



2022 Lexington County Community Engagement Study: Tracking Community Perceptions and Priorities

COMPLETE STUDY FINDINGS



TABLE OF CONTENTS

INTRODUCTION AND STUDY SPECIFICATIONS	1
EXECUTIVE SUMMARY	6
GENERAL PERCEPTIONS OF LEXINGTON COUNTY PUBLIC SERVICES	7
PERCEIVED QUALITY OF PUBLIC SERVICES IN GENERAL	7
PERCEIVED ADEQUACY OF SPECIFIC SERVICES	12
PERSONAL EXPERIENCE WITH/USAGE OF PUBLIC SERVICES	17
INCIDENCE OF SERVICE USAGE IN PAST YEAR	17
SATISFACTION WITH RESPONSE TIME	21
SERVICE PRIORITIES	24
SINGLE MOST IMPORTANT ISSUE FACING LEXINGTON COUNTY	24
SERVICE PRIORITY RANKING	27
AWARENESS AND INFORMATION RESOURCES	31
HOW WELL-INFORMED ABOUT THE COUNTY	31
SOURCES OF INFORMATION	34
POSITIONS ON CPST	37
RESPONDENT DEMOGRAPHICS	43



2022 Lexington County Community Engagement Study

INTRODUCTION AND STUDY SPECIFICATIONS



INTRODUCTION AND REPORT FORMAT

- This report presents the comprehensive findings from the 2022 Lexington County Community Perceptions and Priorities Study.
- Where relevant, the report also provides historical tracking data for study measures to identify changes in community perceptions and priorities over time.
- Unless otherwise indicated, data within the report are in percent and based on the segment and sample size indicated.
- Findings indicated as “Total” include both phone and online results and have been weighted during data processing to match regional populations within the County.
- Rounding of percentages may occasionally cause totals to add to slightly more or less than 100%.



INTRODUCTION AND REPORT FORMAT

- Question wording has been provided for each graph/table.
- Abbreviations have been made for some terms, including:
 - LC = Lexington County
 - NLT = Non-Life-Threatening (crime)
 - CIP = Crime in Progress
 - LCC = Lexington County Council
- In tables, bolded entries reflect those that are significantly different from the other geographic segments (across the columns) at the 95% confidence level.
- On questions where respondents choose a rating on a 10-point scale, findings are presented in the form of a mean score. This “mean” is the average for all respondent ratings, excluding *don't know* responses.
- Complete study data, including question-by-question results by region and historical comparisons, is available under separate cover.



STUDY SPECIFICATIONS

Methodology:	Quantitative Survey via mixed mode (telephone and online)
Background:	2016 Benchmark (telephone, mail, online); 2017 (telephone only) 2019 (telephone only) 2022 (telephone and online)
Respondent Specs:	Lexington County resident 24+ years of age Registered voter
Survey Dates:	November 14 – December 15, 2022
Sample Size:	2,156 TOTAL 500 phone (57% landline, 43% cell) 1,656 online
Sampling Error:	±2.1 percentage points at the 95% Confidence Level



STUDY SPECIFICATIONS

Regional Distribution:

Geographic mix of County residents defined by resident zip code (weighted during data processing to reflect actual population distribution; refer to next page for actual versus weighted representation)

- Lexington County = ALL zip codes (N=2,156)
- Lexington = 29072 and 29073 (n=755)
- Cayce/West Columbia = 29170, 29169, 29033, 29172 and 29171 (n=517)
- Irmo/Dutch Fork = 29212, 29210 and 29063 (n=237)
- Western Lexington County = 29054, 29070, 29006 and 29071 (n=194)
- Southeast Lexington County = 29053, 29123, 29160 and 29112 (n=280)
- Chapin/Little Mountain = 29036 and 29075 (n=173)



ACTUAL VS. WEIGHTED SAMPLE SIZES

	Actual # of Online Resp.	Actual Dist. of Online Resp.	Weighted Sample Size/ TOTAL	Weighted Distribution of TOTAL Sample
Total	1656	100%	2156	100%
Lexington	681	41%	755	35%
Cayce/West Columbia	194	12	517	24
Irmo/Dutch Fork	124	7	237	11
Southeast	50	3	280	13
Western	160	10	194	9
Chapin/Little Mountain	447	27	173	8



2022 Lexington County Community Engagement Study:

EXECUTIVE SUMMARY



EXECUTIVE SUMMARY

- Most residents have positive impressions of Lexington County and consider most public services in the County to be *adequate*.

However, positive impressions have softened significantly since 2019 and there are significant differences by region.

- Roads are a key concern for County residents: four out of five consider County road maintenance to be *inadequate* and roads/infrastructure is the number one “top-of-mind” concern identified by survey respondents.
- When evaluating specific priorities, faster response times for crime-in-progress law enforcement, EMS, and fire service tend to top the list. (Note: roads were not included in the list.)
- Approximately two out of three consider themselves to be *well-informed* about what is going on in the County.

Nearly nine out of ten study respondents indicate they voted in the midterm election (November 2022). Among those voting on the CPST Referendum, primary reasons cited for opposition relate to believing the County should have adequate funds to do the work without additional taxes.



2022 Lexington County Community Engagement Study:

GENERAL PERCEPTIONS OF LEXINGTON COUNTY PUBLIC SERVICES



PERCEIVED QUALITY OF PUBLIC SERVICES IN LEXINGTON COUNTY

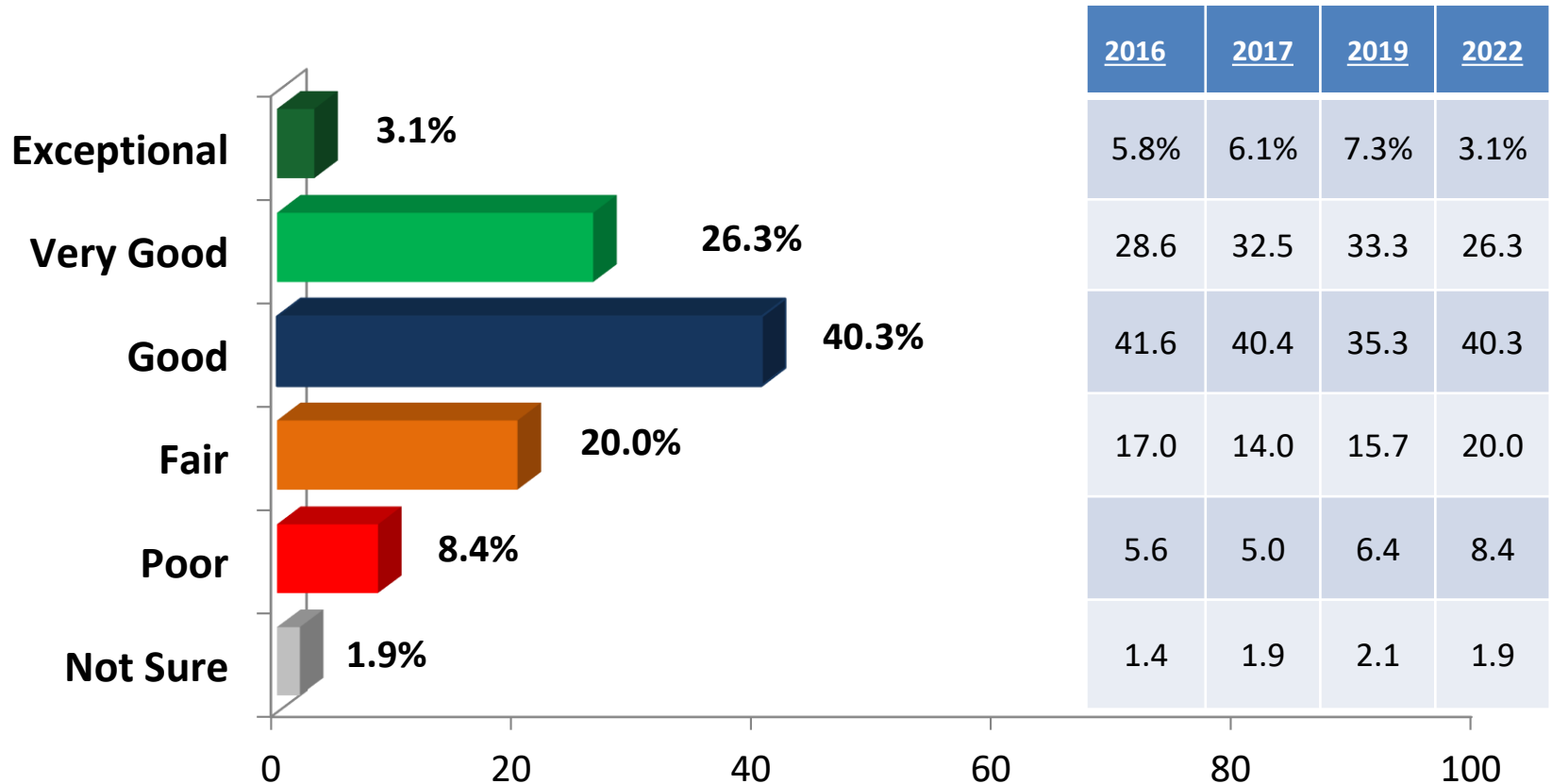
- Most have positive impressions of public services in Lexington County:
 - 3% say public services are *exceptional*;
 - 26% rate them as *very good*;
 - 40% describe them as *good*;
 - 20% say they are *fair*; and
 - 8% describe them as *poor*.

- Overall, 29% rate the quality of Lexington County's public services as *exceptional* or *very good*. This is down significantly from 34% in 2016, 39% in 2017, and 41% in 2019.

- Residents of Lexington (35%), Irmo/Dutch Fork (32%) and Cayce/West Columbia (31%) are most likely to say the County's public services are *exceptional* or *very good*. Those in Chapin (14%), Western Lexington County (21%), and the Southeast (25%) are significantly less likely to describe the County's public services as *exceptional* or *very good*.

