

# Hotel “Bed Tax”

*TallahasseeVoices* is a pro bono internet survey panel sponsored by Kerr & Downs Research and the Tallahassee Democrat. Survey was conducted February 12-16, 2008. 468 of the 3,000 panel members responded. Results were weighted to reflect the demographics of the 90%+ local residents who have access to the internet at home, work, or school.

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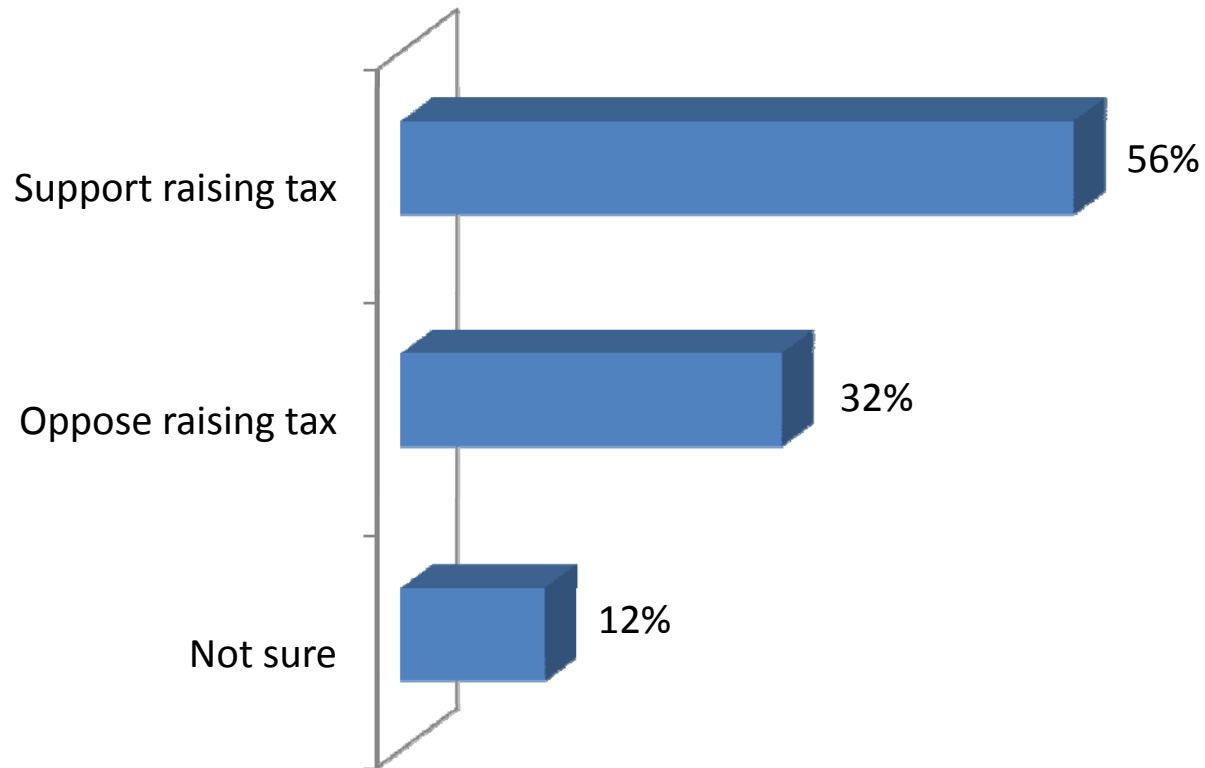
•850.906.3111

# Executive Summary

- Local citizens support raising the “bed tax” from 4% to 5%.
- Residents approve of using bed tax dollars for projects other than marketing Tallahassee as a visitor destination.

SOURCE: TallahasseeVoices, a pro bono internet survey sponsored by Kerr & Downs Research & the Tallahassee Democrat – [www.tallahasseevoices.com](http://www.tallahasseevoices.com).

