

**Charlotte County, Florida Local Option 1-Percent Sales Tax
Telephone Survey 2018**

**Conducted by
University of Florida Survey Research Center
Bureau of Economic and Business Research**

Perry Leibovitz
Project Manager

February 13, 2018

Table of Contents

- Summary of Results 1
- Survey Methods 1
- Results 2
- Appendix A – Demographics Breakdown..... 4
 - Q1 Are you a homeowner in Charlotte County? 4
 - Q2 Are you a full-time or part-time resident of Charlotte County? 5
 - Q3 Are you in favor of a proposed extension of the local option 1-percent sales tax?..... 6
 - Q4 Would you be in favor of the sales tax extension for a 10-year period? 7
 - Q5 Does your residence have a septic tank or is it connected to a sewer system? 8
 - Q6 Would you be in favor of the sales tax extension if a portion of the revenue was used for improving water quality in Charlotte Harbor?..... 9
 - Q7 Would you be in favor of the sales tax extension if a portion of the revenue was used to offset homeowners' costs for a septic-to-sewer conversion project?..... 10
 - Q8 Would you be in favor of the sales tax extension if a portion of the revenue was used to offset homeowners' costs for beach renourishment in Charlotte County? 11
- Appendix B – Survey Questionnaire 12

Summary of Results

65% of respondents surveyed are generally in favor of a proposed extension of the local option 1-percent sales tax. When asked about extending the sales tax for a 10-year period, this number decreases significantly with only 45% of the respondents in favor.

Regarding how to spend the revenue generated from the sales tax, 72% of respondents were in favor of the extension if it were used towards improving water quality in Charlotte Harbor. Enthusiasm for extending the sales tax wanes when respondents are asked about using the revenue towards offsetting homeowners' costs for converting septic tanks to sewers, with only 53% in favor. Likewise, only 54% of respondents are in favor of extending the sales tax if revenue were used towards offsetting homeowners' costs for beach renourishment. For more information, please contact Perry Leibovitz at perry86@ufl.edu.

Respondent Demographics:

- 52% of respondents were female and 48% of respondents were male.
- 11% of respondents were between the ages of 20-39, 20% of respondents were between the ages of 40-59, and 69% of respondents were 60 years of age or older.
- 34% of respondents were registered democrats, 47% of respondents were registered republicans, and 19% of respondents were independent or had no party affiliation.
- 89% of respondents were white, 6% of respondents were black, 1% of respondents were Hispanic, and 4% of respondents were some other race.

Survey Methods

- The Charlotte County survey questionnaire was developed in concert with Charlotte County personnel.
- The survey was administered in Spanish and English
- The survey was fielded between 1/24/18 and 2/11/18.
- 434 completed interviews were collected.
- The survey has a margin of error +/- 5%.
- Eligible respondents were adults (18+) that lived in Charlotte County.
- Average administration time was 3 minutes.
- Sample was randomly drawn from voter registration files.
- Sample included both landline and cell phone records.
- Maximum number of attempts per record were limited to 3 to reduce respondent burden and to control costs.
- Some totals in the report may not equal 100% due to rounding error.

Results

Q1 Are you a homeowner in Charlotte County?

Are you a homeowner in Charlotte County?	(N)	% of Total
1 Yes	367	84.6%
2 No	65	15.0%
DK/REF	2	0.5%
Total	434	100%

Q2 Are you a full-time or part-time resident of Charlotte County?

Are you a full-time or part-time resident of Charlotte County?	(N)	% of Total
1 Full-time	411	94.7%
2 Part-time	22	5.1%
DK/REF	1	0.2%
Total	434	100.0%

Q3 Are you in favor of a proposed extension of the local option 1-percent sales tax?

Are you in favor of a proposed extension of the local option 1-percent sales tax?	(N)	% of Total
1 Yes	282	65.0%
2 No	132	30.4%
DK/REF	20	4.6%
Total	434	100.0%

Q4 Would you be in favor of the sales tax extension for a 10-year period?

Would you be in favor of the sales tax extension for a 10-year period?	(N)	% of Total
1 Yes	196	45.2%
2 No	217	50.0%
DK/REF	21	4.9%
Total	434	100.0%

***Due to rounding error, percentages may not add up to 100%.**

Q5 Does your residence have a septic tank or is it connected to a sewer system?

