

# First Tuesday Strategies

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## Charleston Area Public Issues

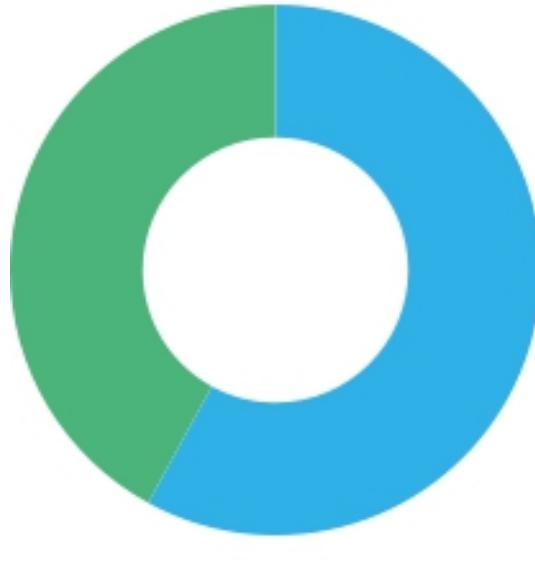
Smart Charts • 07.04.2020 - 07.12.2020

Performed by FTS Insights

The Charleston Area Public Issues Survey was conducted by Online Interviews from July 4 - July 12 among a random sample of 300 Charleston Area residents. The survey has a margin of error of +/- 5.6 percentage points. Results are weighted. Some percentages in crosstab reports for this poll may not add to 100% due to rounding.

**Q1: Right Wrong Track**

Generally, would you say Charleston County is going in the right direction, or off on the wrong track?

