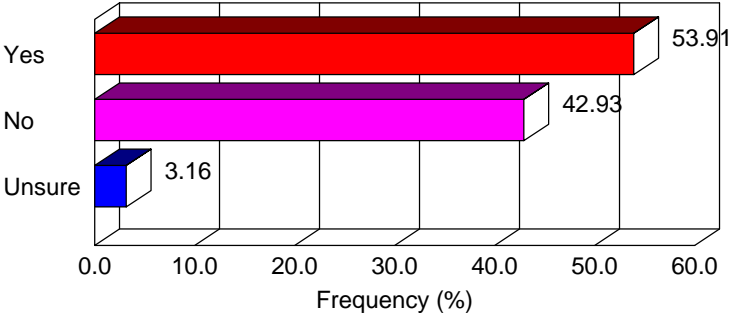
Return to Cecil



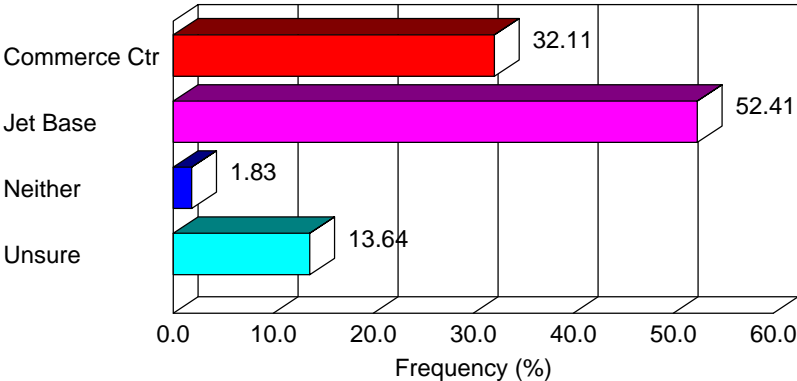
Spend \$50 million



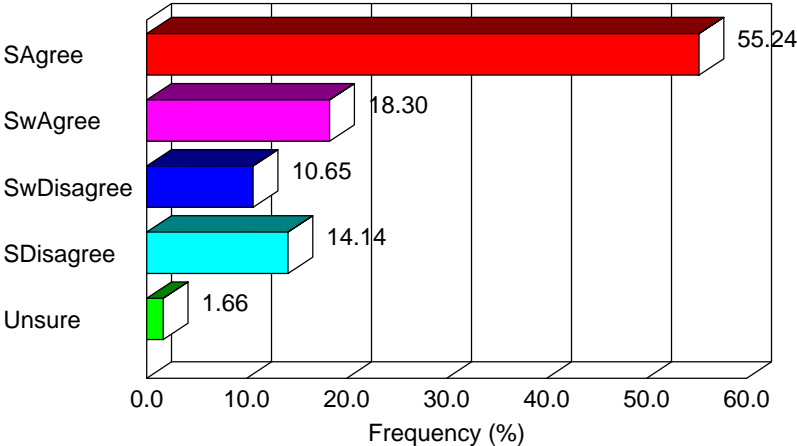
Governor Intervene



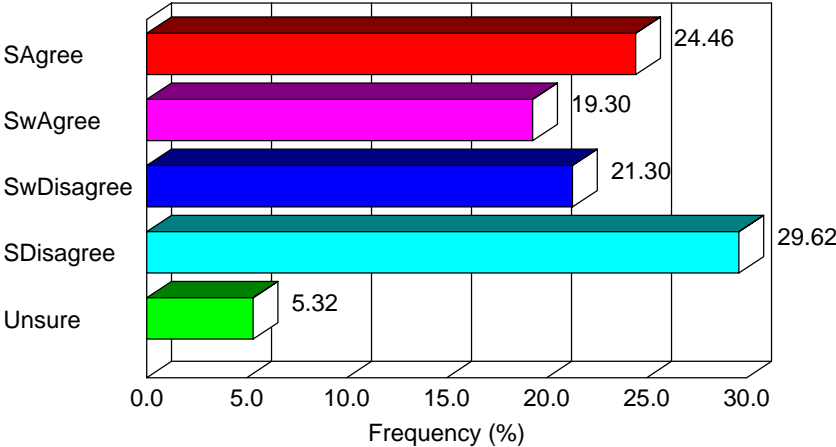
Cecil Future



