

# *TallahasseeVoices*<sup>1</sup>

## Healthcare Tax Survey

August 1, 2006

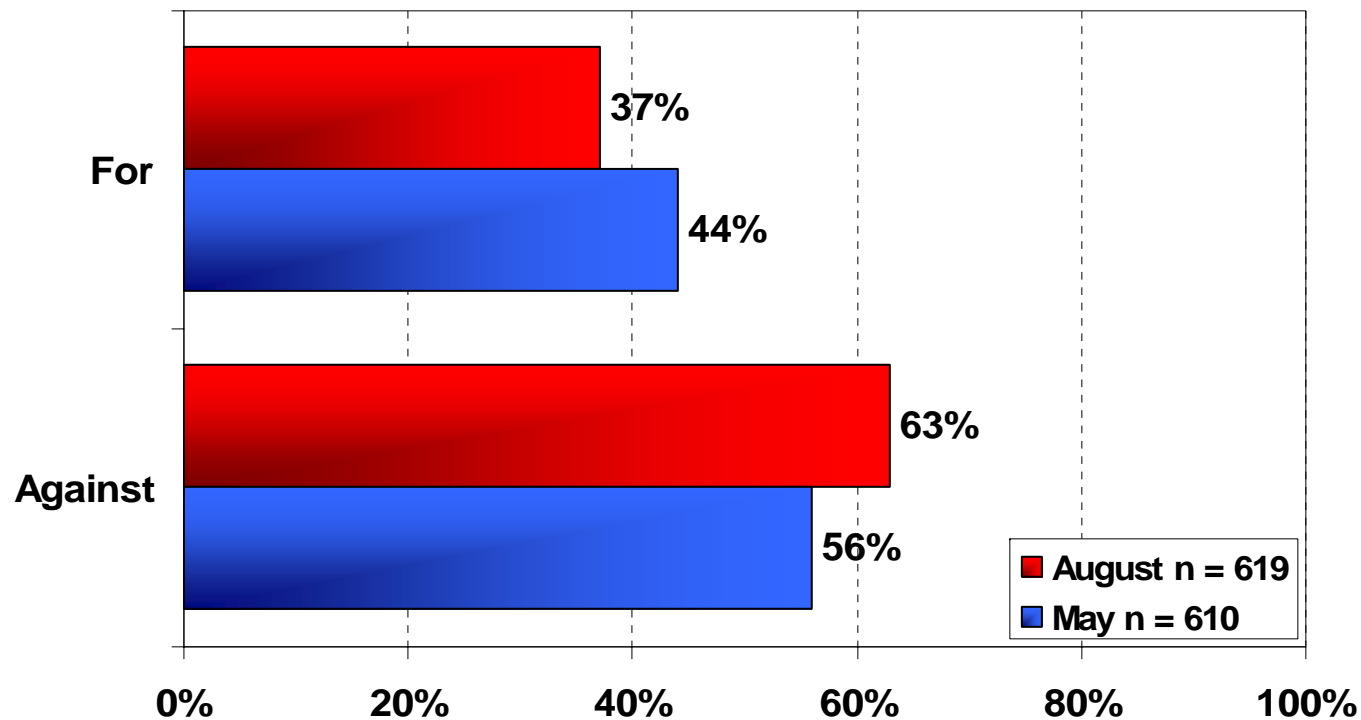
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<sup>1</sup>Surveys on the healthcare sales tax were conducted July 31 & August 1, 2006 & May 21 & 22, 2006 as part of *TallahasseeVoices*, a pro bono internet panel sponsored by Kerr & Downs Research. Results are weighted to reflect the demographics of Leon County.

