

MIAMI BOAT SHOW  
DECEMBER 5, 2015

Dario Moreno, Inc.

# Summary

- An overwhelming number of the respondents (87%) are supportive of the Boat Show continuing in Miami.
- Similarly, 86% of the respondents felt that the Boat Show was either Very Important (65%) or Important (20%) to Miami's image as a tourist destination.

# Summary

- A strong majority of voters (51% vs 23%) favor moving the Boat Show from its longtime home in Miami Beach to Virginia Key.
- By a wide margin, voters also favor (46% to 31%) moving the Boat Show, despite objections from the Village of Key Biscayne.

# Methodology

- 800 registered voters December 2-4, 2015
- **Ethnicity:** 20% Anglos, 54% Hispanics, Blacks 22%
- **Party:** 44% Democrats, 38% GOP, 18% NPA.
- **Gender:** 54% Female, 46% Male
- **Language:** 38% Spanish, 62% English
- **Age:** 19% over 75; 39% over 65; 62% over 50

# Support for Boat Show

- An overwhelming number of poll respondents (87%) are supportive of the Boat Show continuing in Miami.
- Support for the Boat Show continuing in Miami crosses all major demographic groups and County Commission Districts.

# Support for Boat Show

	Strong Support	Support	Oppose	Don'Know
<b>Overall</b>	<b>61%</b>	<b>26%</b>	<b>4%</b>	<b>9%</b>
Non Latin Whites	57%	31%	4%	8%
Hispanics	76%	14%	2%	8%
African-Americans	30%	53%	5%	12%
Male	60%	25%	4%	10%
Female	62%	27%	2%	9%
Over 75	65%	21%	2%	12%
36-50	62%	26%	4%	8%

# Support for Boat Show

	<b>Strong Support</b>	<b>Support</b>	<b>Oppose</b>	<b>Don't Know</b>
District 1	36%	51%	4%	9%
District 2	39%	33%	6%	22%
District 3	50%	40%	2%	8%
District 4	53%	42%	3%	2%
District 5	63%	22%	2%	13%
District 6	68%	18%	6%	8%
District 7	64%	22%	7%	7%

# Support for Boat Show

	<b>Strong Support</b>	<b>Support</b>	<b>Oppose</b>	<b>Don't Know</b>
District 8	63%	24%		13%
District 9	53%	23%	8%	2%
District 10	74%	17%		9%
District 11	72%	19%		9%
District 12	76%	16%	2%	6%
District 13	76%	12%		12%



# Importance of Boat Show

- Most voters (86%) believe that the boat show is either Very Important (65%) or Important (20%) to Miami's image as a tourist destination.
- Again, the support for the boat show is strong among all of Miami Dade's demographic groups and commission districts.

# Importance of Boat Show

	Very Important	Important	Unimportant	Don't Know
<b>Overall</b>	<b>65%</b>	<b>20%</b>	<b>10%</b>	<b>5%</b>
Non Latin Whites	50%	26%	19%	5%
Hispanics	76%	15%	5%	4%
African-Americans	54%	27%	15%	4%
Male	67%	19%	10%	4%
Female	64%	21%	10%	5%
Over 75	66%	21%	7%	6%
36-50	71%	18%	9%	3%

# Importance of Boat Show

	Very Important	Important	Unimportant	Don't Know
District 1	64%	13%	22%	1%
District 2	49%	30%	9%	12%
District 3	59%	29%	9%	3%
District 4	50%	34%	13%	3%
District 5	74%	12%	8%	6%
District 6	65%	23%	9%	3%
District 7	64%	22%	11%	3%

# Importance of Boat Show

	Very Important	Important	Unimportant	Don't Know
District 8	56%	20%	19%	5%
District 9	70%	19%	4%	6%
District 10	74%	17%	7%	3%
District 11	71%	17%	7%	5%
District 12	81%	13%	3%	3%
District 13	69%	16%	8%	6%

# Support for Moving Boat Show

- A strong majority of Miami-Dade voters favor moving the Boat Show from Miami Beach to Virginia Key (51% to 23%).
- African Americans, because of the historic importance of Virginia Key, are the most supportive (57% to 22%) followed by Non-Latin Whites, who support the move 55% to 23%. Hispanics, at 45% to 23%, are the least supportive. However, they still favor the move by a two-to-one split.