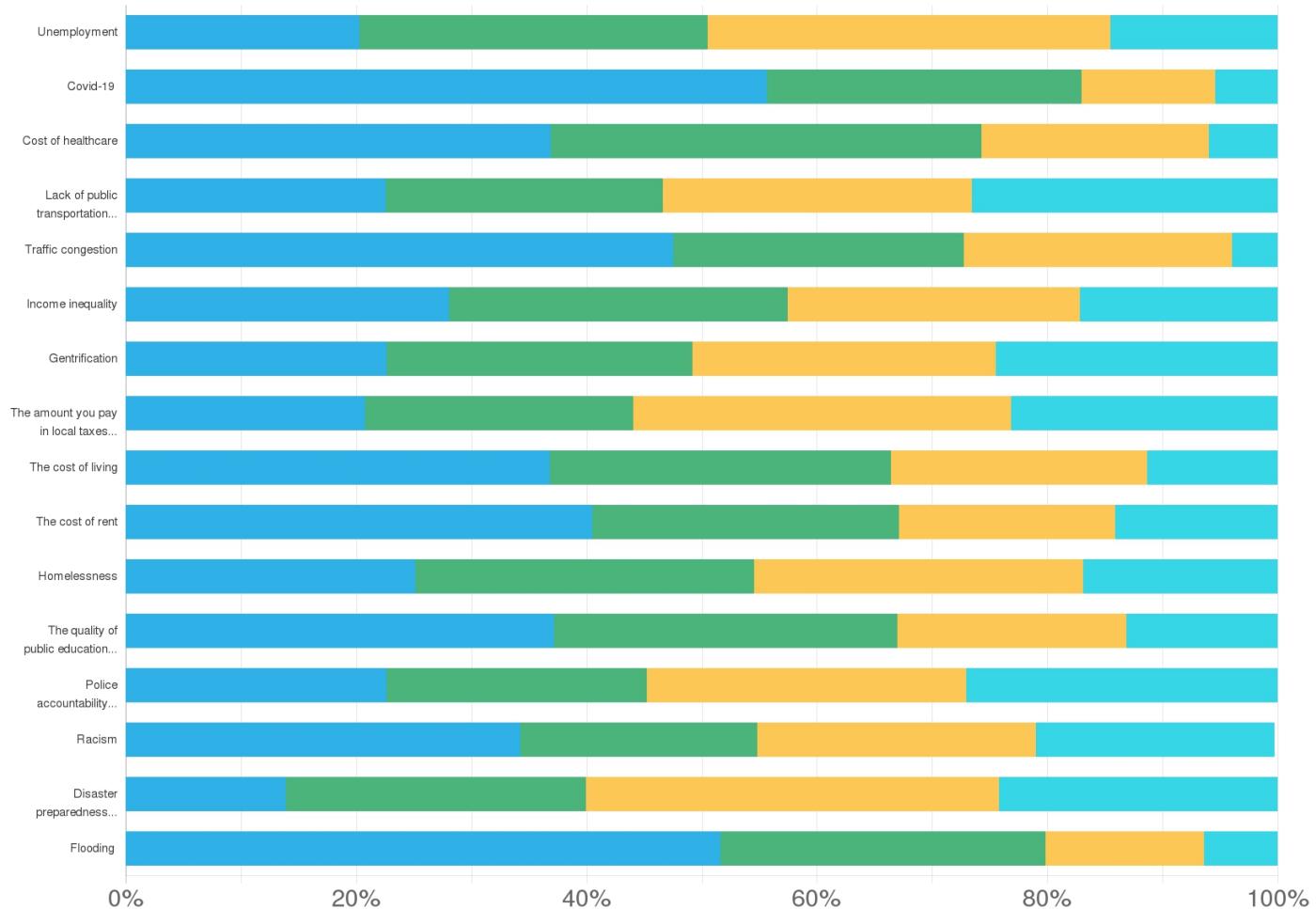


■ Right direction ■ Wrong Track

Value	Frequency	Percent
Right direction	174	57.96%
Wrong Track	126	42.04%
<b>Total</b>	<b>300</b>	<b>100%</b>

## Q2: Charleston Issues

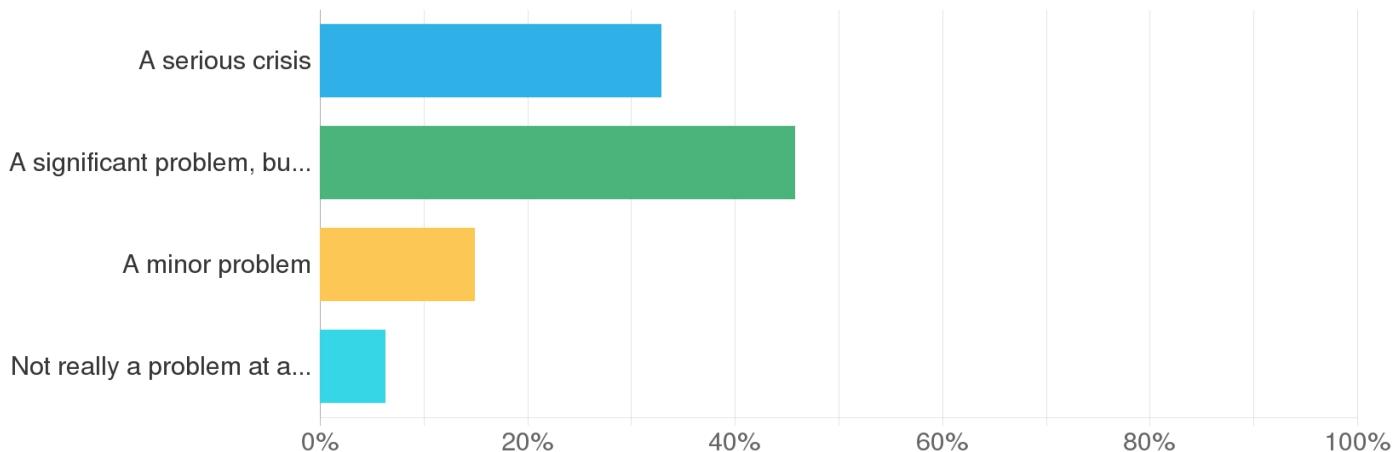
Below is a list of issues that some people say might be problems in Charleston County. For each one, please indicate whether you think it is an extremely serious problem, a very serious problem, a somewhat serious problem, or not too serious a problem.



	Extremely serious problem	Very serious problem	Somewhat serious problem	Not too serious problem	Total
R1 Unemployment	20.28% 61	30.21% 91	35.02% 105	14.48% 43	100% 300
R2 Covid-19	55.63% 167	27.32% 82	11.62% 35	5.42% 16	100% 300
R3 Cost of healthcare	36.93% 111	37.36% 112	19.75% 59	5.96% 18	100% 300
R4 Lack of public transportation	22.57% 68	24.08% 72	26.78% 80	26.56% 80	100% 300
R5 Traffic congestion	47.55% 143	25.23% 76	23.28% 70	3.95% 12	100% 300
R6 Income inequality	28.07% 84	29.42% 88	25.34% 76	17.17% 51	100% 300
R7 Gentrification	22.63% 68	26.57% 80	26.31% 79	24.49% 73	100% 300
R8 The amount you pay in local taxes	20.76% 62	23.33% 70	32.77% 98	23.13% 69	100% 300
R9 The cost of living	36.82% 110	29.6% 89	22.24% 67	11.34% 34	100% 300
R10 The cost of rent	40.53% 122	26.57% 80	18.76% 56	14.14% 42	100% 300
R11 Homelessness	25.14% 75	29.42% 88	28.58% 86	16.86% 51	100% 300
R12 The quality of public education	37.16% 111	29.81% 89	19.87% 60	13.15% 39	100% 300
R13 Police accountability	22.63% 68	22.63% 68	27.7% 83	27.05% 81	100% 300
R14 Racism	34.26% 103	20.58% 62	24.14% 72	20.71% 62	100% 299
R15 Disaster preparedness	13.88% 42	26.06% 78	35.91% 108	24.14% 72	100% 300
R16 Flooding	51.66% 155	28.19% 85	13.79% 41	6.37% 19	100% 300