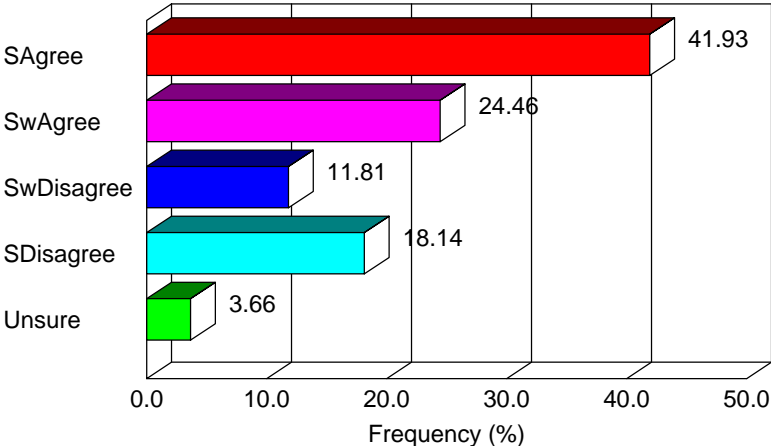
Economic Boost



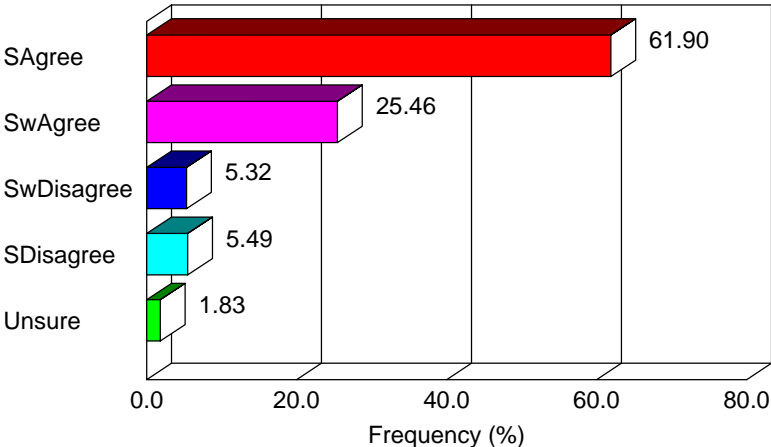
Too Much Growth



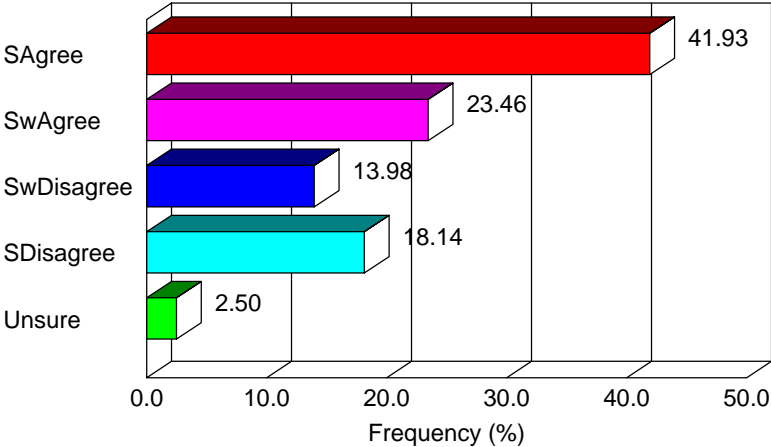
Premature Actions



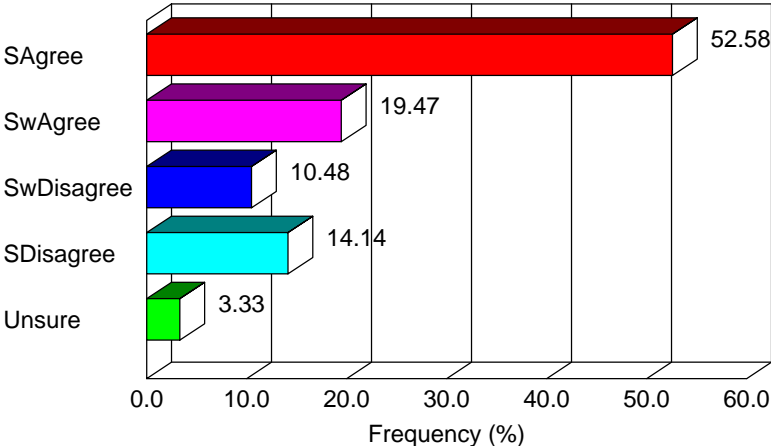
Navy Important