Does your residence have a septic tank or is it connected to a sewer system?	(N)	% of Total
1 Septic Tank	147	33.9%
2 Sewer System	274	63.1%
DK/REF	13	3.0%
Total	434	100.0%

Q6 Would you be in favor of the sales tax extension if a portion of the revenue was used for improving water quality in Charlotte Harbor?

Would you be in favor of the sales tax extension if a portion of the revenue was used for improving water quality in Charlotte Harbor?	(N)	% of Total
1 Yes	313	72.1%
2 No	105	24.2%
DK/REF	16	3.7%
Total	434	100.0%

Q7 Would you be in favor of the sales tax extension if a portion of the revenue was used to offset homeowners' costs for a septic-to-sewer conversion project?

Would you be in favor of the sales tax extension if a portion of the revenue was used to offset homeowners' costs for a septic-to-sewer conversion project?	(N)	% of Total
1 Yes	229	52.8%
2 No	180	41.5%
DK/REF	25	5.8%
Total	434	100.0%

Q8 Would you be in favor of the sales tax extension if a portion of the revenue was used to offset homeowners' costs for beach renourishment in Charlotte County?

Would you be in favor of the sales tax extension if a portion of the revenue was used to offset homeowners' costs for beach renourishment in Charlotte County?	(N)	% of Total
1 Yes	233	53.7%
2 No	185	42.6%
DK/REF	16	3.7%
Total	434	100.0%

***Due to rounding error, percentages may not add up to 100%.**

Appendix A – Demographics Breakdown

Q1 Are you a homeowner in Charlotte County?

By Gender

Are you a homeowner in Charlotte County?	Female	% of Gender	Male	% of Gender
1 Yes	189	83.3%	178	86.0%
2 No	38	16.7%	27	13.0%
DK/REF	0	0.0%	2	1.0%
Total	227	100.0%	207	100.0%

By Age

Are you a homeowner in Charlotte County?	20-39	% of Age	40-59	% of Age	60+	% of Age
1 Yes	25	53.2%	69	79.3%	273	91.0%
2 No	22	46.8%	17	19.5%	26	8.7%
DK/REF	0	0.0%	1	1.1%	1	0.3%
Total	47	100.0%	87	100.0%	300	100.0%

By Political Party

Are you a homeowner in Charlotte County?	Democrat	% of Pol_Party	Republican	% of Pol_Party	Other	% of Pol_Party
1 Yes	120	82.8%	177	86.3%	70	83.3%
2 No	25	17.2%	27	13.2%	13	15.5%
DK/REF	0	0.0%	1	0.5%	1	1.2%
Total	145	100.0%	205	100.0%	84	100.0%

By Race

Are you a homeowner in Charlotte County?	White	% of Race	Black	% of Race	Hispanic	% of Race	Other	% of Race
1 Yes	331	86.0%	17	65.4%	5	83.3%	14	82.4%
2 No	53	13.8%	9	34.6%	1	16.7%	2	11.8%
DK/REF	1	0.3%	0	0.0%	0	0.0%	1	5.9%
Total	385	100.0%	26	100.0%	6	100.0%	17	100.0%

***Due to rounding error, percentages may not add up to 100%.**

Q2 Are you a full-time or part-time resident of Charlotte County?

By Gender

Are you a full- time or part-time resident of Charlotte County?	Female	% of Gender	Male	% of Gender
1 Full-time	216	95.2%	195	94.2%
2 Part-time	10	4.4%	12	5.8%
DK/REF	1	0.4%	0	0.0%
Total	227	100.0%	207	100.0%

By Age

Are you a full- time or part-time resident of Charlotte County?	20-39	% of Age	40-59	% of Age	60+	% of Age
1 Full-time	45	95.7%	85	97.7%	281	93.7%
2 Part-time	2	4.3%	2	2.3%	18	6.0%
DK/REF	0	0.0%	0	0.0%	1	0.3%
Total	47	100.0%	87	100.0%	300	100.0%