### Q3: Charleston Housing

How would you describe the affordability and availability of housing in Charleston County?

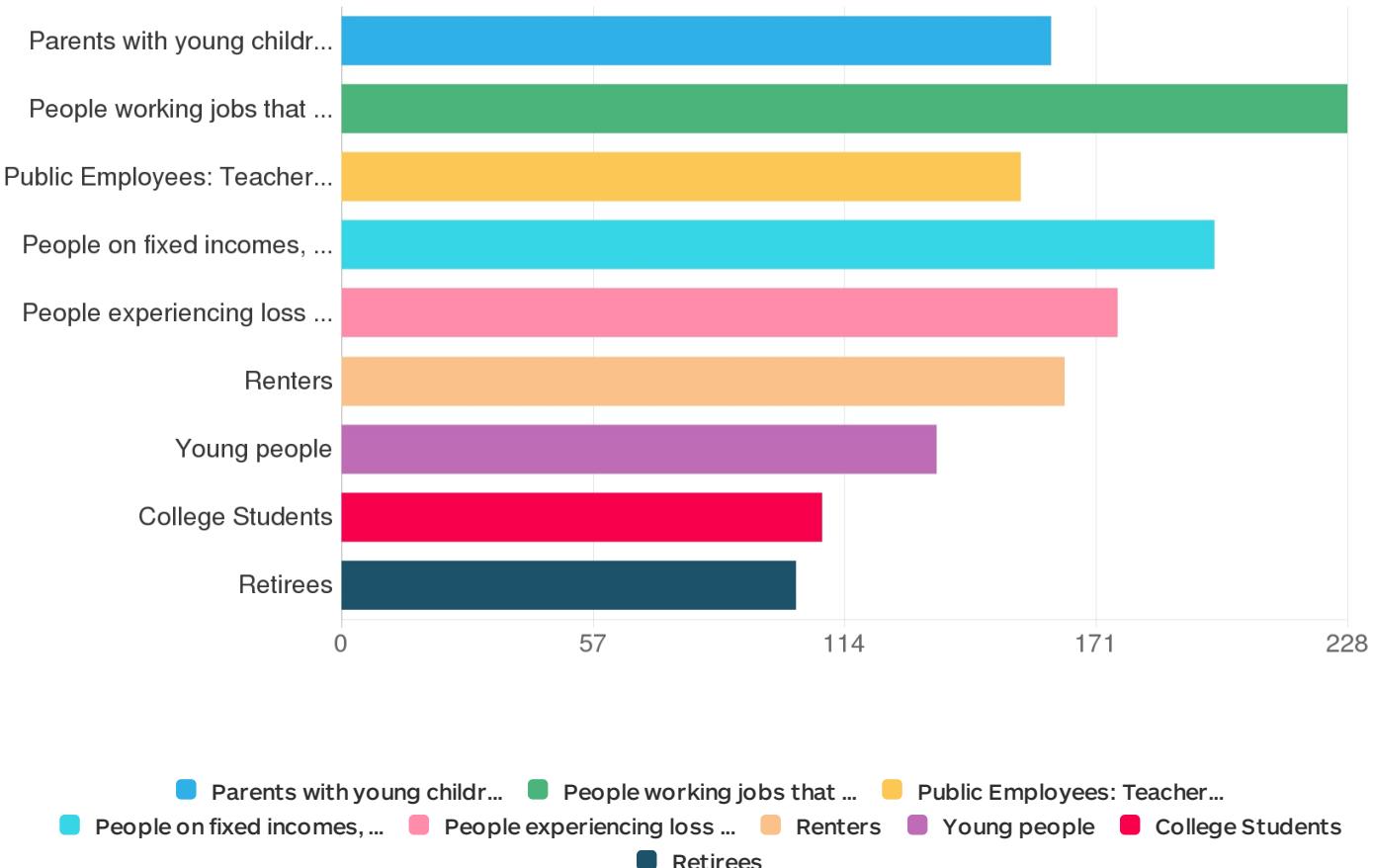


■ A serious crisis ■ A significant problem, bu... ■ A minor problem ■ Not really a problem at a...