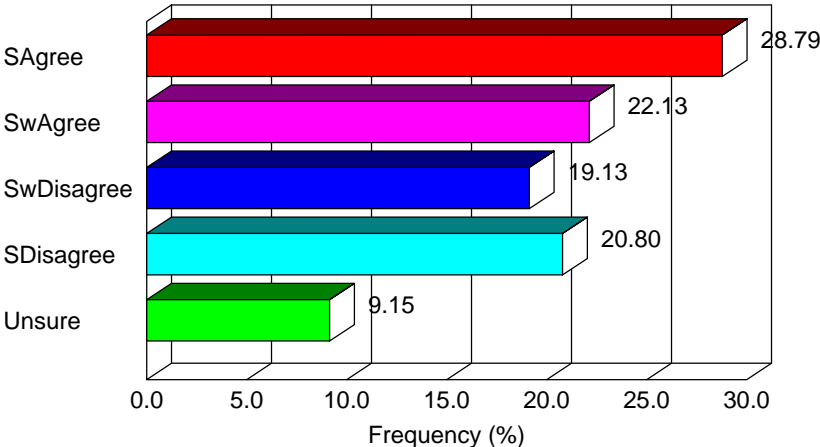
National Security



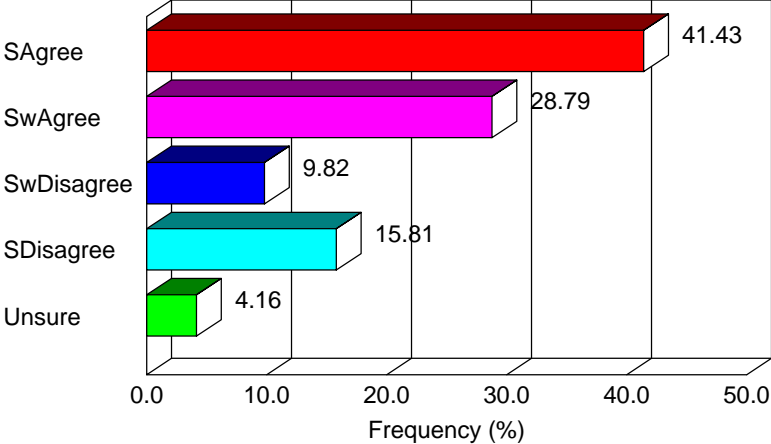
Education Dollars



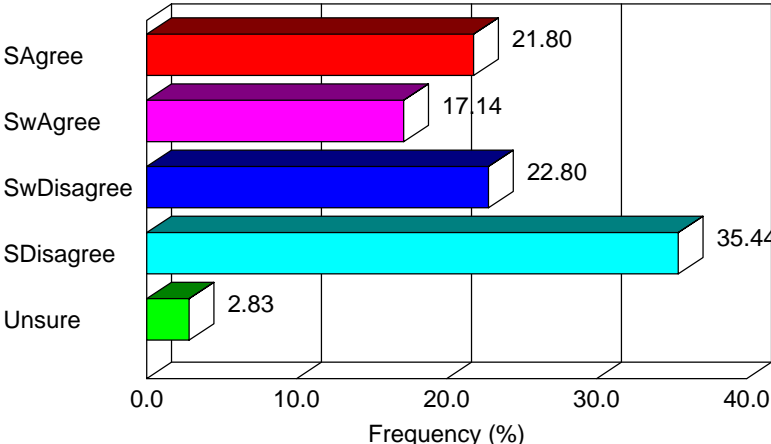
May Lose Carrier



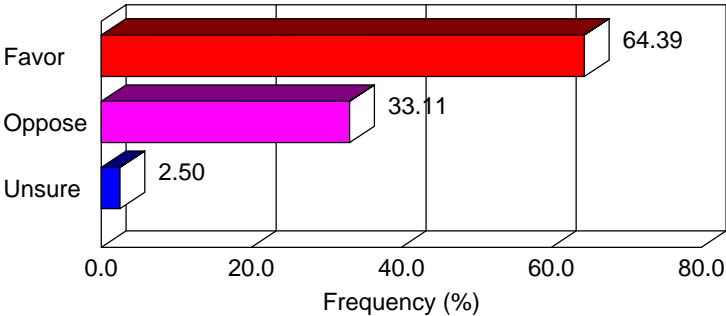
Majority = Reopen