By Political Party

Are you a full- time or part-time resident of Charlotte County?	Democrat	% of Pol_Party	Republican	% of Pol_Party	Other	% of Pol_Party
1 Full-time	137	94.5%	194	94.6%	80	95.2%
2 Part-time	7	4.8%	11	5.4%	4	4.8%
DK/REF	1	0.7%	0	0.0%	0	0.0%
Total	145	100.0%	205	100.0%	84	100.0%

By Race

Are you a full- time or part-time resident of Charlotte County?	White	% of Race	Black	% of Race	Hispanic	% of Race	Other	% of Race
1 Full-time	367	95.3%	25	96.2%	4	66.7%	15	88.2%
2 Part-time	18	4.7%	1	3.8%	2	33.3%	1	5.9%
DK/REF	0	0.0%	0	0.0%	0	0.0%	1	5.9%
Total	385	100.0%	26	100.0%	6	100.0%	17	100.0%

*Due to rounding error, percentages may not add up to 100%.

Q3 Are you in favor of a proposed extension of the local option 1-percent sales tax?

By Gender

Are you in favor of a proposed extension of the local option 1-percent sales tax?	Female	% of Gender	Male	% of Gender
1 Yes	151	66.5%	131	63.3%
2 No	65	28.6%	67	32.4%
DK/REF	11	4.9%	9	4.3%
Total	227	100.0%	207	100.0%

By Age

Are you in favor of a proposed extension of the local option 1-percent sales tax?	20-39	% of Age	40-59	% of Age	60+	% of Age
1 Yes	32	68.1%	61	70.1%	189	63.0%
2 No	13	27.7%	23	26.4%	96	32.0%
DK/REF	2	4.3%	3	3.4%	15	5.0%
Total	47	100.0%	87	100.0%	300	100.0%

By Political Party

Are you in favor of a proposed extension of the local option 1-percent sales tax?	Democrat	% of Pol_Party	Republican	% of Pol_Party	Other	% of Pol_Party
1 Yes	96	66.2%	130	63.4%	56	66.7%
2 No	42	29.0%	65	31.7%	25	29.8%
DK/REF	7	4.9%	10	4.9%	3	3.6%
Total	145	100.0%	205	100.0%	84	100.0%

By Race

Are you in favor of a proposed extension of the local option 1-percent sales tax?	White	% of Race	Black	% of Race	Hispanic	% of Race	Other	% of Race
1 Yes	255	66.2%	11	42.3%	6	100.0%	10	58.8%
2 No	114	29.6%	11	42.3%	0	0.0%	7	41.2%
DK/REF	16	4.1%	4	15.4%	0	0.0%	0	0.0%
Total	385	100.0%	26	100.0%	6	100.0%	17	100.0%

***Due to rounding error, percentages may not add up to 100%.**

Q4 Would you be in favor of the sales tax extension for a 10-year period?

By Gender

Would you be in favor of the sales tax extension for a 10-year period?	Female	% of Gender	Male	% of Gender
1 Yes	105	46.3%	91	44.0%
2 No	109	48.0%	108	52.2%
DK/REF	13	5.7%	8	3.9%
Total	227	100.0%	207	100.0%

By Age

Would you be in favor of the sales tax extension for a 10-year period?	20-39	% of Age	40-59	% of Age	60+	% of Age
1 Yes	23	48.9%	40	46.0%	133	44.3%
2 No	21	44.7%	41	47.1%	155	51.7%
DK/REF	3	6.4%	6	6.9%	12	4.0%
Total	47	100.0%	87	100.0%	300	100.0%

By Political Party

Would you be in favor of the sales tax extension for a 10-year period?	Democrat	% of Pol_Party	Republican	% of Pol_Party	Other	% of Pol_Party
1 Yes	71	49.0%	90	43.9%	35	41.7%
2 No	67	46.2%	106	51.7%	44	52.4%
DK/REF	7	4.8%	9	4.4%	5	6.0%
Total	145	100.0%	205	100.0%	84	100.0%

By Race

Would you be in favor of the sales tax extension for a 10-year period?	White	% of Race	Black	% of Race	Hispanic	% of Race	Other	% of Race
1 Yes	177	46.0%	11	42.3%	4	66.7%	4	23.5%
2 No	191	49.6%	12	46.2%	2	33.3%	12	70.6%
DK/REF	17	4.4%	3	11.5%	0	0.0%	1	5.9%
Total	385	100.0%	26	100.0%	6	100.0%	17	100.0%

***Due to rounding error, percentages may not add up to 100%.**

Q5 Does your residence have a septic tank or is it connected to a sewer system?

