

TO: Interested Parties
FROM: TargetPoint Consulting
DATE: April 16, 2013
RE: Statewide Florida Survey

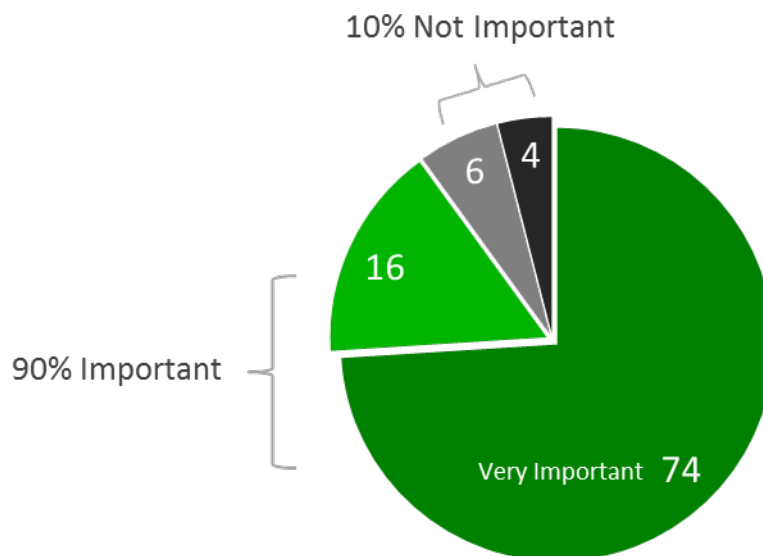
TargetPoint Consulting conducted a statewide survey of 808 Florida voters April 13-15, 2013.

OVERALL TAKEAWAY

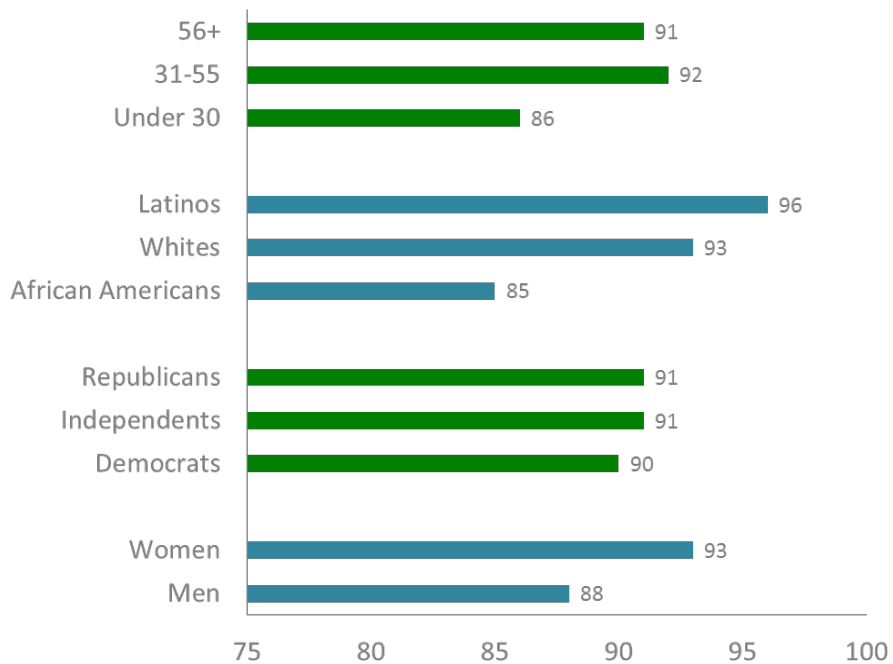
The survey data reveals that an overwhelming majority (90%) of Florida voters believe it is important that their area have a trauma center. Not only do Florida voters strongly support their area having a trauma center, but a remarkable 93% of Florida voters believe that more trauma centers should be allowed. Additionally, 90% believe that the legislature should act and allow hospitals that meet the national American College of Surgeons' standards to be designated as trauma centers.