Value	Frequency	Percent
A serious crisis	99	32.94%
A significant problem, but not a crisis	137	45.78%
A minor problem	45	14.98%
Not really a problem at all	19	6.3%
<b>Total</b>	<b>300</b>	<b>100%</b>

#### Q4: Charleston Households

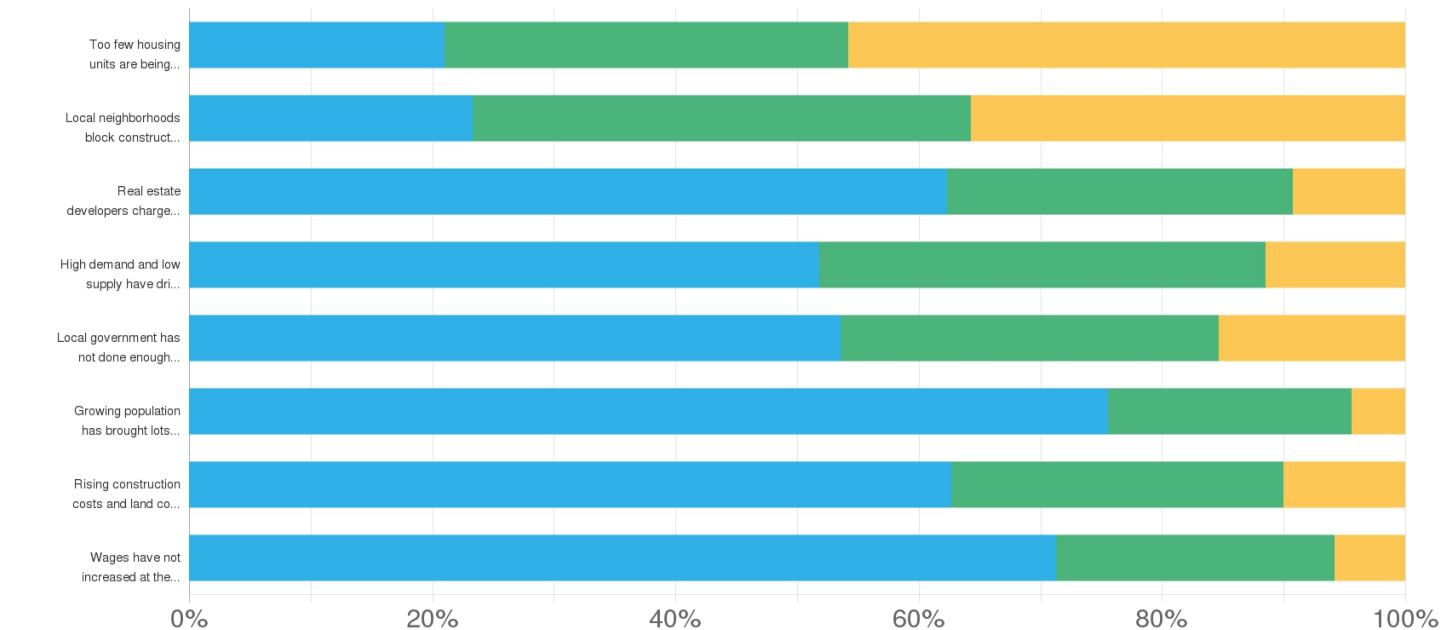
More than 70% of Charleston households pay over 30% of their income on rent or mortgage. Who do you think in Charleston County is most likely to be paying this percentage of their income on housing:



Value	Frequency	Percent
Parents with young children	161	53.63%
People working jobs that pay low wages	228	76.14%
Public Employees: Teachers, Police, Firefighters	154	51.3%
People on fixed incomes, like people unable to work because of disability	198	65.96%
People experiencing loss of job and/or a cut in hours	176	58.71%
Renters	164	54.59%
Young people	135	44.89%
College Students	109	36.48%
Retirees	103	34.41%
<b>Total Responses 1428</b>		