# Support for Moving Boat Show

	Strong Support	Support	Oppose	Strongly Oppose
<b>Overall</b>	<b>21%</b>	<b>30%</b>	<b>13%</b>	<b>10%</b>
Non Latin Whites	23%	32%	16%	8%
Hispanics	23%	22%	12%	11%
African-Americans	12%	45%	14%	8%
Male	24%	30%	13%	11%
Female	18%	30%	13%	9%
Over 75	21%	23%	14%	8%
36-50	24%	29%	13%	11%

# Support for Moving Boat Show

	Strong Support	Support	Oppose	Strongly Oppose
District 1	15%	46%	13%	10%
District 2	12%	34%	21%	9%
District 3	14%	35%	12%	12%
District 4	21%	29%	16%	5%
District 5	25%	20%	12%	16%
District 6	30%	33%	11%	5%
District 7	32%	24%	12%	15%

# Support for Moving Boat Show

	<b>Strong Support</b>	<b>Support</b>	<b>Oppose</b>	<b>Strongly Oppose</b>
District 8	29%	31%	17%	3%
District 9	11%	40%	13%	11%
District 10	18%	28%	10%	14%
District 11	28%	14%	17%	8%
District 12	18%	37%	6%	10%
District 13	12%	18%	8%	8%



# Key Biscayne Opposition

- ❑ Overall, voters still support the move by a 15% point margin (46% to 31%) when told that the Village of Key Biscayne opposes the move
- ❑ Surprisingly, Non-Latin Whites' support remained steady at 53%.
- ❑ Support for moving the Show dropped only slightly (-6%) when voters were told that the Village of Key Biscayne opposes the move.

# Key Biscayne Opposition

	Strong Support	Support	Oppose	Strongly Oppose
<b>Overall</b>	<b>21%</b>	<b>25%</b>	<b>18%</b>	<b>13%</b>
Non Latin Whites	19%	34%	20%	9%
Hispanics	22%	20%	15%	17%
African-Americans	18%	29%	21%	8%
Male	24%	24%	16%	14%
Female	18%	26%	19%	13%
Over 75	17%	19%	19%	17%
36-50	23%	27%	16%	16%

# Key Biscayne Opposition

	<b>Strong Support</b>	<b>Support</b>	<b>Oppose</b>	<b>Strongly Oppose</b>
District 1	13%	30%	18%	20%
District 2	19%	21%	24%	7%
District 3	16%	29%	21%	12%
District 4	16%	29%	21%	5%
District 5	12%	20%	18%	18%
District 6	33%	17%	15%	11%
District 7	23%	25%	14%	17%

# Key Biscayne Opposition

	<b>Strong Support</b>	<b>Support</b>	<b>Oppose</b>	<b>Strongly Oppose</b>
District 8	22%	37%	24%	5%
District 9	19%	26%	13%	21%
District 10	33%	22%	10%	15%
District 11	25%	14%	21%	12%
District 12	16%	30%	14%	14%
District 13	14%	27%	12%	14%

# Miami Boat Show Brand

- The Miami Boat show was familiar to 43% of the respondents.
- Over one-third of the respondents (37%) have attended the event.
- Non-Latin Whites were the most familiar (66%) with the Boat Show and 56% of the Non-Latin Whites surveyed have attended.
- Bay and ocean-front respondents (Districts 4, 7, and 8) were the most familiar with the Boat Show.

# Miami Boat Show Brand

	Attended Show	Some Familiarity	No Familiarity
Non Latin Whites	56%	66%	34%
Hispanics	34%	36%	64%
African-Americans	27%	40%	60%
Male	39%	45%	55%
Female	35%	41%	59%
Over 75	29%	37%	63%
36-50	37%	48%	52%

# Miami Boat Show Brand

	Attended Show	Some Familiarity	No Familiarity
District 1	32%	42%	58%
District 2	27%	33%	67%
District 3	31%	50%	50%%
District 4	63%	66%	34%
District 5	37%	37%	63%
District 6	32%	27%	73%
District 7	48%	63%	37%

# Miami Boat Show Brand

	Attended Show	Some Familiarity	No Familiarity
District 8	45%	58%	42%
District 9	19%	28%	72%
District 10	42%	40%	60%
District 11	32%	40%	60%
District 12	33%	40%	60%
District 13	37%	33%	67%



# Conclusion

- There is strong support for the Miami International Boat Show as an important, iconic event that promotes Miami-Dade County.
- Voters support moving the Boat Show from Miami Beach to Virginia Key by a margin of over two-to-one (51% to 23%).
- Support for moving the Boat Show remains solid at 46% to 31%, with only a slight drop after voters were told about the Village of Key Biscayne's opposition to the move