KEY FINDINGS

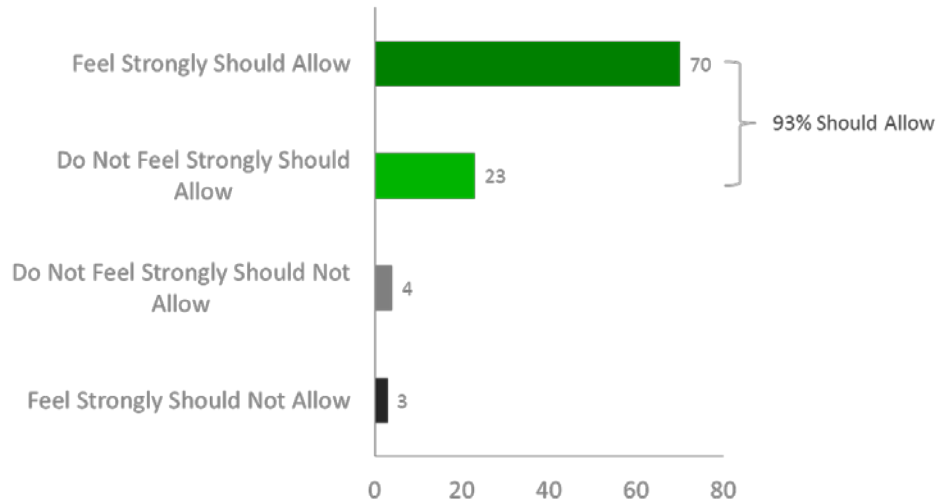
- **Florida voters want trauma centers in their area.** Voters were presented with a brief statement describing trauma centers as having “specialized personnel to handle ‘traumatic injuries’ such as those suffered in car accidents, gunshot wounds, falls, drowning or sports injuries like concussions. These types of injuries frequently require a highly specialized medical team immediately available and the latest in sophisticated medical technology and equipment . . .” Following the brief statement, voters were asked how important it was for their area to have a trauma center. An impressive 90% of voters believe it is important (74% very important) that their area have a trauma center. While a minute 10% of voters do not think it is important.



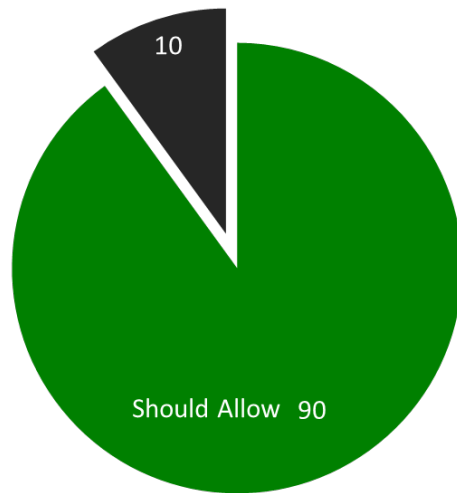
- **There is substantial and deep support for trauma centers across the electorate, regardless of age, race or partisanship.** Voters across the state find it important to have a trauma center in their area, including:
 - 88% of men and 93% of women;
 - 90% of Democrats, 91% of Independents, 91% of Republicans;
 - 96% of Latinos, 85% of African Americans and 93% of Whites;
 - 86% of voters under 30, 92% of voters 31-55 and 91% of voters 56 and older;



- **Regardless of the status of trauma centers in their area, voters strongly believe all Floridians should have access to trauma centers.** Support is so wide spread that there is virtually NO difference between those voters living in areas with trauma centers or those living in the forty eight counties without a local trauma center. That support for additional trauma centers is prodigious with 93% supporting and 70% strongly supporting.



- **There is substantial voter support for the legislature to take action.** A large majority (90%) of Florida voters believe that the legislature should act to allow hospitals to be designated as trauma centers if they meet the American College of Surgeons’ national standards.



ABOUT TARGETPOINT

TargetPoint is a market research and knowledge management firm. We provide innovative research solutions and advanced information and customer management programs for political, public policy and business groups.