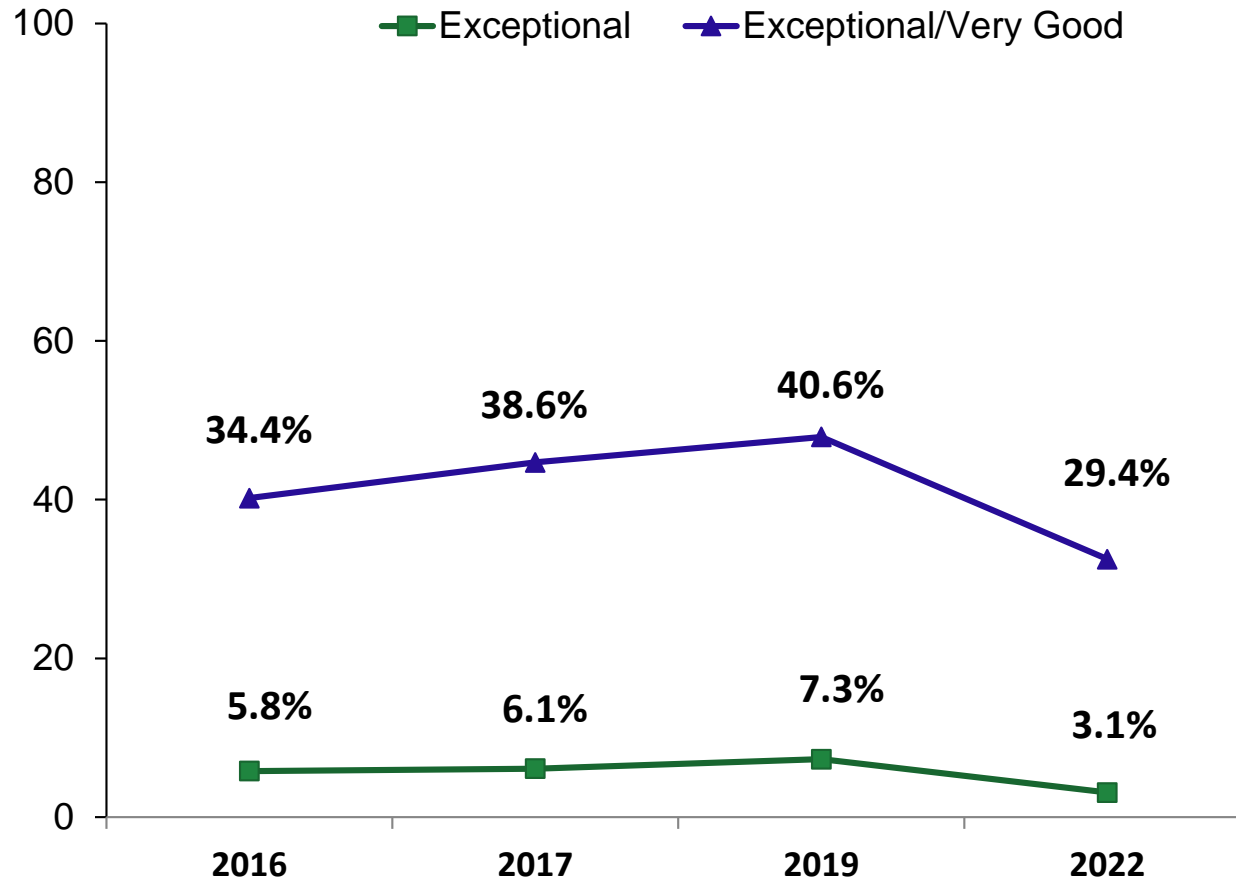
Positive perceptions are down in all regions of the County.

Perceived Quality of Public Services in Lexington County (in General)



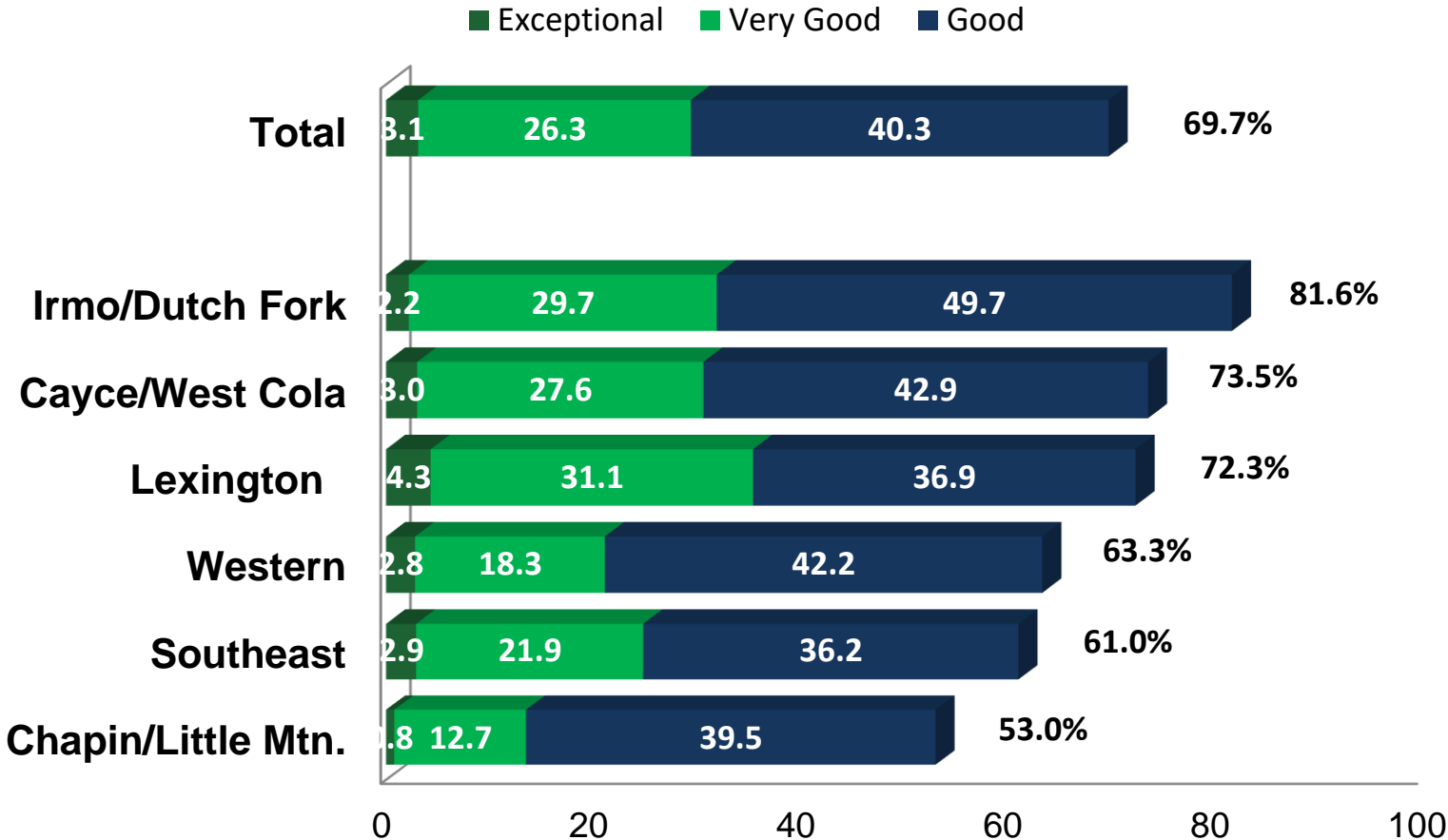
Q1: How would you rate the overall quality of public services in Lexington County?

Perceived Quality of Public Services in Lexington County (in General)



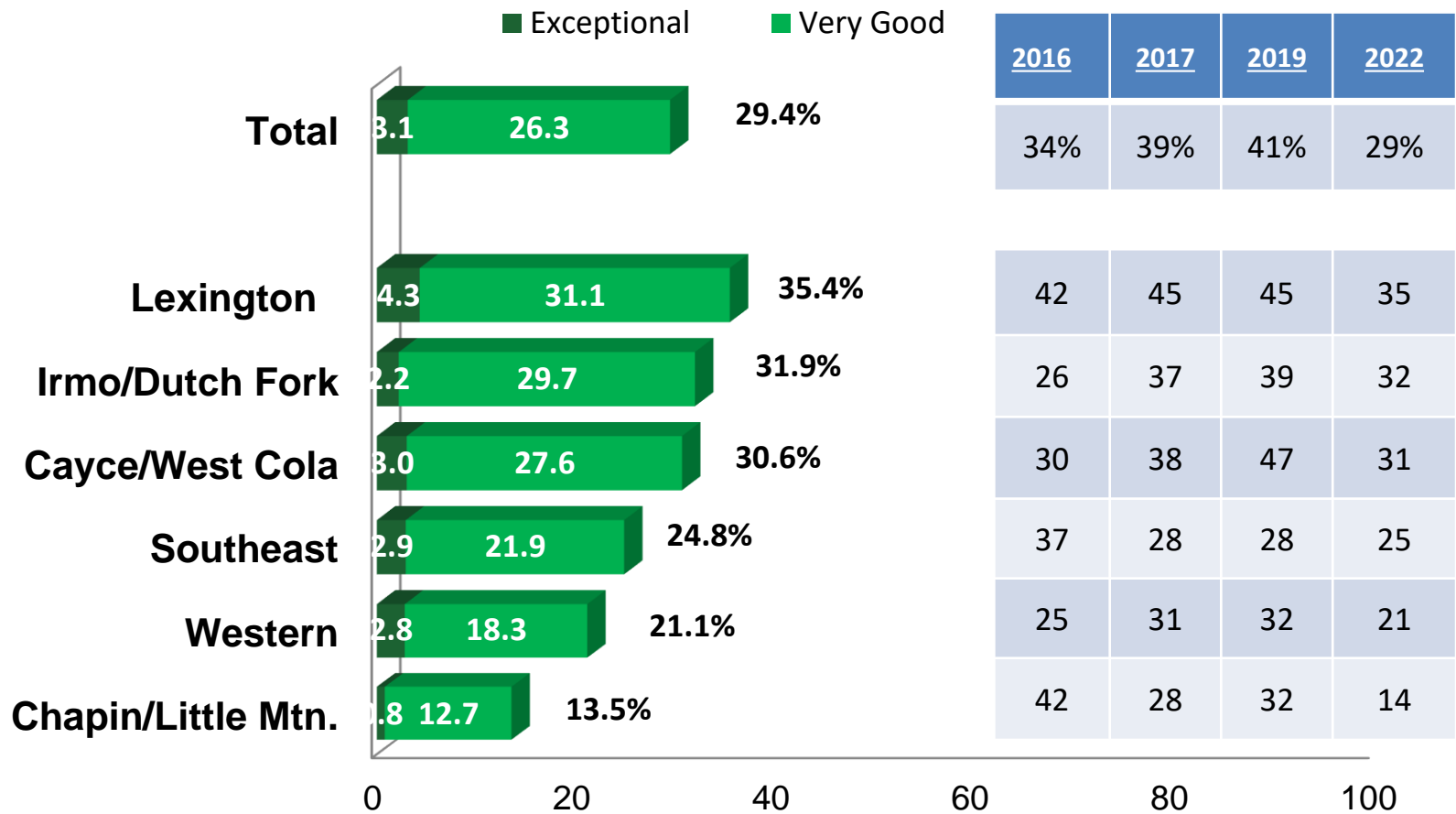
Q1: How would you rate the overall quality of public services in Lexington County?

Perceived Quality of Public Services in Lexington County (in General)



Q1: How would you rate the overall quality of public services in Lexington County?

Perceived Quality of Public Services in Lexington County (in General)



Q1: How would you rate the overall quality of public services in Lexington County?



PERCEIVED ADEQUACY OF SPECIFIC SERVICES

- Residents consider most County services to be *adequate*.

Public services receiving the strongest ratings for being *adequate* in the County include: *libraries* (79%), *fire service* (77%), *law enforcement* (66%), *emergency preparedness* (65%), *EMS ambulance* (63%), *solid waste* (62%), and *911 services* (61%).

Despite strong ratings, all are down compared to historical levels, with some down dramatically.