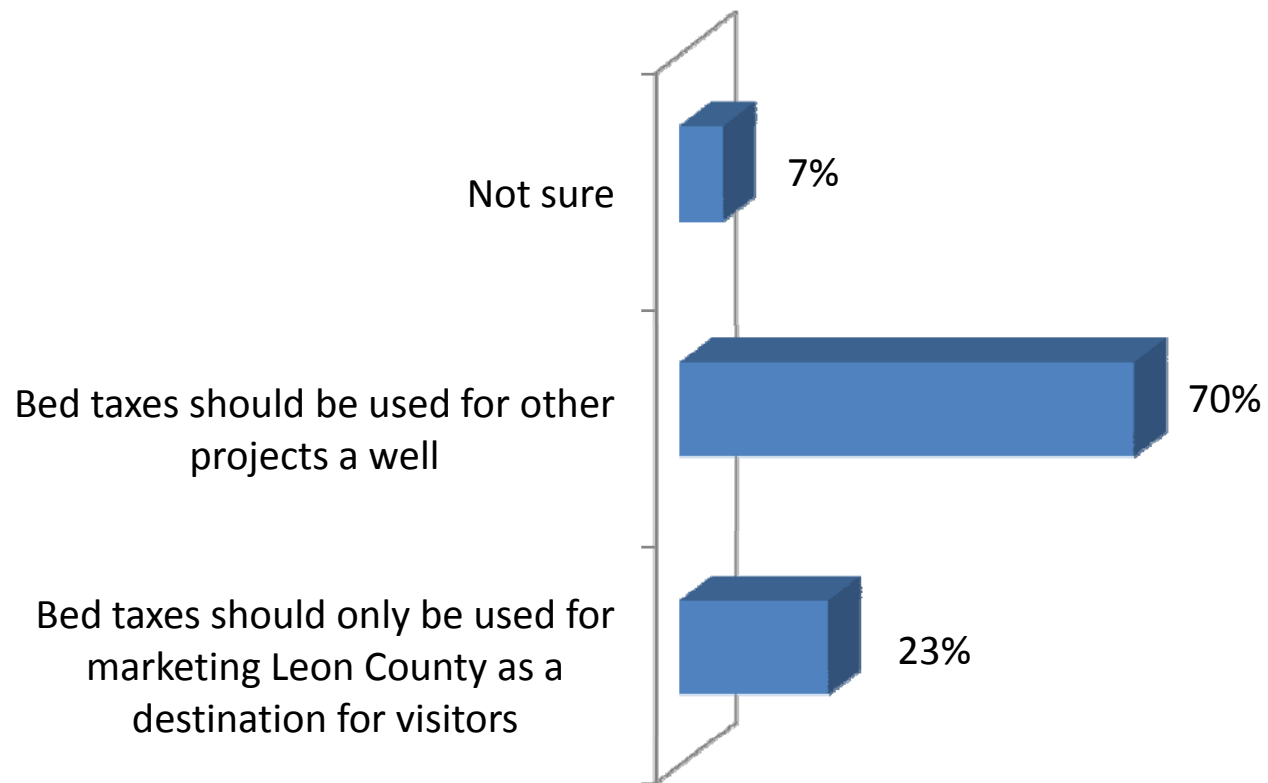
## \*Proposed “bed tax” increase from 4% to 5%



\*Tourist development taxes, also known as “bed taxes” are added to hotel bills. Leon County’s bed tax is currently 4%. Monies raised from bed taxes were originally intended for marketing Leon County as a destination for visitors. Do you support or oppose raising the hotel “bed tax” from 4% to 5%?

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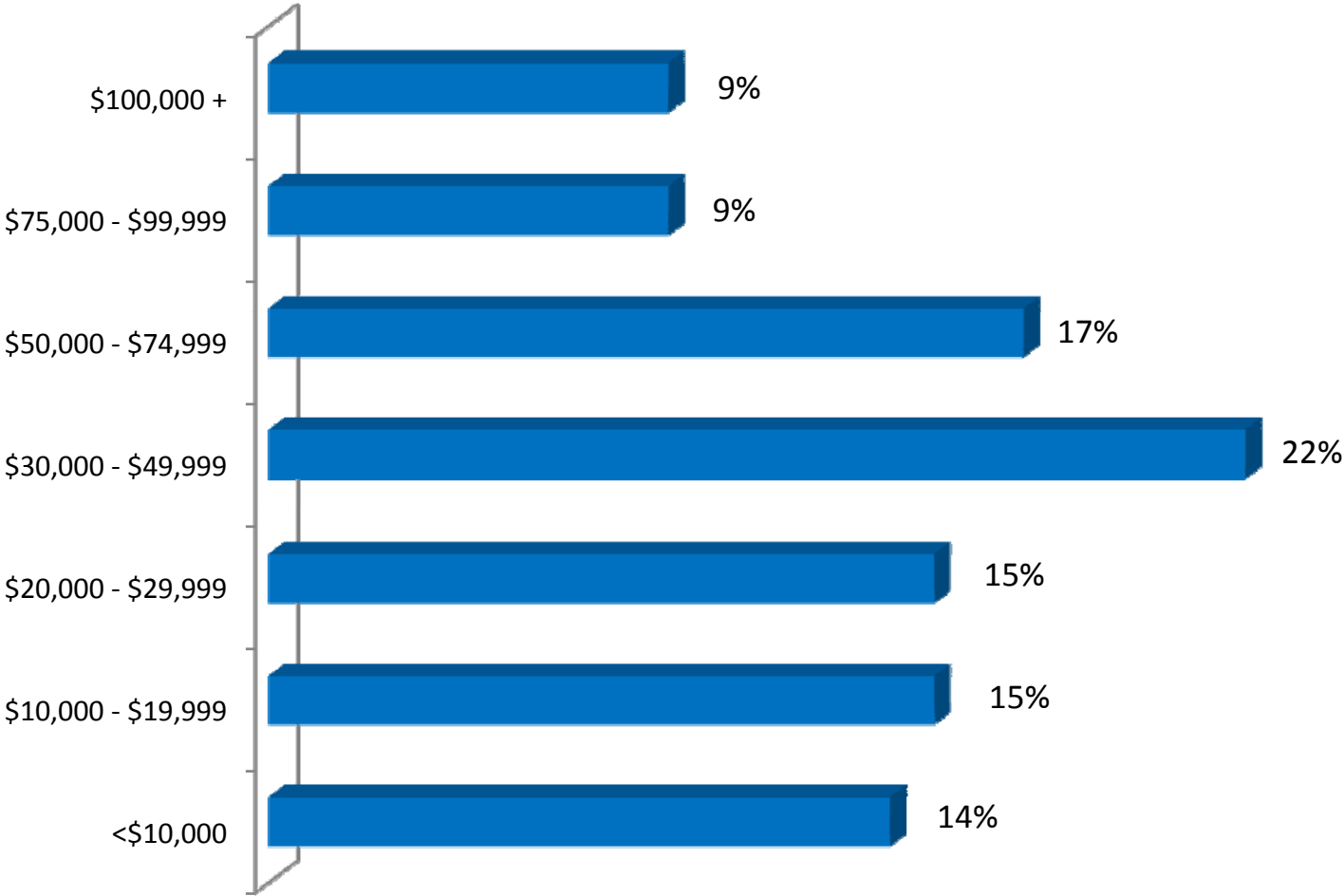
## \*Preferred use of hotel bed taxes