By Gender

Does your residence have a septic tank or is it connected to a sewer system?	Female	% of Gender	Male	% of Gender
1 Septic Tank	77	33.9%	70	33.8%
2 Sewer System	142	62.6%	132	63.8%
DK/REF	8	3.5%	5	2.4%
Total	227	100.0%	207	100.0%

By Age

Does your residence have a septic tank or is it connected to a sewer system?	20-39	% of Age	40-59	% of Age	60+	% of Age
1 Septic Tank	25	53.2%	34	39.1%	88	29.3%
2 Sewer System	19	40.4%	52	59.8%	203	67.7%
DK/REF	3	6.4%	1	1.1%	9	3.0%
Total	47	100.0%	87	100.0%	300	100.0%

By Political Party

Does your residence have a septic tank or is it connected to a sewer system?	Democrat	% of Pol_Party	Republican	% of Pol_Party	Other	% of Pol_Party
1 Septic Tank	46	31.7%	70	34.1%	31	36.9%
2 Sewer System	93	64.1%	131	63.9%	50	59.5%
DK/REF	6	4.2%	4	2.0%	3	3.6%
Total	145	100.0%	205	100.0%	84	100.0%

By Race

Does your residence have a septic tank or is it connected to a sewer system?	White	% of Race	Black	% of Race	Hispanic	% of Race	Other	% of Race
1 Septic Tank	129	33.5%	12	46.2%	1	16.7%	5	29.4%
2 Sewer System	248	64.4%	12	46.2%	4	66.7%	10	58.8%
DK/REF	8	2.1%	2	7.7%	1	16.7%	2	11.8%
Total	385	100.0%	26	100.0%	6	100.0%	17	100.0%

***Due to rounding error, percentages may not add up to 100%.**

Q6 Would you be in favor of the sales tax extension if a portion of the revenue was used for improving water quality in Charlotte Harbor?

By Gender

Would you be in favor of the sales tax extension if a portion of the revenue was used for improving water quality in Charlotte Harbor?	Female	% of Gender	Male	% of Gender
1 Yes	169	74.4%	144	69.6%
2 No	50	22.0%	55	26.6%
DK/REF	8	3.6%	8	3.9%
Total	227	100.0%	207	100.0%

By Age

Would you be in favor of the sales tax extension if a portion of the revenue was used for improving water quality in Charlotte Harbor?	20-39	% of Age	40-59	% of Age	60+	% of Age
1 Yes	34	72.3%	64	73.6%	215	71.7%
2 No	11	23.4%	22	25.3%	72	24.0%
DK/REF	2	4.2%	1	1.1%	13	4.4%
Total	47	100.0%	87	100.0%	300	100.0%

By Political Party

Would you be in favor of the sales tax extension if a portion of the revenue was used for improving water quality in Charlotte Harbor?	Democrat	% of Pol_Party	Republican	% of Pol_Party	Other	% of Pol_Party
1 Yes	114	78.6%	141	68.8%	58	69.0%
2 No	31	21.4%	55	26.8%	19	22.6%
DK/REF	0	0.0%	9	4.4%	7	8.4%
Total	145	100.0%	205	100.0%	84	100.0%

By Race

Would you be in favor of the sales tax extension if a portion of the revenue was used for improving water quality in Charlotte Harbor?	White	% of Race	Black	% of Race	Hispanic	% of Race	Other	% of Race
1 Yes	275	71.4%	19	73.1%	5	83.3%	14	82.4%
2 No	97	25.2%	5	19.2%	1	16.7%	2	11.8%
DK/REF	13	3.4%	2	7.7%	0	0.0%	1	5.9%
Total	385	100.0%	26	100.0%	6	100.0%	17	100.0%

***Due to rounding error, percentages may not add up to 100%.**

Q7 Would you be in favor of the sales tax extension if a portion of the revenue was used to offset homeowners' costs for a septic-to-sewer conversion project?