## Q5: Lack of Housing

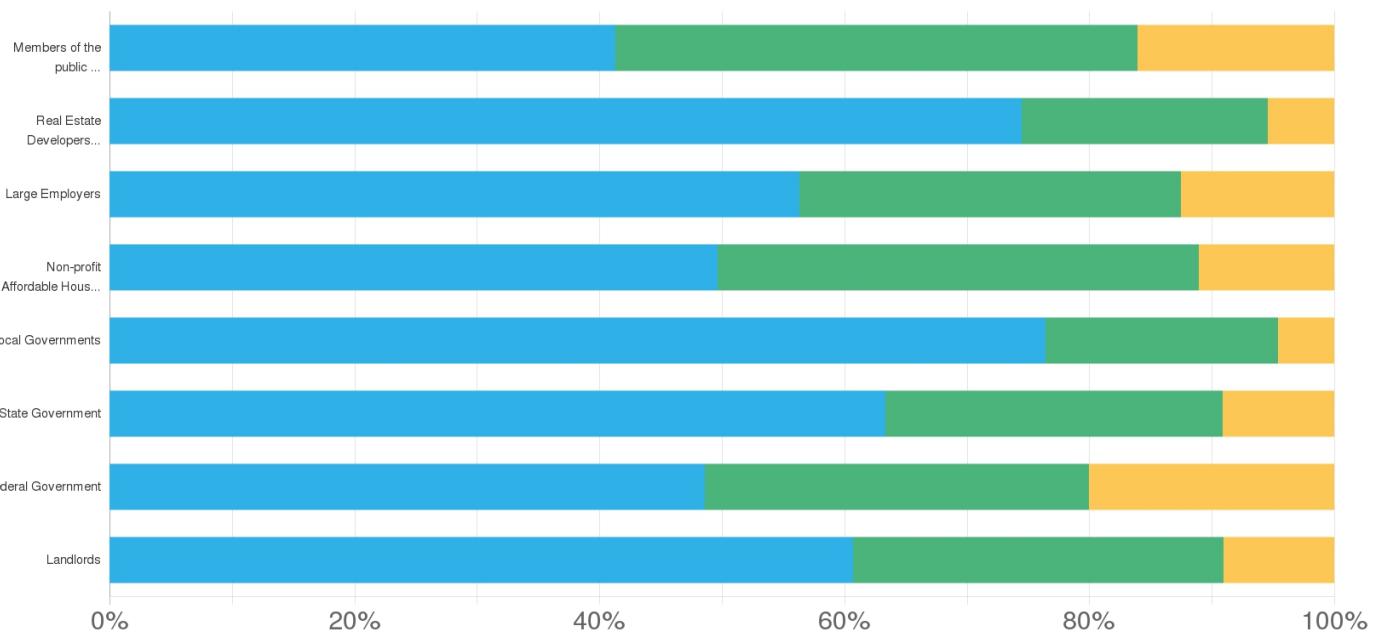
Below are some factors that different people say contribute to a lack of housing that is affordable for people for people who live and work in Charleston County. Please indicate whether you think it is a major cause, minor cause, or not a cause of lack of affordable housing in Charleston County.



	Major cause	Minor cause	Not a cause	Total
R1 Too few housing units are being built	21.03% 63	33.19% 100	45.78% 137	100% 300
R2 Local neighborhoods block construction of multi-family buildings	23.35% 70	40.92% 123	35.73% 107	100% 300
R3 Real estate developers charge too much to maximize their profits	62.31% 187	28.47% 85	9.23% 28	100% 300
R4 High demand and low supply have driven prices up in the housing market	51.84% 156	36.69% 110	11.47% 34	100% 300
R5 Local government has not done enough to require creation of affordable housing	53.56% 161	31.08% 93	15.36% 46	100% 300
R6 Growing population has brought lots of new residents into the county	75.59% 227	20.01% 60	4.39% 13	100% 300
R7 Rising construction costs and land costs	62.7% 188	27.3% 82	10.01% 30	100% 300
R8 Wages have not increased at the same rates of housing costs	71.26% 214	22.92% 69	5.82% 17	100% 300