# Healthcare Sales Tax Survey

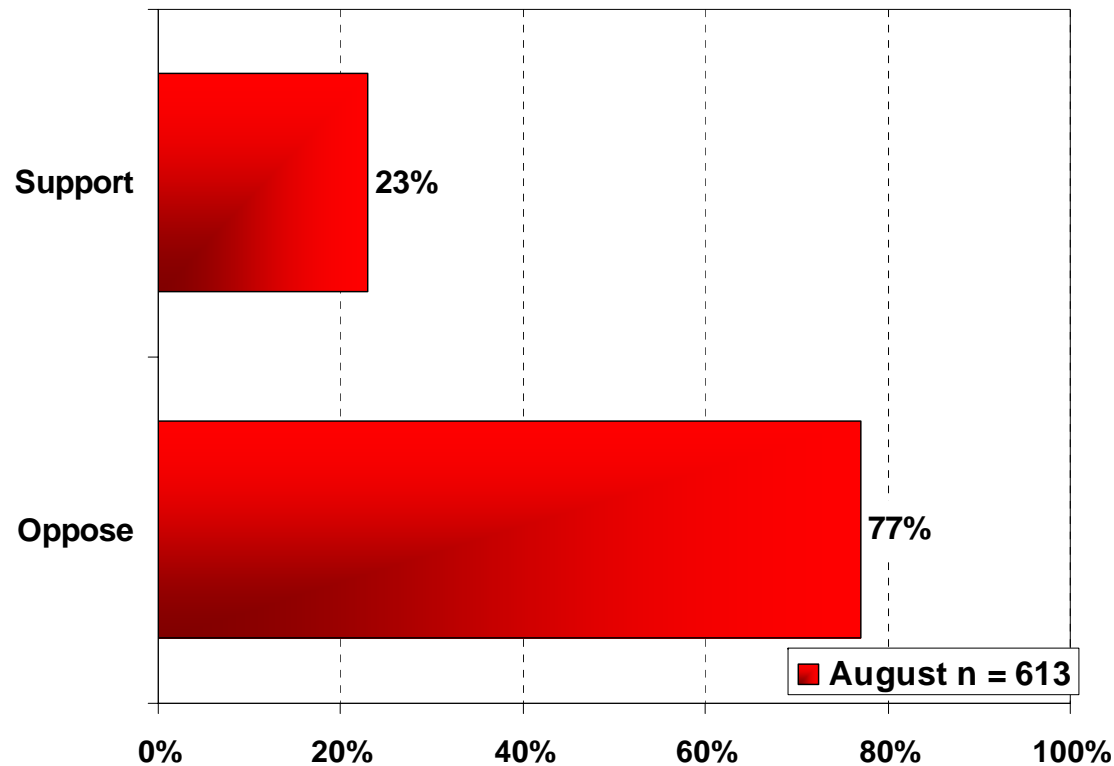
- Opposition to the sales tax increase for healthcare is growing:
  - 56% opposed it in May
  - 63% oppose it in August
- Opposition to the tax increase is greater among lower income residents
- A majority of minority residents (56%) oppose the tax increase
- 77% of residents oppose the County's plan to spend \$150,000 to promote the referendum
- Opposition to spending \$150,000 to promote the referendum is greater among lower-income residents
- Minority residents oppose spending \$150,000 to promote the referendum by a 2 to 1 margin
- Top reasons for **not** supporting the tax increase:
  - It will increase sales tax to highest level in Florida
  - Part of property taxes already cover health insurance for the uninsured
  - Existing facilities to provide medical services to poor & uninsureds are underutilized
- Top reasons for supporting the tax increase:
  - It will help poor people get health insurance
  - It's the right thing to do to care for less fortunate
  - Uninsured must now choose between insurance and food, housing, etc.

