

# *TallahasseeVoices*

## Healthcare Tax Survey

May 22, 2006

Contact:

Phillip Downs, Ph.D

[pd@kerr-downs.com](mailto:pd@kerr-downs.com)

850-545-9255

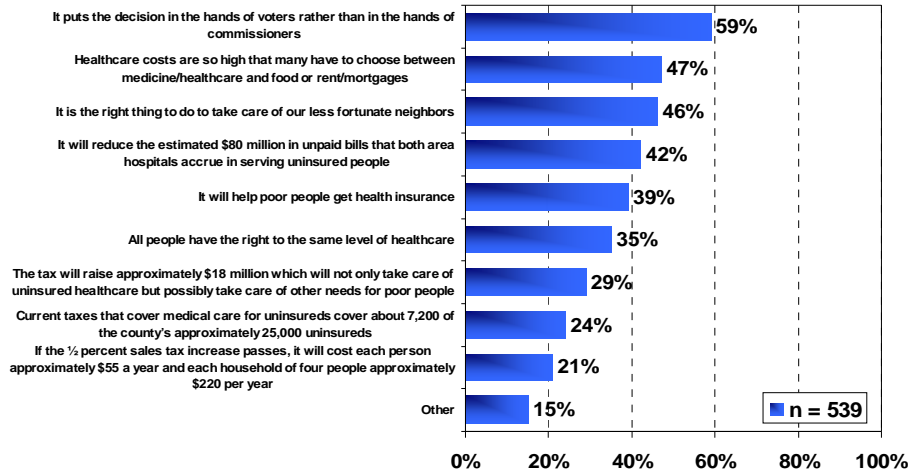
Survey was conducted May 22, 2006 as part of *TallahasseeVoices*, a pro bono internet panel sponsored by Kerr & Downs Research.

## Healthcare Sales Tax Referendum

- A May 22, 2006 survey by *TallahasseeVoices* shows that 56% of county residents do not want the County Commission to allow a referendum on increasing sales taxes to fund healthcare for uninsureds
- Top reasons for **not** letting the referendum go forward:
  - Increase sales tax to highest level in Florida
  - Part of property taxes already cover health insurance for the uninsured
  - It will increase taxes on poor people
- Top reasons for letting the referendum go forward:
  - Let voters rather than commissioners decide
  - Uninsured must now choose between insurance and food, housing, etc.
  - It's the right thing to do to care for less fortunate
- Survey methods:
  - Internet panel of 3,000 residents – 610 responded
  - Opt-in panel is intended to be reflective of all who have access to email at home, school, or work
  - Approximately 85% of residents have access to email
  - Results have been weighted to reflect demographic profile of Leon County

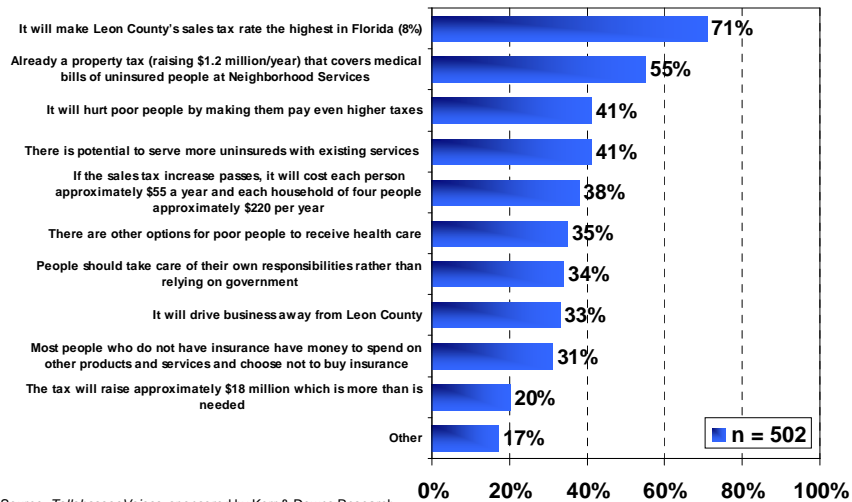
Source: *TallahasseeVoices*, sponsored by Kerr & Downs Research

# Why the County Commission should allow the referendum



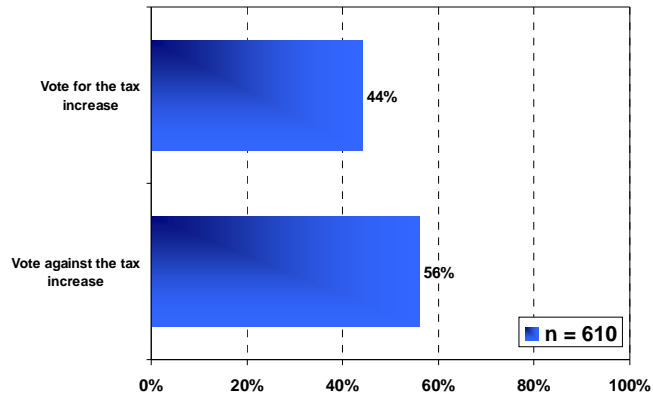
Source: TallahasseeVoices, sponsored by Kerr & Downs Research

# Why the County Commission should NOT allow the referendum



Source: TallahasseeVoices, sponsored by Kerr & Downs Research

# If the referendum were to pass, how would you vote come November?



Source: Tallahassee Voices, sponsored by Kerr & Downs Research