## Q6: Housing Responsibility

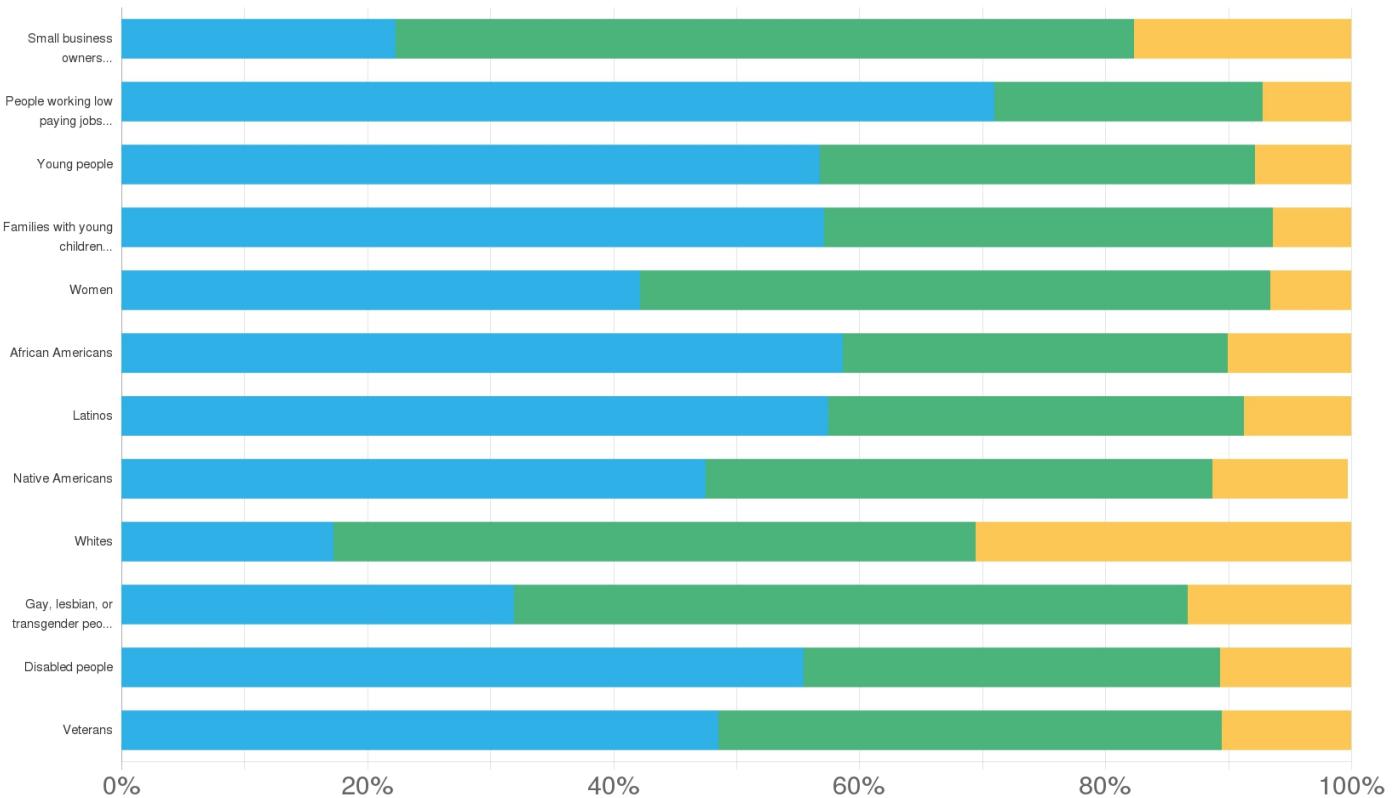
Below is a list of different people and groups that may have some part to play in addressing housing affordability in Charleston County. Please indicate whether you believe each of the following should have a major responsibility for addressing housing problems in Charleston County, some responsibility, a little responsibility, or no responsibility.



	Some responsibility	Little responsibility	No responsibility	Total
R1 Members of the public	41.28% 124	42.68% 128	16.04% 48	100% 300
R2 Real Estate Developers	74.47% 223	20.08% 60	5.45% 16	100% 300
R3 Large Employers	56.34% 169	31.16% 93	12.5% 37	100% 300
R4 Non-profit Affordable Housing Providers	49.64% 149	39.32% 118	11.04% 33	100% 300
R5 Local Governments	76.44% 229	19% 57	4.56% 14	100% 300
R6 State Government	63.32% 190	27.59% 83	9.09% 27	100% 300
R7 Federal Government	48.64% 146	31.33% 94	20.03% 60	100% 300
R8 Landlords	60.71% 182	30.23% 91	9.06% 27	100% 300