# Vote For or Against Sales Tax Increase to Fund Healthcare for Uninsured



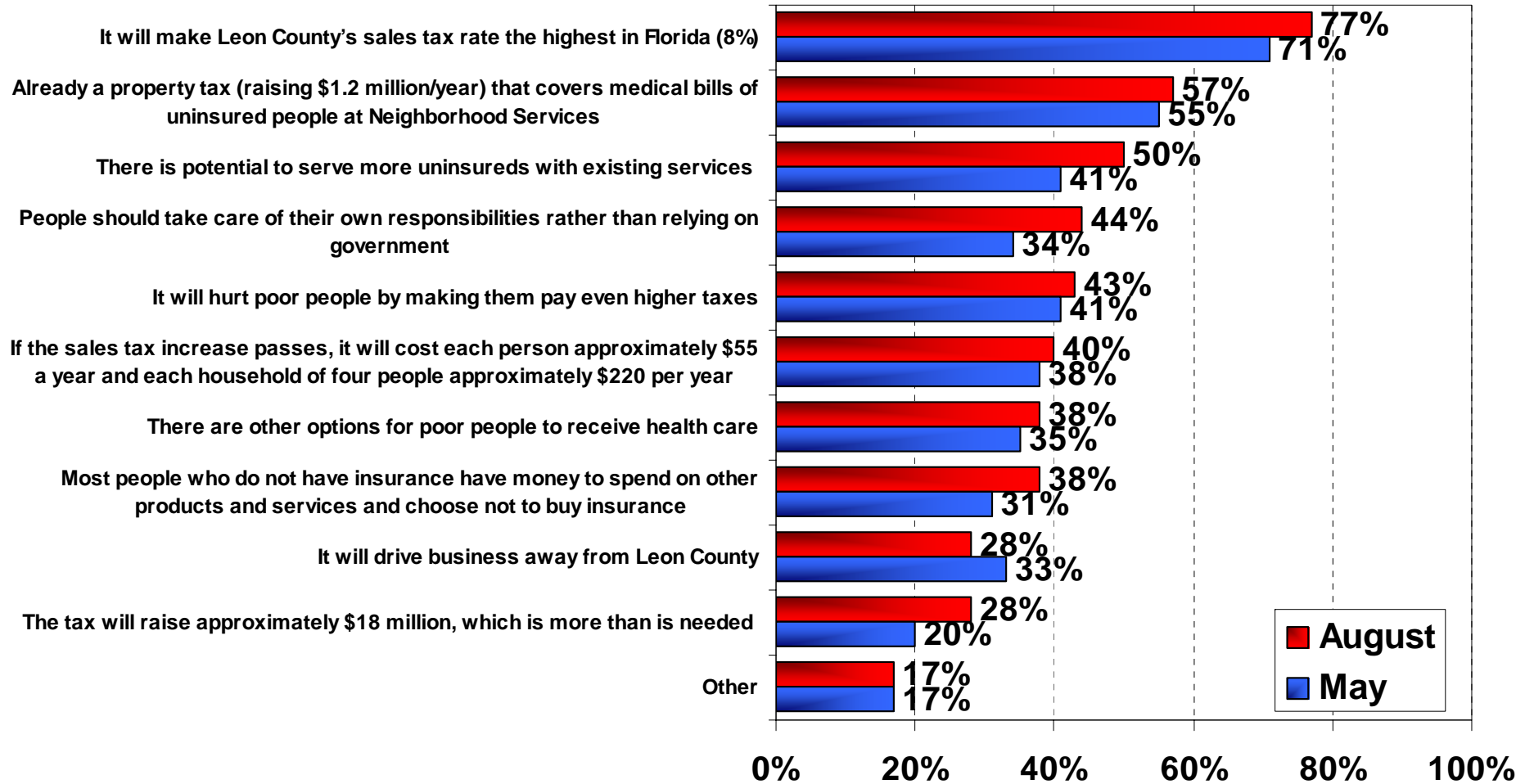
Source: *TallahasseeVoices*, a pro bono project by Kerr & Downs Research