- Services more likely to be considered *inadequate* than *adequate*, include: *County road maintenance* (15% *adequate*/81% *inadequate*) and *public transportation* (26% *adequate*/43% *inadequate*).
- Public services with the highest levels of unfamiliarity (*don't know* whether they are *adequate* or *inadequate*) include: *public transportation* (31%), *animal services* (29%), *stormwater management* (28%), *911 communications* (25%), and *emergency preparedness* (23%).



PERCEIVED ADEQUACY OF SPECIFIC SERVICES

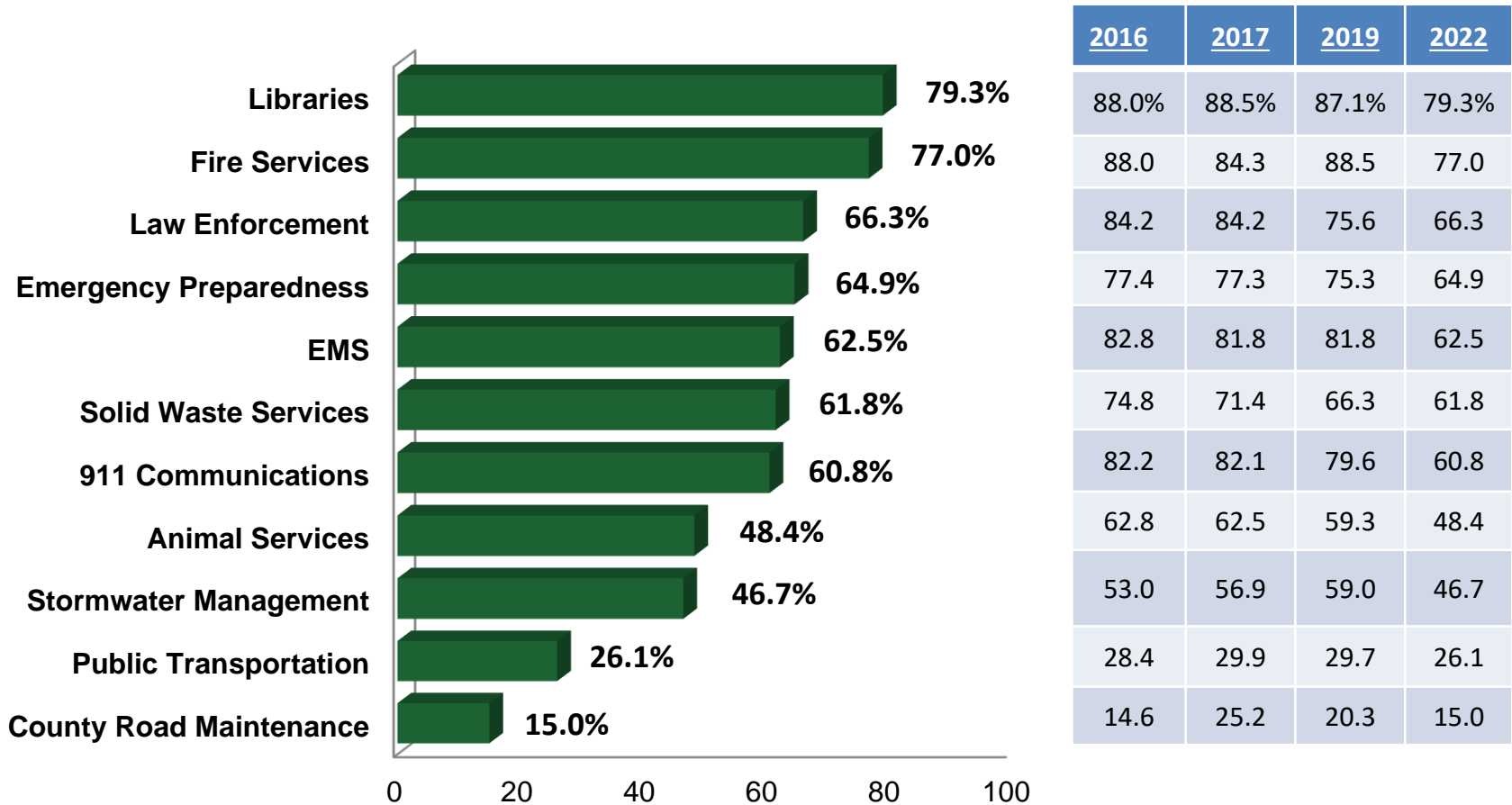
- In general, residents of Chapin/Little Mountain and Southeast Lexington County are more likely than those in other regions to feel their public services are *inadequate*.

Each region, however, tends to have at least one public service issue (in addition to County road maintenance) that has higher levels of perceived *inadequacy* than the County as a whole.

- Chapin/Little Mountain: *EMS ambulance, solid waste, and fire service*
- Southeast LC: *animal services, 911 communications, and law enforcement*
- Western LC: *law enforcement and fire service*
- Irmo/Dutch Fork: *stormwater management*
- Lexington: *public transportation*
- Cayce/West Columbia: *law enforcement and animal services*

Perceived Adequacy of Specific Public Services

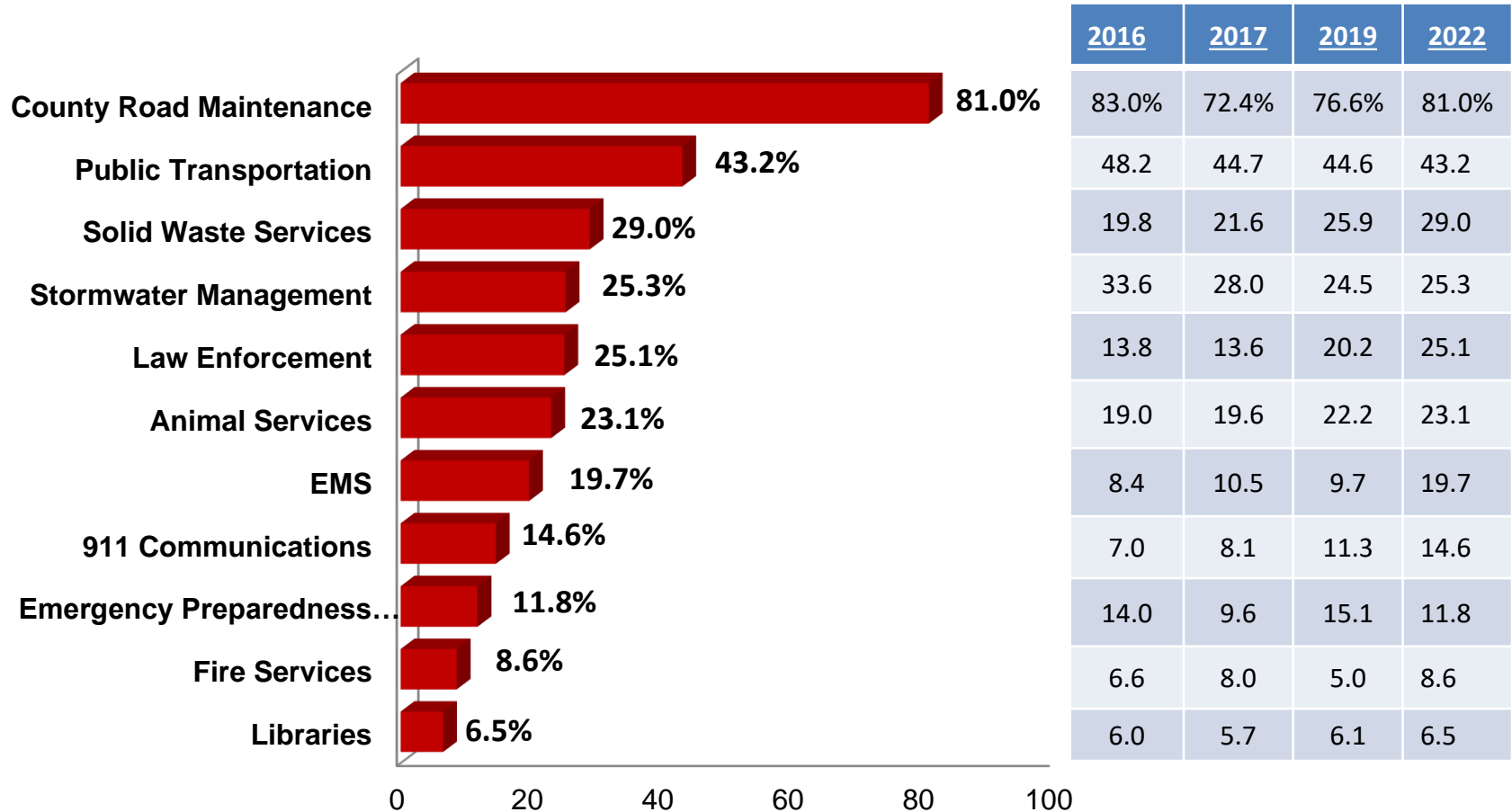
(% indicating service is *Adequate*)



Q3: From your perspective, do you feel each of the following public services in Lexington County is currently adequate or inadequate?

Perceived Adequacy of Specific Public Services

(% indicating service is *Inadequate*)



Q3: From your perspective, do you feel each of the following public services in Lexington County is currently adequate or inadequate?

Perceived Adequacy of Specific Public Services by Region

(% indicating service is *Inadequate*)

	Total	Lexington	Cayce/WC	Irmo/DF	Southeast	Western	Chapin/LM
County Road Maintenance	81.0%	81.7%	79.7%	77.8%	81.0%	84.4%	81.8%
Public Transportation	43.2	48.4	39.9	41.1	41.9	39.0	40.5
Solid Waste Services	29.0	31.0	23.9	32.4	32.4	18.3	37.0
Stormwater Management	25.3	20.6	27.9	33.0	29.5	24.3	21.9
Law Enforcement	25.1	18.9	26.2	18.4	32.4	38.5	30.7
Animal Services	23.1	20.2	25.2	17.8	33.3	24.3	18.4
EMS Ambulance Service	19.7	13.7	11.3	15.1	22.9	18.8	72.9
911 Communications	14.6	11.3	12.0	11.4	25.7	16.1	21.7
Emergency Preparedness	11.8	8.3	8.3	11.4	16.2	13.3	29.4
Fire Services	8.6	6.6	7.0	4.3	7.6	11.5	26.7
Libraries	6.5	6.0	6.6	4.9	10.5	3.7	6.9

Q3: From your perspective, do you feel each of the following public services in Lexington County is currently adequate or inadequate?



Lexington County Community Engagement Study:

PERSONAL EXPERIENCE WITH/USAGE OF PUBLIC SERVICES





INCIDENCE OF SERVICE USAGE IN PAST YEAR

- The most commonly used public services in the County include: *solid waste facility* (79% of respondents have used a facility within the past year), *library* (54%), and the *Treasurer's Office* (51%).

Services with the lowest incidence of usage include: *Vector Control* (2%), *coroner* (5%), *fire service* (9%), and *public works for a drainage or stormwater issue* (11%).