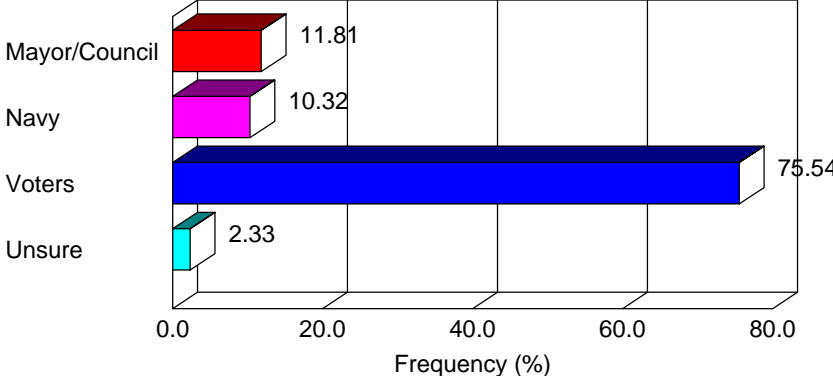
Noise Hurts QoL



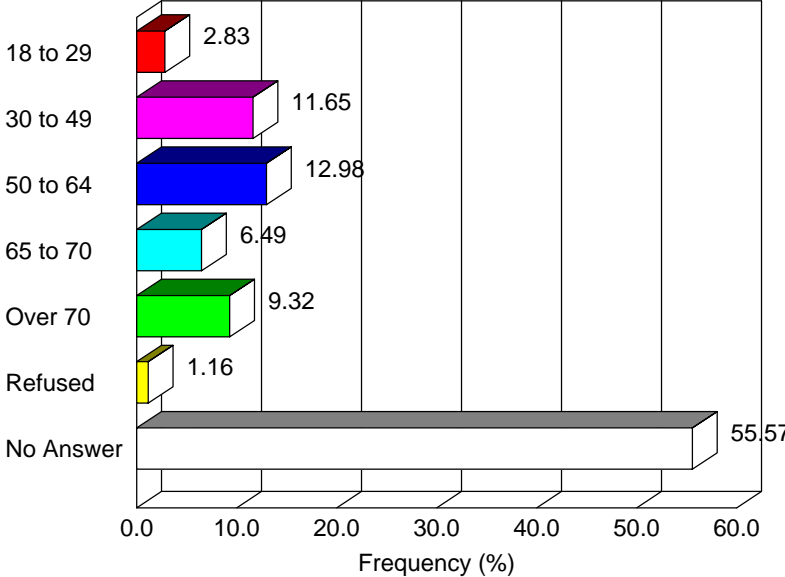
Jax Spend Money



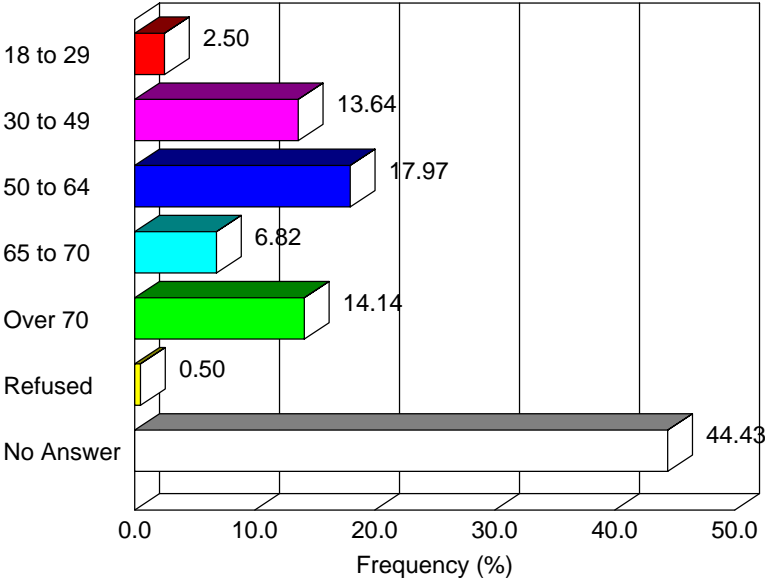
Final Say



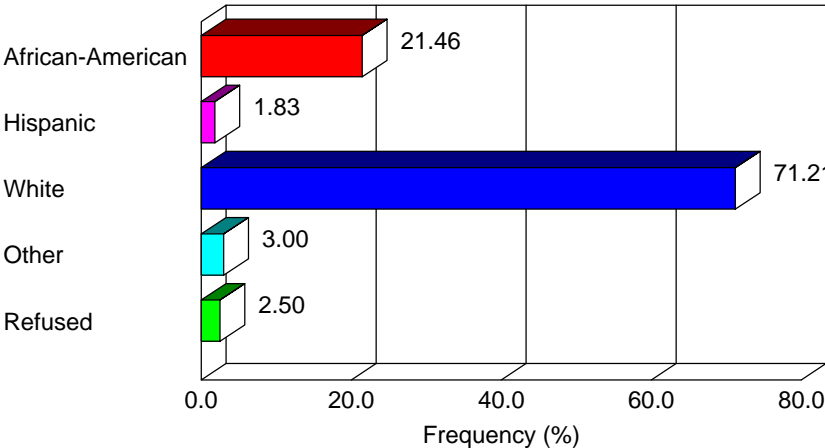
Male Age Groups



Female Age Groups



Race



Party