# Support or Oppose County Spending \$150,000 to Promote the Referendum



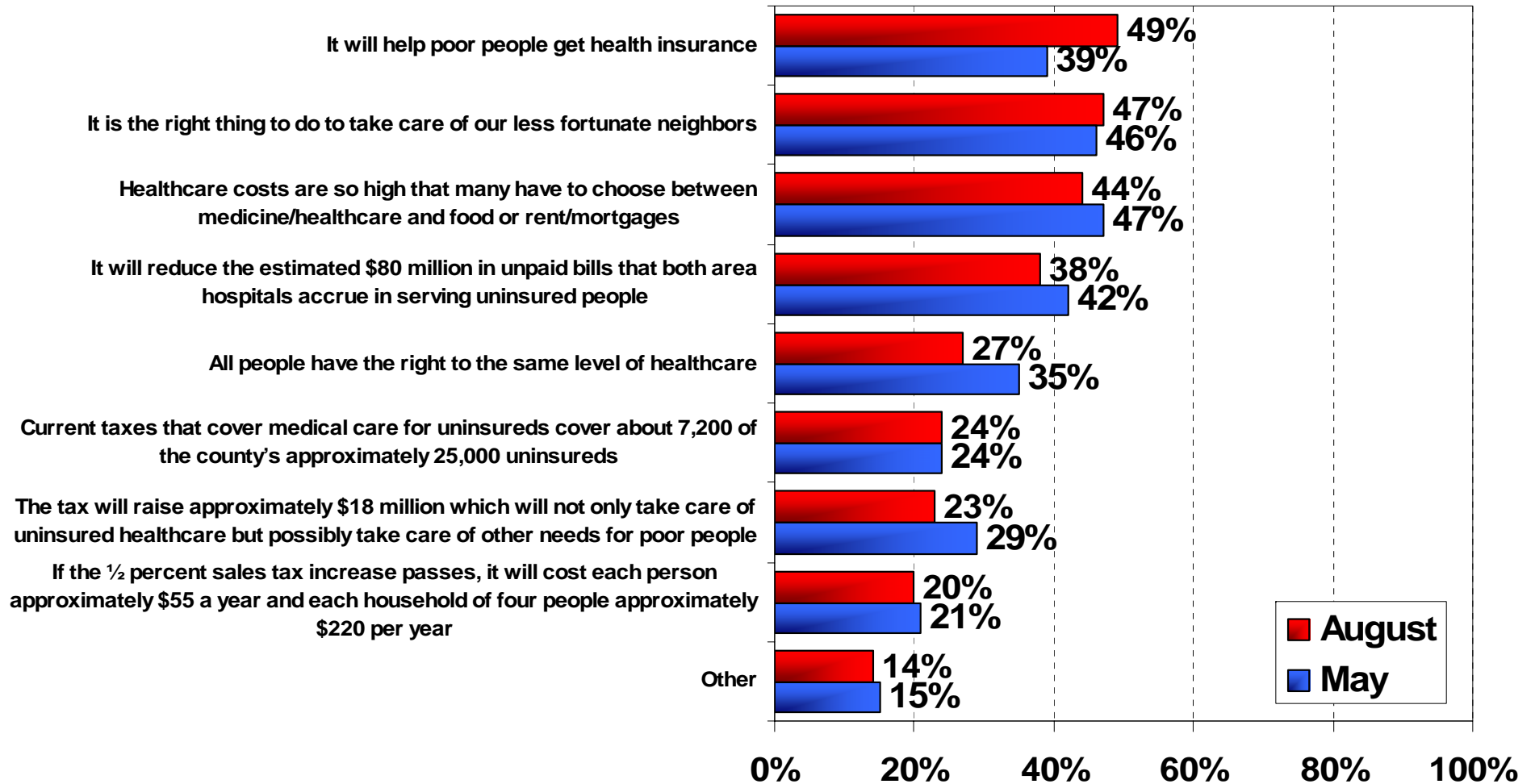
Source: *TallahasseeVoices*, pro bono project by Kerr & Downs Research

# Reasons for not Supporting the Healthcare Sales Tax Increase



Source: *TallahasseeVoices*, a pro bono project by Kerr & Downs Research

# Reasons for Supporting the Healthcare Sales Tax Increase



Source: *TallahasseeVoices*, a pro bono project by Kerr & Downs Research

# Survey Methods:

- Internet panel of 3,000 residents – 610 responded to the May Survey; 619 responded to the August Survey
- Opt-in panel is intended to be reflective of all who have access to email at home, school, or work
- Approximately 85% to 90% of residents in Leon County have access to email
- Results have been weighted to reflect demographic profile of Leon County