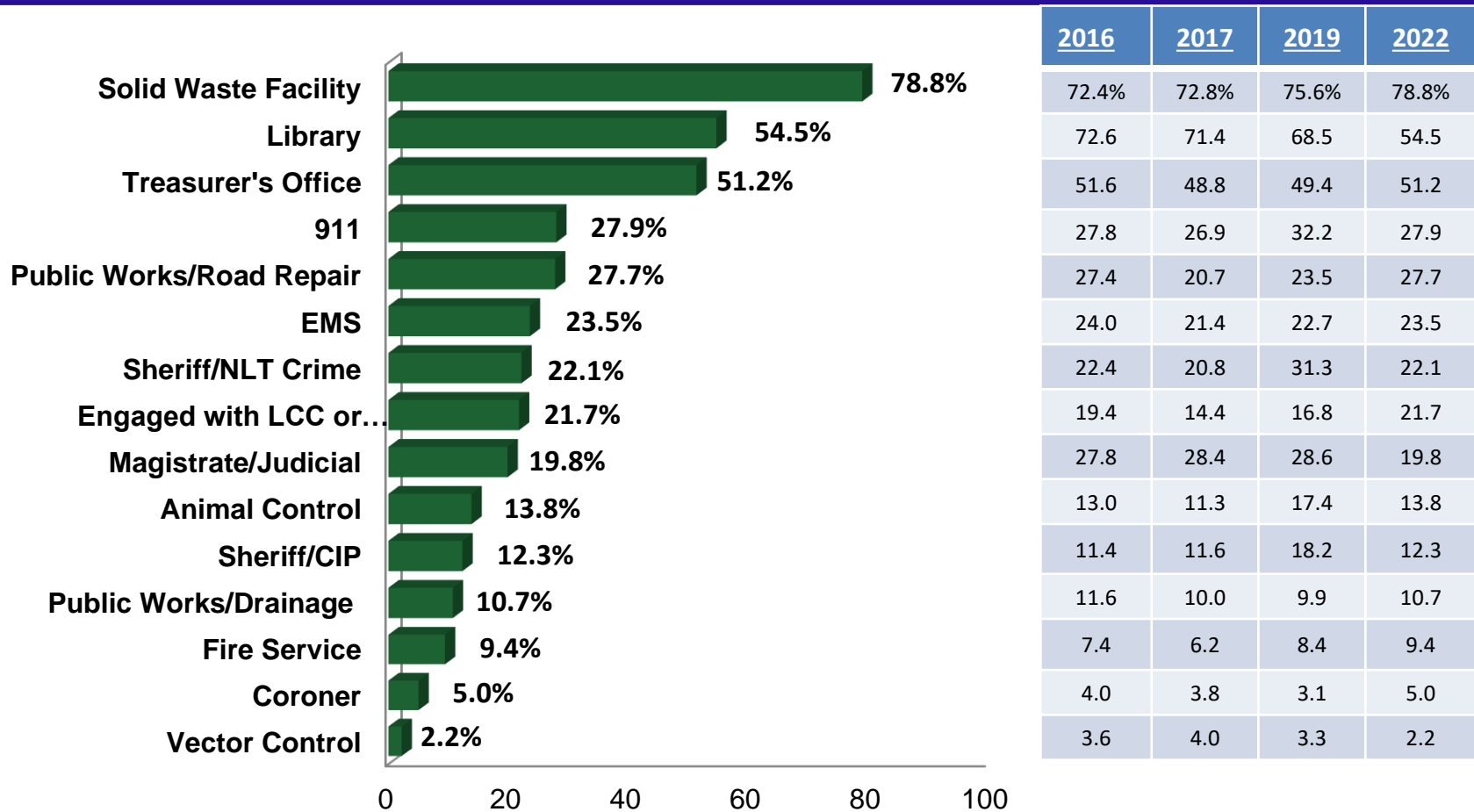
Incidence of Curbside Trash and Recycling

	Total	Lexington	Cayce/WC	Irmo/DF	Southeast	Western	Chapin/LM
Yes, Both	59.6%	70.6%	71.8%	74.1%	11.4%	26.6%	70.6%
Waste Only	6.5	5.2	7.6	1.6	14.3	6.4	2.5
Recycling Only	0.3	0.1	0.0	0.5	1.0	0.5	0.2
No, Neither	30.6	21.3	18.6	22.2	68.6	60.1	23.6
Not Sure	3.1	2.8	2.0	1.6	4.8	6.4	3.1

Q11: Do you currently have curbside trash and recycling in your area?

Usage of Lexington County Public Services

(% indicating “yes” they have used the service in the past year)



Q5: During the past year, have you or a member of your household called/used/visited ____?

Usage of Lexington County Public Services by Region

(% indicating “yes” they have used the service in the past year)

	Total	Lexington	Cayce/WC	Irmo/DF	Southeast	Western	Chapin/LM
Solid Waste Facility	78.8%	80.3%	68.1%	78.9%	84.8%	86.2%	86.6%
Visited Library	54.5	59.1	54.2	55.7	43.8	50.9	54.9
Treasurer’s Office	51.2	57.0	46.5	38.4	52.4	57.8	48.6
Made a Call to 911	27.9	25.6	30.2	22.7	38.1	28.0	21.1
Public Works/Road Repair	27.7	23.6	24.3	23.8	37.1	39.9	32.6
Required LC EMS	23.5	22.4	24.9	16.8	26.7	30.7	20.9
Sheriff/NLT Crime	22.1	18.8	21.3	20.5	40.0	21.6	13.4
Engaged with LCC/Member	21.7	21.2	19.3	26.5	16.2	24.3	31.1
Magistrate/Judicial	19.8	21.3	19.6	11.9	28.6	17.4	13.2
Animal Control	13.8	13.1	13.6	5.9	25.7	17.0	5.2
Sheriff/Crime in Progress	12.3	10.1	15.6	8.6	19.0	12.4	5.6
Public Works/Drainage	10.7	8.3	12.0	12.4	12.4	12.8	9.4
Fire Service	9.4	7.7	10.0	4.3	16.2	13.3	6.3
Coroner	5.0	4.6	7.0	2.2	5.7	5.5	2.7
Vector Control	2.2	2.1	3.3	1.6	1.0	1.8	2.1

Q5: During the past year, have you or a member of your household called/used/visited _____?

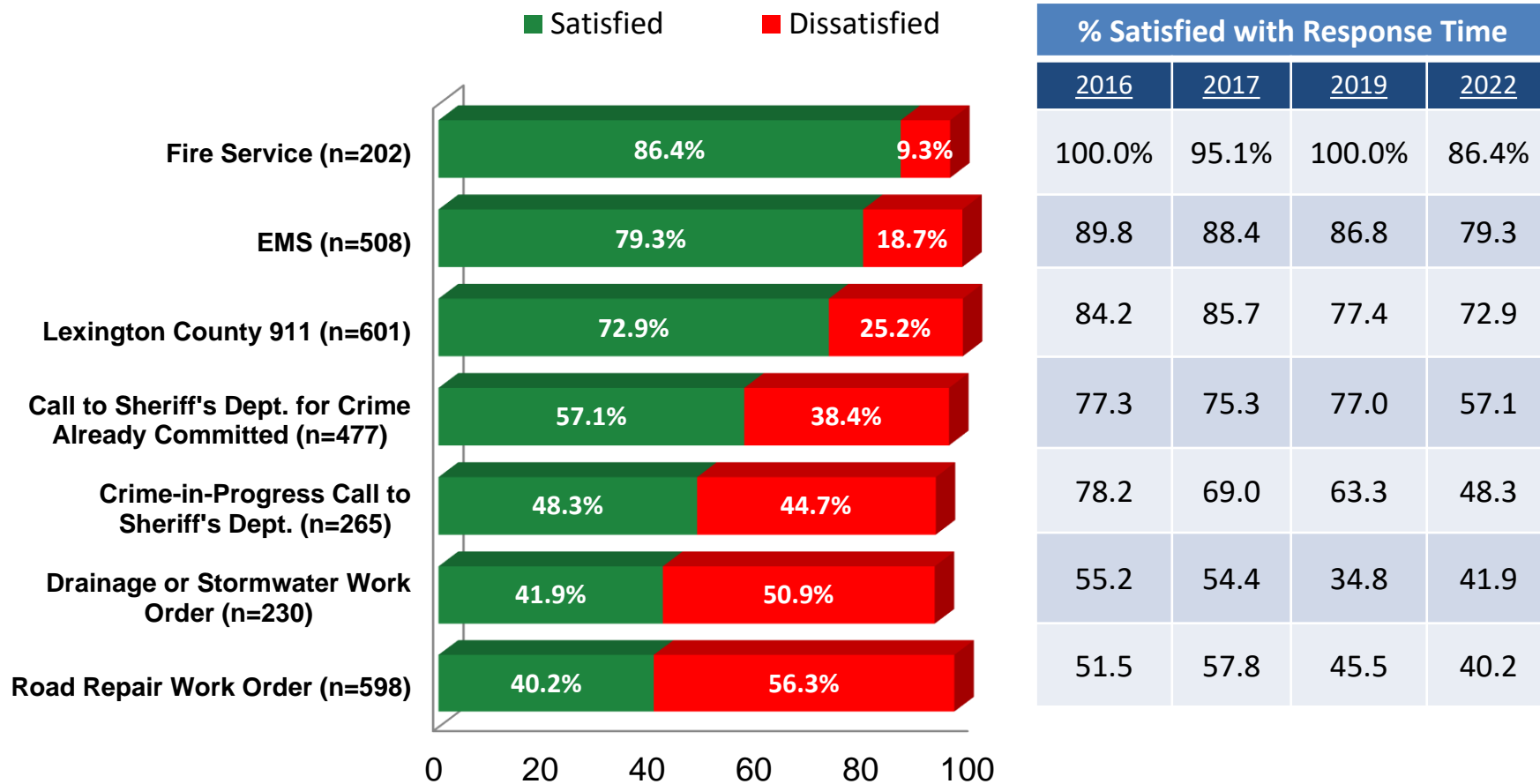


SATISFACTION WITH RESPONSE TIME

- Among those who have required/used a “response” service within the past year, satisfaction varies widely by service and region.
- Satisfaction with response times is highest for fire service and EMS and lowest for Public Works service orders.
- Chapin/Little Mountain residents are particularly dissatisfied with response times for emergency services (EMS, fire, and 911).

Satisfaction with Response Times During Actual Experience

(among those who have utilized specific service within the past year)



Q6: Thinking specifically about your most recent experience when you _____, how satisfied were you with the response time?