By Gender

Would you be in favor of the sales tax extension if a portion of the revenue was used to offset homeowners' costs for a septic-to-sewer conversion project?	Female	% of Gender	Male	% of Gender
1 Yes	131	57.7%	98	47.3%
2 No	83	36.6%	97	46.9%
DK/REF	13	5.7%	12	5.8%
Total	227	100.0%	207	100.0%

By Age

Would you be in favor of the sales tax extension if a portion of the revenue was used to offset homeowners' costs for a septic-to-sewer conversion project?	20-39	% of Age	40-59	% of Age	60+	% of Age
1 Yes	24	51.1%	54	62.1%	151	50.3%
2 No	20	42.6%	28	32.2%	132	44.0%
DK/REF	3	6.4%	5	5.7%	17	5.6%
Total	47	100.0%	87	100.0%	300	100.0%

By Political Party

Would you be in favor of the sales tax extension if a portion of the revenue was used to offset homeowners' costs for a septic-to-sewer conversion project?	Democrat	% of Pol_Party	Republican	% of Pol_Party	Other	% of Pol_Party
1 Yes	90	62.1%	97	47.3%	42	50.0%
2 No	47	32.4%	98	47.8%	35	41.7%
DK/REF	8	5.5%	10	4.9%	7	8.4%
Total	145	100.0%	205	100.0%	84	100.0%

By Race

Would you be in favor of the sales tax extension if a portion of the revenue was used to offset homeowners' costs for a septic-to-sewer conversion project?	White	% of Race	Black	% of Race	Hispanic	% of Race	Other	% of Race
1 Yes	201	52.2%	15	57.7%	5	83.3%	8	47.1%
2 No	162	42.1%	9	34.6%	1	16.7%	8	47.1%
DK/REF	22	5.7%	2	7.6%	0	0.0%	1	5.9%
Total	385	100.0%	26	100.0%	6	100.0%	17	100.0%

***Due to rounding error, percentages may not add up to 100%.**

Q8 Would you be in favor of the sales tax extension if a portion of the revenue was used to offset homeowners' costs for beach renourishment in Charlotte County?

By Gender

Would you be in favor of the sales tax extension if a portion of the revenue was used to offset homeowners' costs for beach renourishment in Charlotte County?	Female	% of Gender	Male	% of Gender
1 Yes	133	58.6%	100	48.3%
2 No	86	37.9%	99	47.8%
DK/REF	8	3.5%	8	3.9%
Total	227	100.0%	207	100.0%

By Age

Would you be in favor of the sales tax extension if a portion of the revenue was used to offset homeowners' costs for beach renourishment in Charlotte County?	20-39	% of Age	40-59	% of Age	60+	% of Age
1 Yes	32	68.1%	45	51.7%	156	52.0%
2 No	14	29.8%	40	46.0%	131	43.7%
DK/REF	1	2.1%	2	2.3%	13	4.4%
Total	47	100.0%	87	100.0%	300	100.0%

By Political Party

Would you be in favor of the sales tax extension if a portion of the revenue was used to offset homeowners' costs for beach renourishment in Charlotte County?	Democrat	% of Pol_Party	Republican	% of Pol_Party	Other	% of Pol_Party
1 Yes	90	62.1%	102	49.8%	41	48.8%
2 No	50	34.5%	96	46.8%	39	46.4%
DK/REF	5	3.5%	7	3.4%	4	4.8%
Total	145	100.0%	205	100.0%	84	100.0%

By Race

Would you be in favor of the sales tax extension if a portion of the revenue was used to offset homeowners' costs for beach renourishment in Charlotte County?	White	% of Race	Black	% of Race	Hispanic	% of Race	Other	% of Race
1 Yes	207	53.8%	14	53.8%	4	66.7%	8	47.1%
2 No	165	42.9%	11	42.3%	1	16.7%	8	47.1%
DK/REF	13	3.3%	1	3.8%	1	16.7%	1	5.9%
Total	385	100.0%	26	100.0%	6	100.0%	17	100.0%

***Due to rounding error, percentages may not add up to 100%.**

Appendix B – Survey Questionnaire

Q: HELLO

Hello, my name is _____. I'm calling from the University of Florida. (This is not a sales call.)

(We are conducting research regarding issues facing Charlotte County voters.)