\*Should hotel bed taxes be used strictly for marketing Leon County as a destination for visitors or should bed tax revenue also be used to fund other local projects?

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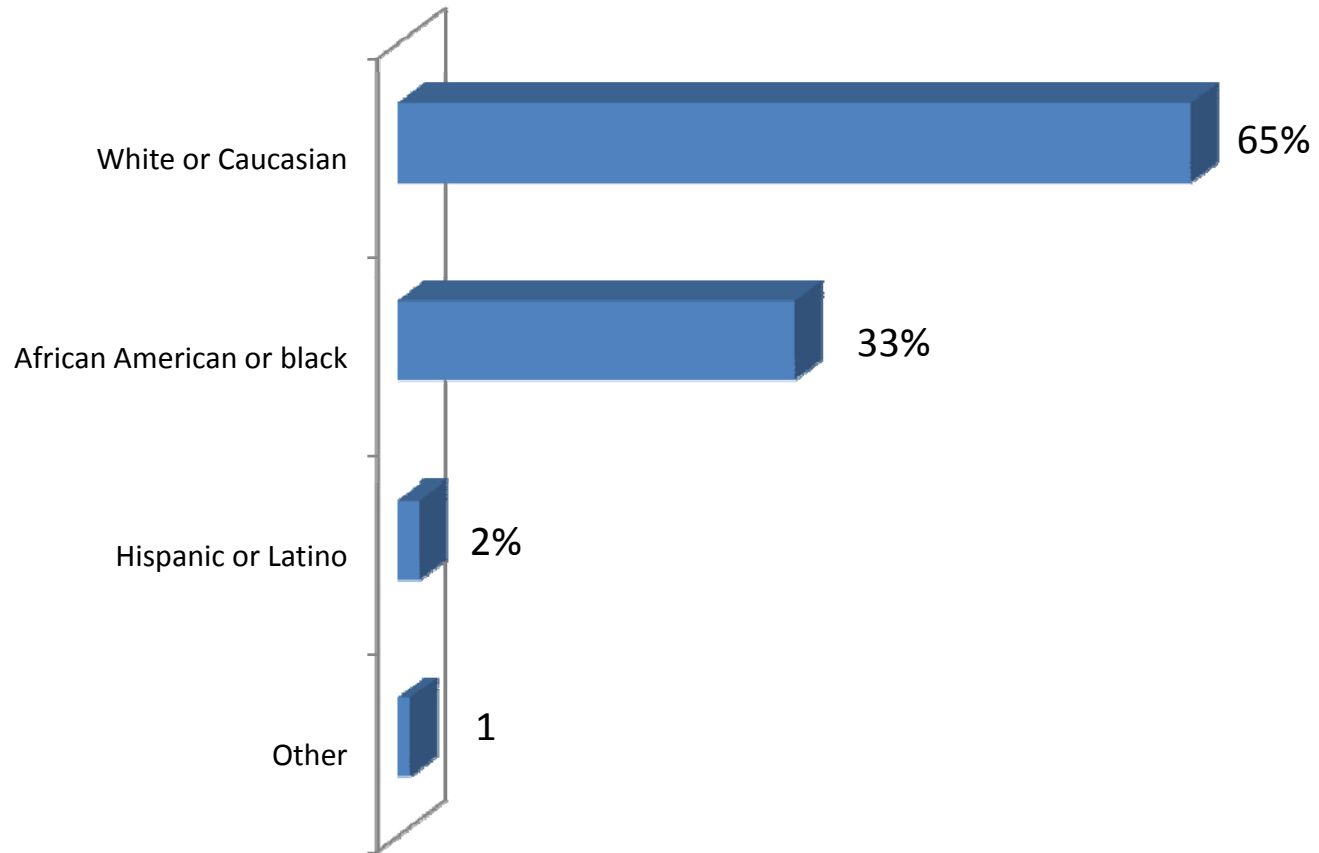
# Household Income of Participants\*



\*Weighted analysis.

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## Race/ethnicity of Participants



\*Weighted analysis.

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