Satisfaction with Response Times by Service, by Region

(among those who have utilized specific service in the past year)

	Total	Lexington	Cayce/WC	Irmo/DF	Southeast	Western	Chapin/LM
Fire Service – Satisfied	86.4%	83.6%	90.0%	87.5%	94.1%	82.8%	60.0%
Fire Service – Dissatisfied	9.3	6.0	6.7	12.5	5.9	13.8	40.0
EMS – Satisfied	79.3	80.9	82.7	77.4	82.1	86.6	44.0
EMS – Dissatisfied	18.7	17.0	16.0	19.4	14.3	13.4	53.0
911 – Satisfied	72.9	75.2	74.7	76.2	65.0	80.3	59.4
911 – Dissatisfied	25.2	23.9	23.1	16.7	35.0	18.0	35.6
Sheriff NLT – Satisfied	57.1	64.4	50.0	78.9	47.6	55.3	50.0
Sheriff NLT – Dissatisfied	38.4	31.3	43.8	13.2	50.0	44.7	42.2
Sheriff CIP – Satisfied	48.3	58.0	44.7	75.0	30.0	48.1	48.1
Sheriff CIP – Dissatisfied	44.7	34.1	51.1	12.5	65.0	40.7	40.7
Drainage – Satisfied	41.9	50.0	36.1	60.9	23.1	39.3	42.2
Drainage – Dissatisfied	50.9	41.7	61.1	39.1	69.2	42.9	42.2
Road Work – Satisfied	40.2	44.9	45.2	38.6	20.5	43.7	47.4
Road Work - Dissatisfied	56.3	51.2	53.4	56.8	74.4	52.9	49.4

Q6: Thinking specifically about your most recent experience when you _____, how satisfied were you with the response time? [NOTE: Small sample sizes for some services may limit reliability and/or projectability of data for individual regions.]



Lexington County Community Engagement Study:

SERVICE PRIORITIES



SINGLE MOST IMPORTANT ISSUE FACING LEXINGTON COUNTY IN 2023

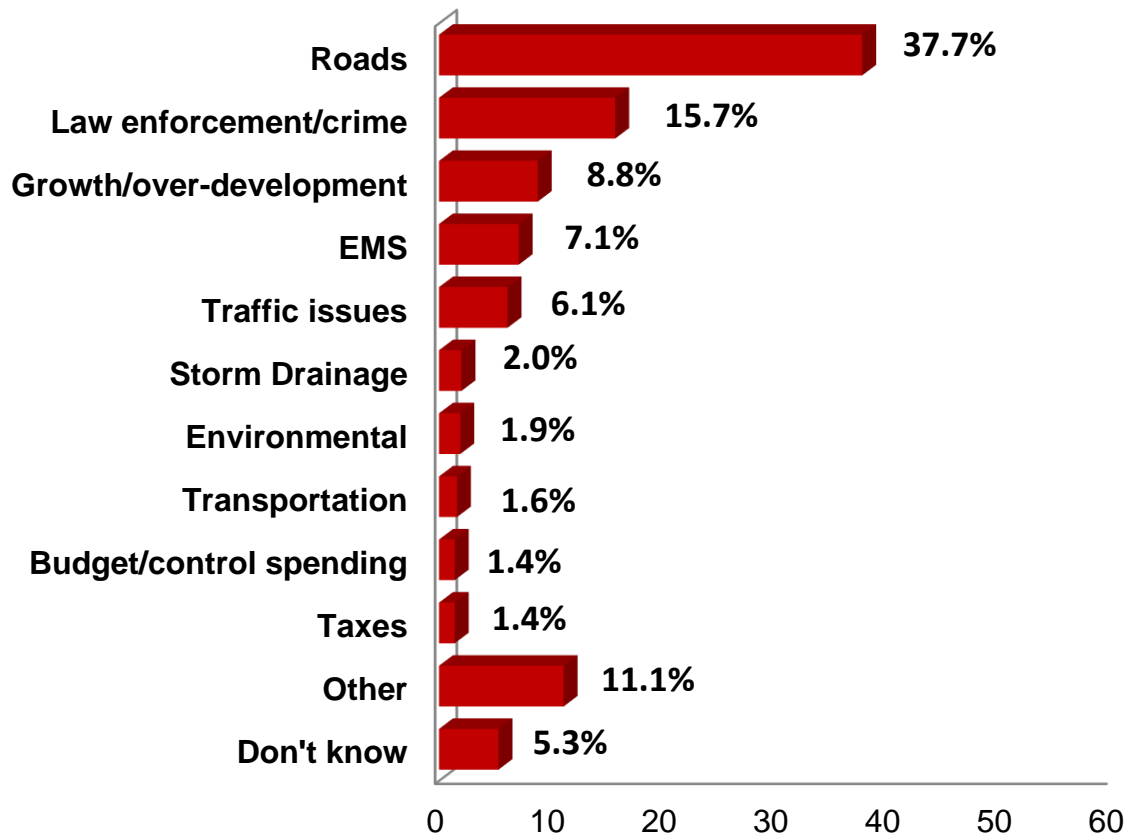
- When asked what they feel is the single most important issue facing Lexington County in 2023, residents identify a number of different issues. The leader, by a significant margin, however, is *road improvement/maintenance/infrastructure*. Fully 38% of County residents identify this as the single most important issue.

Other key issues include: *law enforcement/safety/crimes/drugs, growth/over-development/overpopulation, EMS, and traffic issues.*

- As with other study measures, each region tends to have a somewhat different combination of concerns. In addition to *road improvement/maintenance*, regional concerns include:
 - Lexington: *over-development and traffic congestion*
 - Cayce/West Columbia: *law enforcement and traffic issues*
 - Southeast LC: *law enforcement*
 - Western LC: *law enforcement*
 - Chapin/Little Mountain: *EMS and over-development*

Single Most Important Issue Facing Lexington County

(asked open-ended, first response)



	2016	2017	2019	2022
Roads	50.4%	39.2%	36.2%	37.7%
Law enforcement/crime	9.0	11.1	16.4	15.7
Growth/over-development	4.0	7.6	10.8	8.8
EMS	1.6	3.2	3.1	7.1
Traffic issues	10.0	18.0	11.6	6.1
Storm Drainage	3.4	2.7	3.9	2.0
Environmental	0.0	2.1	1.7	1.9
Transportation	1.6	2.5	3.6	1.6
Budget/control spending	4.4	4.7	3.9	1.4
Taxes	2.6	2.0	2.2	1.4
Other	18.0	13.6	12.8	11.0
Don't know	11.0	10.9	12.8	5.3

Q4: Among the Public Services for which Lexington County Council is responsible, what do you feel is the single most important issue facing Lexington County?

Single Most Important Issue Facing LC by Region

(asked open-ended)

	Total	Lexington	Cayce/WC	Irmo/DF	Southeast	Western	Chapin/LM
Road improvement/ maintenance/infrastructure	37.7%	39.5%	34.6%	47.0%	39.0%	39.9%	22.3%
Law enforcement/safety/ crime/drugs	15.7	11.9	18.6	16.2	21.9	21.6	6.5
Growth/over-development/ overpopulation	8.8	12.9	6.0	7.0	1.0	9.6	13.8
EMS	7.1	4.1	2.0	6.5	4.8	3.2	44.7
Traffic issues	6.1	10.1	7.0	1.6	2.9	2.3	1.7
Storm drainage/water issues	2.0	0.9	4.3	1.6	1.9	2.3	0.4
Environmental	1.9	2.1	2.3	3.2	1.0	0.5	1.3
Transportation	1.6	1.6	2.7	1.6	1.0	0.0	1.5
Budget/control spending	1.4	2.0	1.7	0.5	1.0	1.4	0.2
Taxes	1.4	1.5	1.3	1.6	1.0	2.3	0.4
Other	11.0	9.8	11.9	7.8	16.9	11.4	5.7
Don't know	5.3	3.6	7.6	5.4	7.6	5.5	1.5

Q4: Among the Public Services for which Lexington County Council is responsible, what do you feel is the single most important issue facing Lexington County?



SERVICE PRIORITY RANKING

- Respondents were asked how much priority they feel Lexington County should put on a variety of specific issues in 2023. Issues evaluated include: *a greater law enforcement presence, faster response times for crime-in-progress law enforcement calls, faster response times for fire service, faster response times for EMS, public transportation, and mandatory curbside collection, including unincorporated areas where it is not currently an option.*

Using a 10-point scale, where 1 represents a very low priority and 10 is very high, respondents were asked to assign each of these issues a priority rating. Those ratings were then calculated into a mean rating for each issue to provide a rank order of priorities for County Council in the coming year.

It should be noted that road and traffic issues were not included in the list this year due to the CPST Referendum on the ballot in November. Council felt the voter outcome would provide sufficient information about their position on the priority of roads.



SERVICE PRIORITY RANKING

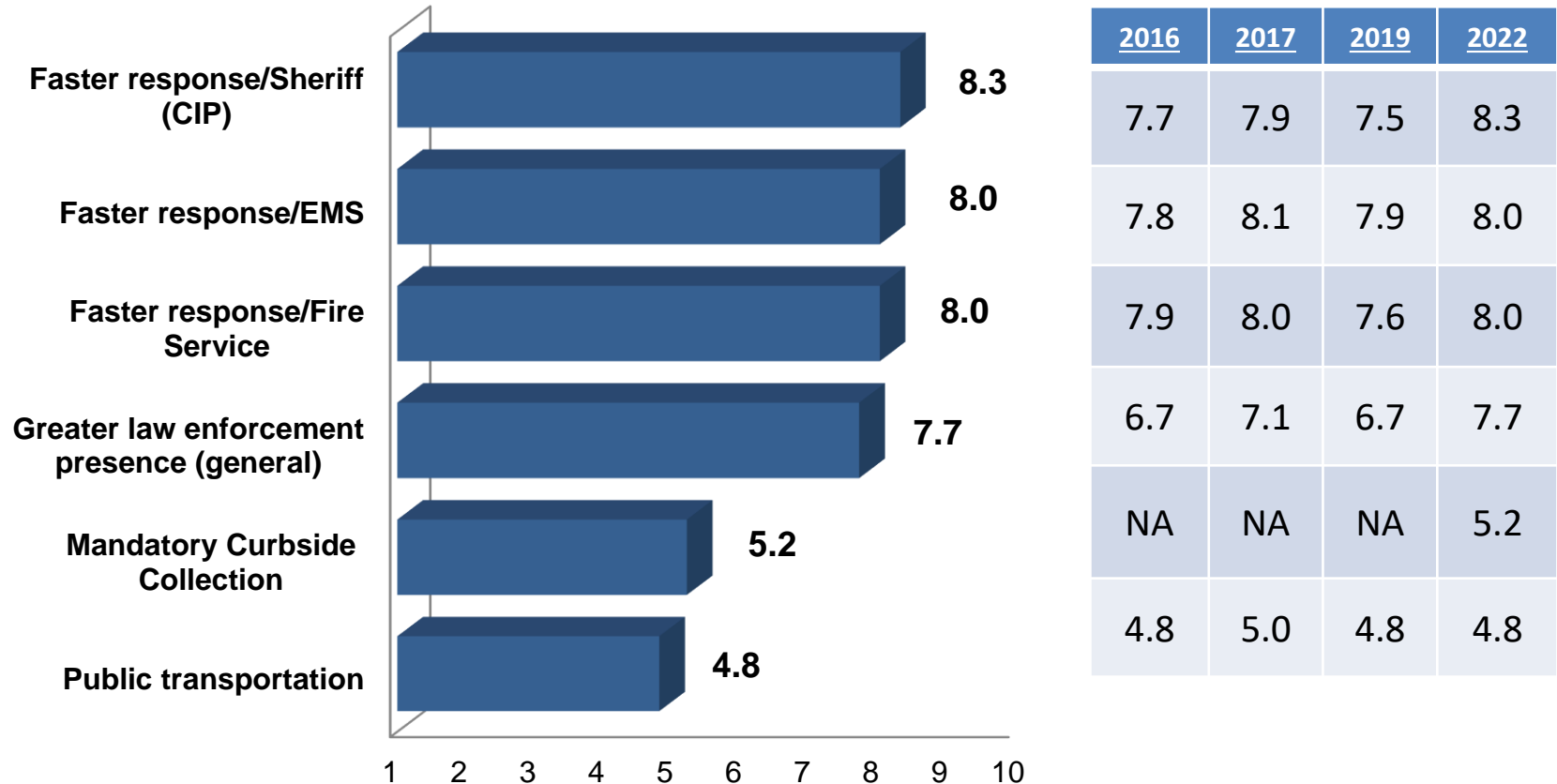
- Among the issues evaluated, the top priorities identified for County Council in 2023 relate primarily to faster emergency response times for: *crime-in-progress law enforcement calls, fire service, and EMS ambulance.*

There is also strong support for *greater law enforcement presence throughout the County in general* and moderate support for *mandatory curbside collection*. Interestingly, support for *mandatory curbside collection* is significantly higher among those who already have curbside collection than it is among those who do not.