(INT: ENTER 1 FOR ENGLISH
ENTER 3 FOR SPANISH)

Hello this is ____ from the University of Florida. We spoke with someone at this phone number about a survey regarding issues facing Charlotte County voters.

Could I please speak with that person? (This is not a sales call.)

(INT: THIS CALL COULD BE A PARTIAL-COMPLETE)

(INT: PRESS ENTER TO CONTINUE.)

Q: ER

May I please speak with [FIRST NAME] [LAST NAME]?

(We are conducting research regarding issues facing Charlotte County voters.)

(INT: Enter 1 if [FIRST NAME] [LAST NAME] is on the phone

Enter 2 if the phone is passed

If [FNAME] [LNAME] is unavailable, schedule a time to call back.)

Q: IRB1

The University is conducting research about potential issues that are affecting Charlotte County voters.

(INT: ENTER 1 TO CONTINUE.)

Q: CPSAFE

Is this a good time to talk?

INT: ENTER 1 IF RESPONDENT INDICATES THIS IS A SAFE TIME TO TALK
SCHEDULE A CALLBACK IF RESPONDENT INDICATES THIS IS NOT A SAFE TIME TO TALK.

Q: CPRES

Are you a registered voter in Charlotte County?

If resp. says "YES" ENTER 1, you may continue survey with them.

If resp. says "NO" ENTER 2, survey will exit.)

(INT: ENTER 1 IF RESPONDENT INDICATES THEY ARE A CHARLOTTE RESIDENT. (skip to IRB2)
ENTER 2 IF RESPONDENT INDICATES THEY ARE NOT A CHARLOTTE RESIDENT.)

Q: EXIT2

Thank you for your time, but we are only speaking with registered voters in Charlotte County for this study.

(INT: ENTER 1 TO END THE CALL AND CODE THE CASE AS "Cell phone Not a Charlotte County Resident".)

Q: IRB2

Your phone number was selected randomly from a list of Charlotte County voters. Everything you say will be confidential. Your answers will be grouped with others and will be reported with no identifying information.

There is no compensation for completing the survey, but your answers will help Charlotte County make informed decisions. Your participation is voluntary. There are no right or wrong answers to these questions. You do not have to answer any question you do not wish to answer and you can stop the interview at any time. I want you to know this call will be recorded for quality control purposes.

This survey should take less than five minutes.

(If you have questions about the study, you can contact Perry Leibovitz at 352-392-2908. If you have questions about your rights as a participant, you can call (the University of Florida) IRB#2 at 352-392-0433.)

(INT: ENTER 1 TO CONTINUE.)

SURVEY BEGINS

Q1

Are you a homeowner in Charlotte County?

- 1 Yes
- 2 No

- 8 Don't Know
- 9 Refused

Q2

Are you a full-time or part-time resident of Charlotte County?

- 1 Full-time
- 2 Part-time

- 8 Don't Know
- 9 Refused

Q3

Charlotte County voters approved an extension of a 1-percent local option sales tax in 2014 to fund infrastructure, such as roads, buildings and parks.

Are you in favor of a proposed extension of the local option 1-percent sales tax?

- 1 Yes
- 2 No

- 8 Don't Know
- 9 Refused

Q4

Would you be in favor of the sales tax extension for a 10-year period?

- 1 Yes
- 2 No

- 8 Don't Know
- 9 Refused

Q5

Does your residence have a septic tank or is it connected to a sewer system?

- 1 Septic tank
- 2 Sewer system

- 8 Don't Know
- 9 Refused

Q6

Would you be in favor of the sales tax extension if a portion of the revenue was used for improving water quality in Charlotte Harbor?

- 1 Yes
- 2 No

- 8 Don't Know
- 9 Refused

Q7

Would you be in favor of the sales tax extension if a portion of the revenue was used to offset homeowners' costs for a septic-to-sewer conversion project?

- 1 Yes
- 2 No

- 8 Don't Know
- 9 Refused

Q8

Would you be in favor of the sales tax extension if a portion of the revenue was used to offset homeowners' costs for beach renourishment in Charlotte County?

- 1 Yes
- 2 No

- 8 Don't Know
- 9 Refused

Q: THANKYOU

Those are all the questions that I have. Thank you very much for your time. Have a nice day!

(INT: PRESS G TO CODE THIS AS A COMPLETE.)