## Q7: Population Subgroups

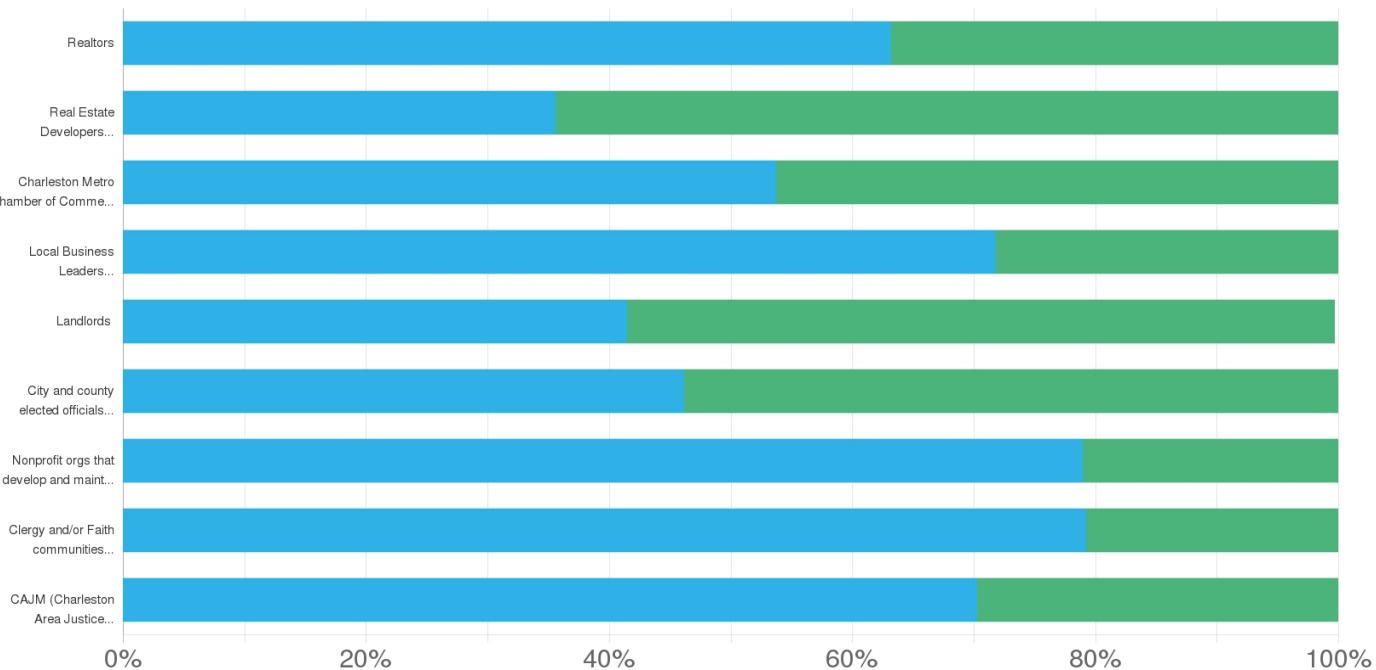
Below is a list of different subgroups of the Charleston County population. Please indicate whether you think lack of affordable housing problems tend to be higher, about the same, or lower among each subgroup than among the population at large.



	Higher	About the same	Lower	Total
R1 Small business owners	<b>22.32%</b> <b>67</b>	<b>60.04%</b> <b>180</b>	<b>17.64%</b> <b>53</b>	<b>100%</b> <b>300</b>
R2 People working low paying jobs	<b>70.97%</b> <b>213</b>	<b>21.82%</b> <b>65</b>	<b>7.21%</b> <b>22</b>	<b>100%</b> <b>300</b>
R3 Young people	<b>56.8%</b> <b>170</b>	<b>35.37%</b> <b>106</b>	<b>7.82%</b> <b>23</b>	<b>100%</b> <b>300</b>
R4 Families with young children	<b>57.11%</b> <b>171</b>	<b>36.5%</b> <b>109</b>	<b>6.39%</b> <b>19</b>	<b>100%</b> <b>300</b>
R5 Women	<b>42.15%</b> <b>126</b>	<b>51.25%</b> <b>154</b>	<b>6.6%</b> <b>20</b>	<b>100%</b> <b>300</b>
R6 African Americans	<b>58.66%</b> <b>176</b>	<b>31.33%</b> <b>94</b>	<b>10.01%</b> <b>30</b>	<b>100%</b> <b>300</b>
R7 Latinos	<b>57.51%</b> <b>173</b>	<b>33.77%</b> <b>101</b>	<b>8.71%</b> <b>26</b>	<b>100%</b> <b>300</b>
R8 Native Americans	<b>47.5%</b> <b>143</b>	<b>41.2%</b> <b>124</b>	<b>10.99%</b> <b>33</b>	<b>100%</b> <b>299</b>
R9 Whites	<b>17.22%</b> <b>52</b>	<b>52.24%</b> <b>157</b>	<b>30.54%</b> <b>92</b>	<b>100%</b> <b>300</b>
R10 Gay, lesbian, or transgender people	<b>31.95%</b> <b>96</b>	<b>54.73%</b> <b>164</b>	<b>13.32%</b> <b>40</b>	<b>100%</b> <b>300</b>
R11 Disabled people	<b>55.48%</b> <b>166</b>	<b>33.83%</b> <b>101</b>	<b>10.69%</b> <b>32</b>	<b>100%</b> <b>300</b>
R12 Veterans	<b>48.53%</b> <b>146</b>	<b>40.92%</b> <b>123</b>	<b>10.55%</b> <b>32</b>	<b>100%</b> <b>300</b>