- As with other study measures, residents of the Chapin/Little Mountain area are significantly more likely than residents in other areas to prioritize faster response times for *EMS ambulance and fire service.*

Prioritization of Issues

(mean rating on 10-point scale, 10 = *highest priority*)



Q9: Using a scale from 1 to 10, where 1 is the lowest rating and 10 is the highest, please indicate how much priority you feel the County should put on each of the following issues.

Prioritization of Issues by Region

	Total	Lexington	Cayce/WC	Irmo/DF	Southeast	Western	Chapin/LM
Faster response times for CIP law enforcement calls	8.3	8.2	8.3	8.8	8.0	8.3	8.4
Faster response times for fire service and adequate number of fire fighters	8.0	7.9	8.0	8.3	7.6	7.9	8.5
Faster response times for EMS ambulance service	8.0	7.9	7.8	8.3	7.6	8.2	8.8
Greater law enforcement presence throughout the County (in general)	7.7	7.6	7.7	8.0	7.3	8.0	7.7
Mandatory curbside collection	5.2	5.2	5.9	5.6	5.1	3.8	4.7
Public transportation	4.8	4.6	5.4	5.4	4.5	4.0	3.8

Q9: Using a scale from 1 to 10, where 1 is the lowest rating and 10 is the highest, please indicate how much priority you feel the County should put on each of the following issues.



Lexington County Community Engagement Study:

AWARENESS AND INFORMATION RESOURCES

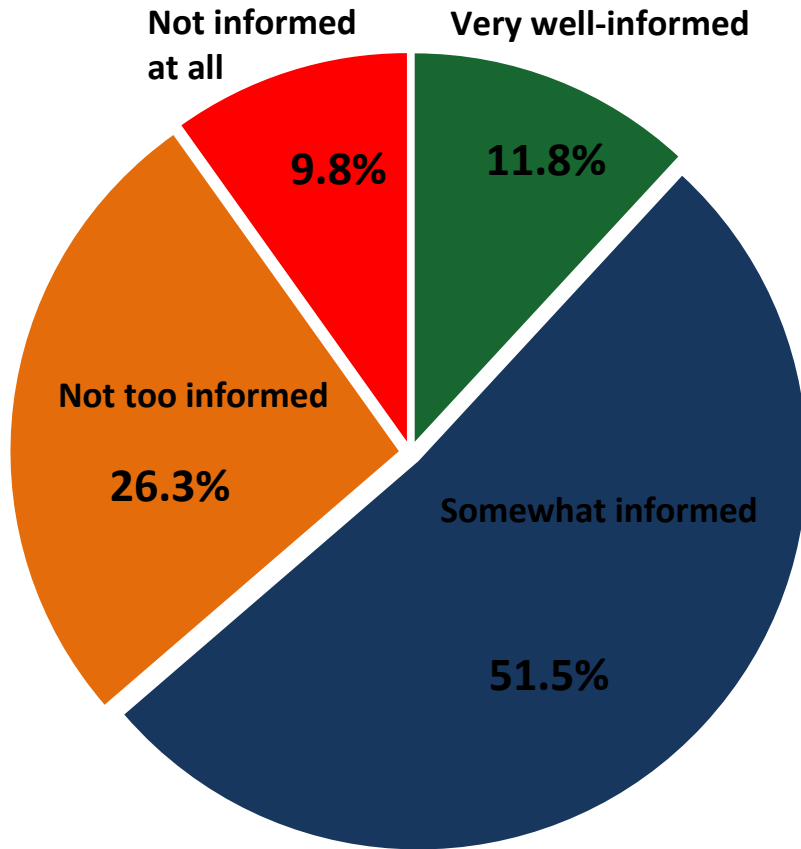




HOW WELL-INFORMED ABOUT THE COUNTY

- Nearly two out of three study respondents (63%) consider themselves to be at least *somewhat informed* about Lexington County, its direction, and what is going on in terms of public services; 12% say they are *very well-informed*.

How Well-Informed Do Residents Feel They Are?



	<u>2016</u>	<u>2017</u>	<u>2019</u>	<u>2022</u>
Very well-informed	18.2%	13.3%	9.7%	11.8%
Somewhat informed	56.0	52.8	50.7	51.5
Not too informed	20.0	25.8	27.4	26.3
Not informed at all	5.6	7.6	11.7	9.8
Not sure	0.2	0.5	0.5	0.5

Q13: In general, how well-informed do you feel you are about Lexington County, its direction, and what's going on in terms of public services?

How Well-Informed Do Residents Feel They Are?

	Total	Lexington	Cayce/WC	Irmo/DF	Southeast	Western	Chapin/LM
Very Well-Informed	11.8%	14.1%	11.3%	13.0%	6.7%	12.8%	9.6%
Somewhat Informed	51.5	50.1	50.8	50.8	54.3	52.8	55.1
Not Too Informed	26.3	25.3	30.6	23.2	24.8	23.4	28.2
Not Informed At All	9.8	10.1	7.3	11.4	14.3	9.6	6.7
Not Sure	0.5	0.3	0.0	1.6	0.0	1.4	0.4

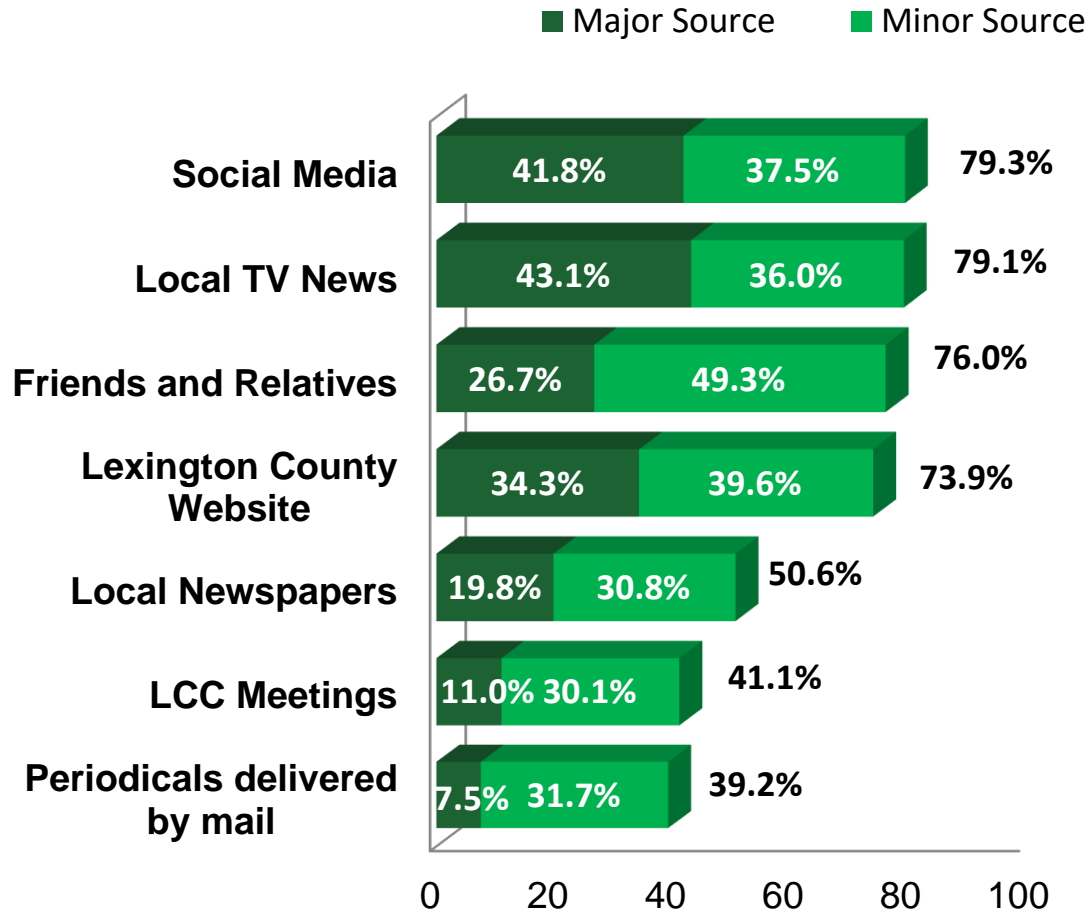
Q13: In general, how well-informed do you feel you are about Lexington County, its direction, and what's going on in terms of public services?



SOURCES OF INFORMATION

- Most residents indicate they find out information about what is going on in Lexington County via: *social media* (79%), *local TV news* (79%), *friends and relatives* (76%), and/or the *Lexington County website* (74%).
- Reliance on electronic sources such as *social media* and the *Lexington County website* have increased significantly, while *local newspapers and magazines and periodicals delivered by mail* have declined as sources of information on the County.
- *Local TV news* continues to be the primary source of information about the County for those living in the Irmo/Dutch Fork and Cayce/West Columbia areas and *social media* and the *Lexington County website* are primary sources for Lexington and Chapin/Little Mountain.

Reliance on Specific Sources For Information on Lexington County



	2016	2017	2019	2022
Social Media	72.0%	68.1%	70.8%	79.3%
Local TV News	92.4	86.3	82.0	79.1
Friends and Relatives	74.0	72.2	74.2	76.0
Lexington County Website	69.0	65.1	64.9	73.9
Local Newspapers	69.8	67.0	58.8	50.6
LCC Meetings	48.2	41.9	40.5	41.1
Periodicals delivered by mail	48.2	48.1	43.1	39.2

Q14: To what degree do you rely on _____ for information about Lexington County?

Reliance on Specific Sources For Information on Lexington County

(% indicating medium is a *major source* of information on LC)

	Total	Lexington	Cayce/WC	Irmo/DF	Southeast	Western	Chapin/LM
Local TV News	43.1%	37.9%	48.8%	50.3%	45.7%	41.3%	37.0%
Social Media	41.8	46.1	38.2	25.9	43.8	42.7	50.7
Lexington County Website	34.3	38.1	31.2	25.9	35.2	33.5	37.6
Friends and Relatives	26.7	29.3	21.3	23.2	25.7	29.4	35.5
Local Newspaper	19.8	18.2	21.6	31.4	15.2	13.8	19.4
Lexington County Council Meetings (televised or in-person)	11.0	11.6	8.0	7.6	11.4	14.2	17.1
Magazines and Other Periodicals Delivered by Mail	7.5	8.2	6.3	9.2	6.7	6.0	9.0

Q14: To what degree do you rely on _____ for information about Lexington County?



Lexington County Community Engagement Study:

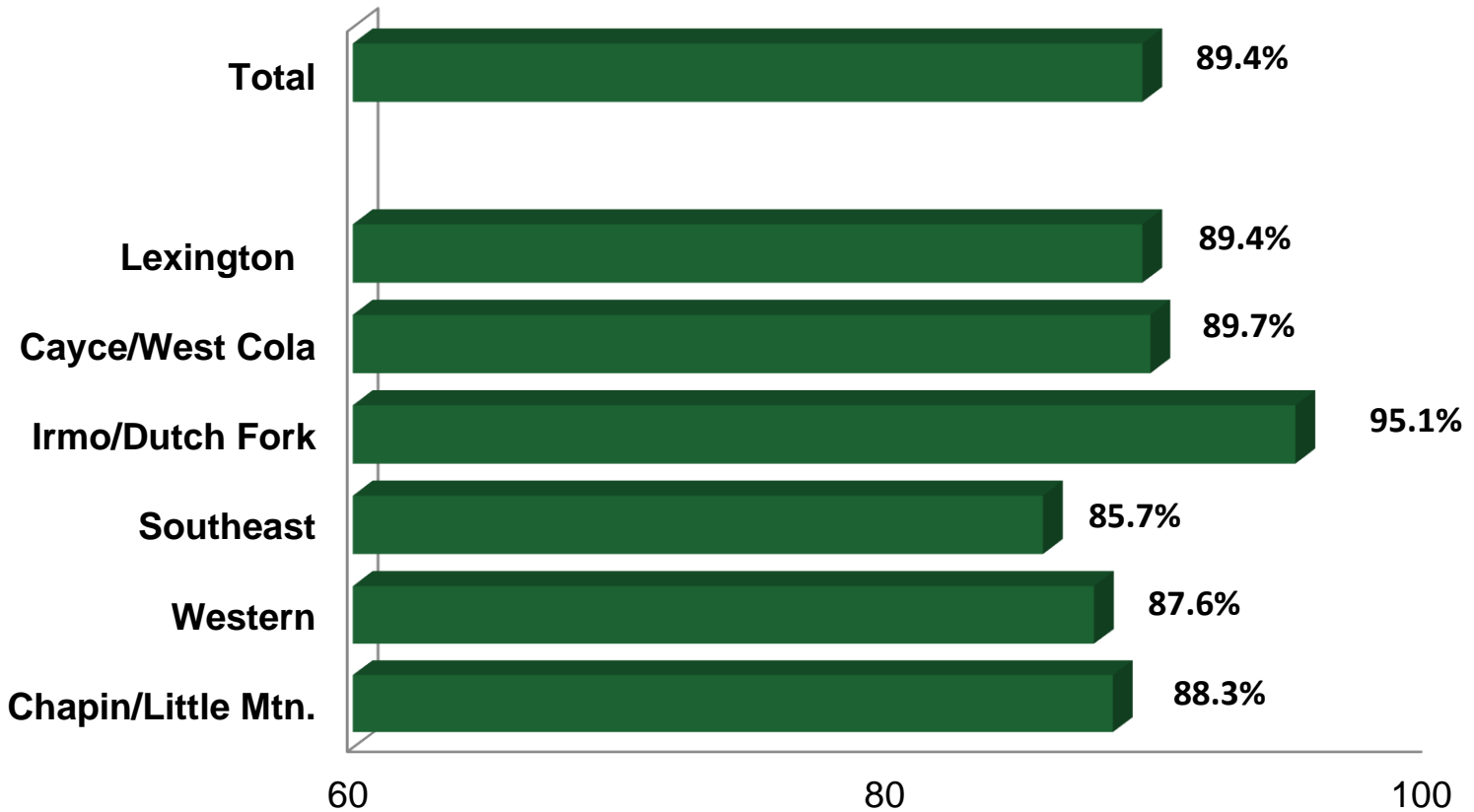
POSITIONS ON CPST



POSITIONS ON CPST

- Overall, 89% of study respondents indicate they voted in the November midterm election.
- Of those who voted, 46% say they *opposed* the Lexington County Capital Project Sales Tax referendum, 38% *supported it*, 2% say they chose not to vote on it, 4% aren't sure whether they did or not, and 10% opted not to share their position on the referendum.
- Opposition to the referendum was highest in the Western (54%) and Lexington (49%) areas.
- Among those who opposed the referendum, the predominant reason given is: *the County should have enough money without additional taxes* (50% of voters who opposed cited this reason for their position).

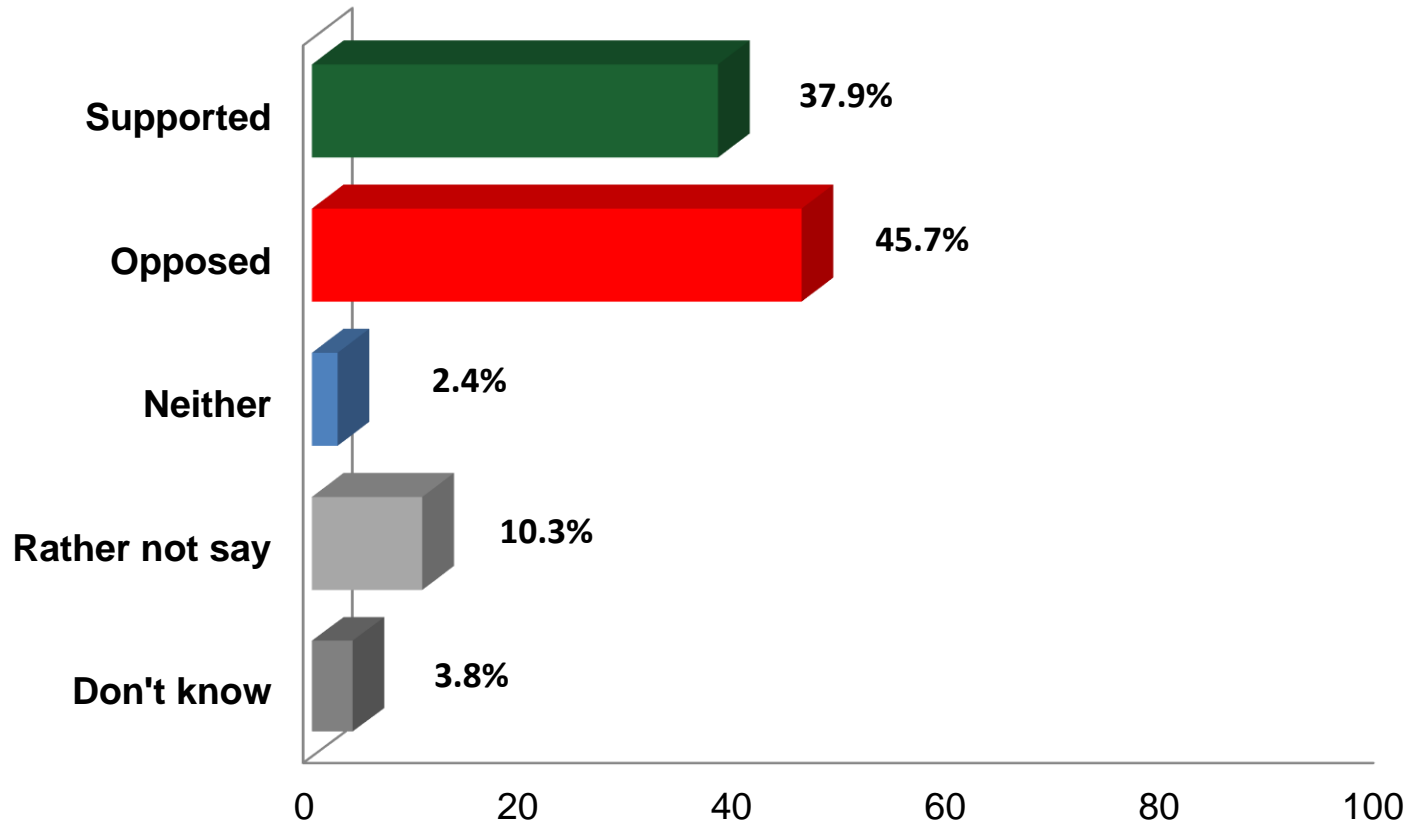
Incidence of Voting in the Midterm Election



Q15: Did you vote in the midterm election this year?

How Voted on the CPST Referendum?

(among those who voted in the November midterm election, n=1927)



Q16: [AMONG THOSE WHO VOTED, n=1927] Did you support or oppose the Lexington County Capital Project Sales Tax (CPST) referendum?

How Voted on the CPST Referendum?

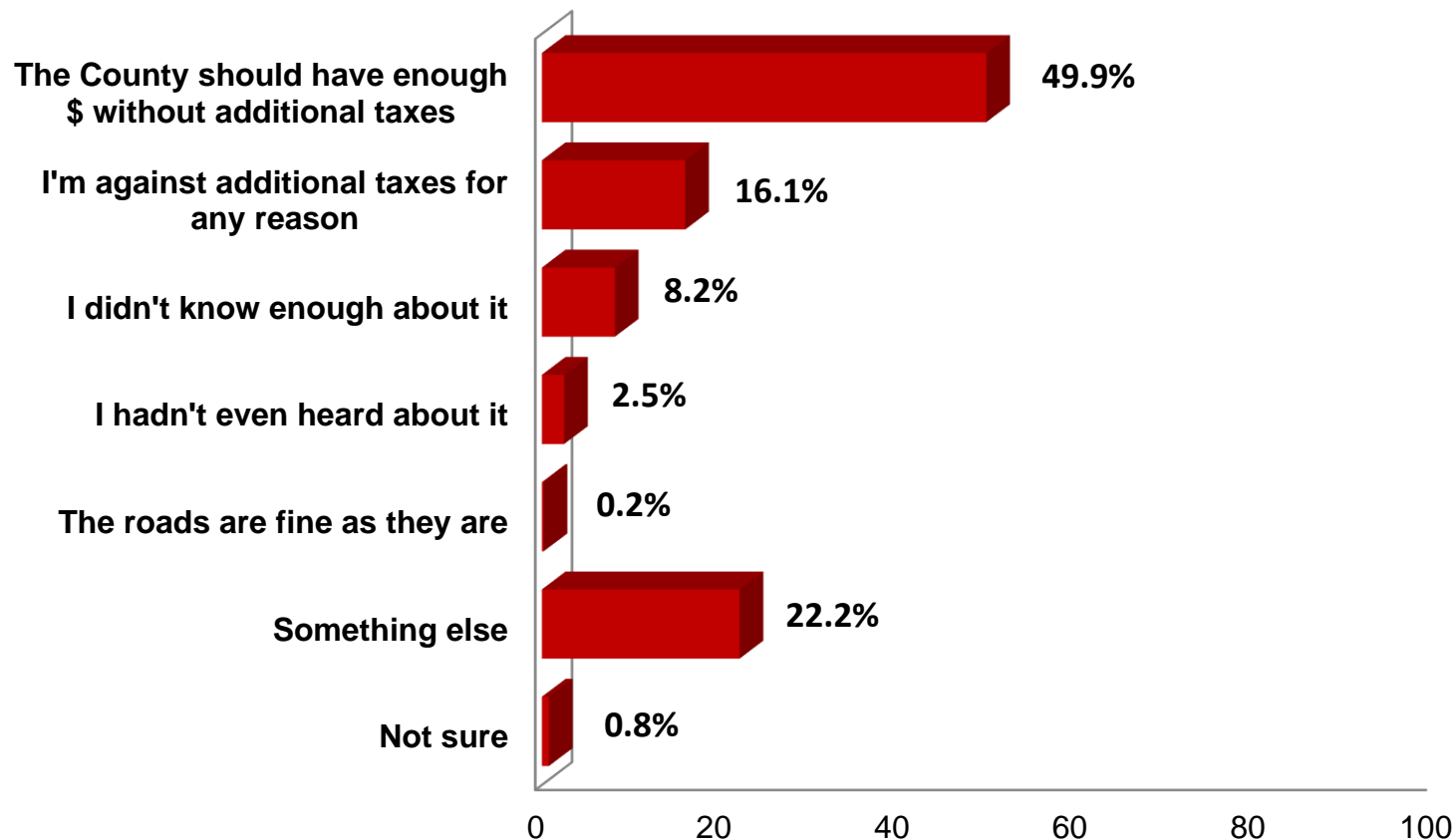
(among those who voted in the November midterm election)

	Total	Lexington	Cayce/WC	Irmo/DF	Southeast	Western	Chapin/LM
	(n=1927)	(n=675)	(n=464)	(n=225)	(n=240)	(n=170)	(n=153)
Supported	37.9%	36.9%	41.9%	41.5%	37.8%	28.3%	35.7%
Opposed	45.7	48.7	43.3	39.8	43.3	54.5	41.8
Neither	2.4	2.2	1.1	2.8	4.4	1.6	4.0
Rather not say	10.3	9.5	10.0	9.7	10.0	11.0	14.9
Don't know	3.8	2.7	3.7	6.2	4.4	4.7	3.5

Q16: [AMONG THOSE WHO VOTED, n=1927] Did you support or oppose the Lexington County Capital Project Sales Tax (CPST) referendum?

Why Opposed the CPST Referendum?

(among those who voted and opposed, n=880)



Q17: [AMONG THOSE WHO OPPOSED CPST REFERENDUM, n=880] Which of the following best describes why you voted against the Capital Project Sales Tax (CPST) Referendum?

Why Opposed the CPST Referendum? (among those who voted and opposed)

	Total	Lexington	Cayce/WC	Irmo/DF	Southeast	Western	Chapin/LM
	(n=880)	(n=329)	(n=201)	(n=90)	(n=104)	(n=93)	(n=64)
The County should have enough money without additional taxes	49.9%	53.2%	51.3%	52.9%	33.3%	52.9%	47.5%
I am against additional taxes for any reason	16.1	17.5	14.5	12.9	15.4	20.2	14.1
I didn't know enough about it	8.2	5.0	5.1	12.9	23.1	3.8	10.2
I hadn't even heard about it	2.5	1.6	4.3	2.9	2.6	1.0	2.8
The roads are fine as they are	0.2	0.5	0.0	0.0	0.0	0.0	0.6
Something else	22.2	21.4	23.9	18.6	23.1	22.1	24.9
Not sure	0.8	0.8	0.9	0.0	2.6	0.0	0.0

Q17: [AMONG THOSE WHO OPPOSED CPST REFERENDUM] Which of the following best describes why you voted against the Capital Project Sales Tax (CPST) Referendum?



Lexington County Community Engagement Study: RESPONDENT DEMOGRAPHICS

Respondent Age

Age							
	<u>Total</u>	<u>Lexington</u>	<u>Cayce/WC</u>	<u>Irmo/DF</u>	<u>Southeast</u>	<u>Western</u>	<u>Chapin/LM</u>
	(N=2156)	(N=755)	(N=517)	(N=237)	(N=280)	(N=194)	(N=173)
24 to 34	7.2%	9.1%	7.0%	4.9%	8.6%	5.5%	2.9%
35 to 44	12.5	17.1	9.6	8.1	12.4	11.0	9.0
45 to 54	16.3	18.7	14.3	10.3	16.2	17.9	18.2
55 to 64	20.8	19.8	22.9	20.0	18.1	22.5	23.0
65 or Older	38.0	29.7	40.9	49.7	41.9	38.1	43.0
Refused	5.2	5.6	5.3	7.0	2.9	5.0	4.0

Respondent Gender

Gender							
	<u>Total</u>	<u>Lexington</u>	<u>Cayce/WC</u>	<u>Irmo/DF</u>	<u>Southeast</u>	<u>Western</u>	<u>Chapin/LM</u>
	(N=2156)	(N=755)	(N=517)	(N=237)	(N=280)	(N=194)	(N=173)
Male	42.5%	40.8%	44.9%	47.0%	42.9%	39.4%	39.9%
Female	54.7	55.6	53.2	50.8	56.2	56.4	56.8
Prefer not to say	2.7	3.6	2.0	2.2	1.0	4.1	3.3

Length of Time Living in Lexington County

Time as a Resident of Lexington County

	<u>Total</u>	<u>Lexington</u>	<u>Cayce/WC</u>	<u>Irmo/DF</u>	<u>Southeast</u>	<u>Western</u>	<u>Chapin/LM</u>
	(N=2156)	(N=755)	(N=517)	(N=237)	(N=280)	(N=194)	(N=173)
1 Year or Less	2.7%	3.3%	2.3%	3.8%	0.0%	0.5%	6.7%
2 to 5 Years	10.8	12.2	9.0	8.6	8.6	7.3	20.3
6 to 10 Years	9.3	11.2	9.3	7.6	7.6	3.2	12.9
11 to 20 Years	14.4	18.5	11.0	12.4	12.4	10.1	16.9
More than 20 Years	62.8	54.7	68.4	67.6	71.4	78.9	43.2

Area of Residence

Area of Residence							
	<u>Total</u>	<u>Lexington</u>	<u>Cayce/WC</u>	<u>Irmo/DF</u>	<u>Southeast</u>	<u>Western</u>	<u>Chapin/LM</u>
	(N=2156)	(N=755)	(N=517)	(N=237)	(N=280)	(N=194)	(N=173)
Suburban	56.4%	71.9%	63.8%	75.7%	15.2%	18.3%	49.1%
Rural	28.6	13.9	12.3	3.8	78.1	74.3	43.4
Urban	11.1	10.4	19.3	16.8	2.9	5.0	1.9
Not Sure/No Answer	4.0	3.8	4.7	3.8	3.8	2.3	5.7

Own or Rent Home?

Own or Rent Home?

	<u>Total</u>	<u>Lexington</u>	<u>Cayce/WC</u>	<u>Irmo/DF</u>	<u>Southeast</u>	<u>Western</u>	<u>Chapin/LM</u>
	(N=2156)	(N=755)	(N=517)	(N=237)	(N=280)	(N=194)	(N=173)
Own	94.1%	95.5%	90.4%	96.2%	93.3%	93.6%	97.5%
Rent	3.5	2.4	6.3	3.2	2.9	3.7	0.8
Neither	1.3	1.3	2.0	0.0	1.9	1.4	0.4
Prefer Not to Answer	1.1	0.8	1.3	0.5	1.9	1.4	1.3

Size of Household

Size of Household							
	<u>Total</u>	<u>Lexington</u>	<u>Cayce/WC</u>	<u>Irmo/DF</u>	<u>Southeast</u>	<u>Western</u>	<u>Chapin/LM</u>
	(N=2156)	(N=755)	(N=517)	(N=237)	(N=280)	(N=194)	(N=173)
One	17.0%	11.5%	25.9%	17.8%	17.1%	20.2%	9.8%
Two	43.5	42.4	44.5	47.0	36.2	41.3	54.7
Three	16.9	18.8	15.0	14.6	16.2	18.8	16.1
Four	12.1	17.1	6.3	12.4	8.6	12.8	12.1
Five or More	7.7	7.8	5.3	4.3	17.1	5.0	5.8
Prefer Not to Answer	2.9	2.4	3.0	3.8	4.8	1.8	1.5

Ethnicity

Ethnicity of Respondent

	<u>Total</u>	<u>Lexington</u>	<u>Cayce/WC</u>	<u>Irmo/DF</u>	<u>Southeast</u>	<u>Western</u>	<u>Chapin/LM</u>
	(N=2156)	(N=755)	(N=517)	(N=237)	(N=280)	(N=194)	(N=173)
Caucasian	81.8%	82.7%	82.1%	81.1%	75.2%	84.9%	85.2%
African American	3.7	2.8	4.7	7.0	4.8	1.4	0.8
Hispanic	1.1	1.5	0.0	1.1	2.9	0.0	1.0
Asian/Pacific Islander	0.3	0.5	0.3	0.5	0.0	0.0	0.0
A Combination	2.5	2.0	3.3	1.6	3.8	2.3	1.7
Something Else	1.0	0.9	1.3	0.5	1.0	1.8	0.2
Prefer not to answer	9.6	9.6	8.3	8.1	12.4	9.2	11.1

Household Income

Household Income

	<u>Total</u>	<u>Lexington</u>	<u>Cayce/WC</u>	<u>Irmo/DF</u>	<u>Southeast</u>	<u>Western</u>	<u>Chapin/LM</u>
	(N=2156)	(N=755)	(N=517)	(N=237)	(N=280)	(N=194)	(N=173)
Under \$35,000	8.8%	5.3%	11.6%	3.2%	18.1%	12.8%	3.1%
\$35,000 to \$49,999	11.1	9.8	12.6	8.6	14.3	15.6	5.0
\$50,000 to \$74,999	15.5	14.1	16.6	15.7	23.8	11.9	9.0
\$75,000 to \$99,999	14.4	15.8	13.3	14.1	12.4	17.4	11.7
\$100,000 to \$149,999	16.7	19.8	16.3	20.5	6.7	15.6	16.1
\$150,000 or More	12.8	15.8	11.0	11.4	3.8	8.7	26.1
Prefer not to say	20.9	19.5	18.6	26.5	21.0	17.9	29.0



MarketSearch
2721 Devine Street
Columbia, SC 29205
803.254.6958

Thank you!