## Q8: Public Life favorability

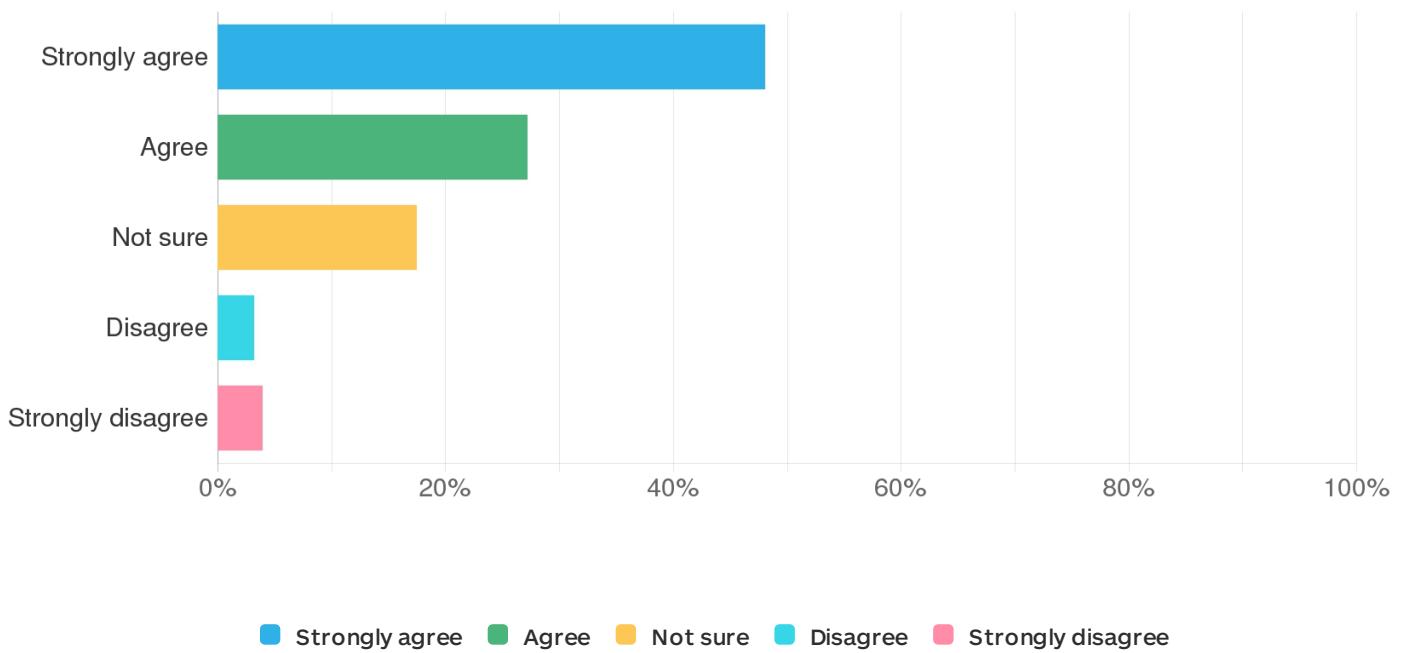
Below is a list of people and groups involved in public life. Please rank your impression of that person or group as generally favorable or unfavorable.



	Favorable	Unfavorable	Total
R1 Realtors	63.2% 190	36.8% 110	100% 300
R2 Real Estate Developers	35.61% 107	64.39% 193	100% 300
R3 Charleston Metro Chamber of Commerce	53.75% 161	46.25% 139	100% 300
R4 Local Business Leaders	71.83% 215	28.17% 85	100% 300
R5 Landlords	41.46% 124	58.23% 175	100% 299
R6 City and county elected officials	46.16% 138	53.84% 162	100% 300
R7 Nonprofit orgs that develop and maintain affordable housing such as: Habitat for Humanity, One80 Place ...	79% 237	21% 63	100% 300
R8 Clergy and/or Faith communities	79.28% 238	20.72% 62	100% 300
R9 CAJM (Charleston Area Justice Ministry)	70.31% 211	29.69% 89	100% 300

### Q9: COVID19 Housing

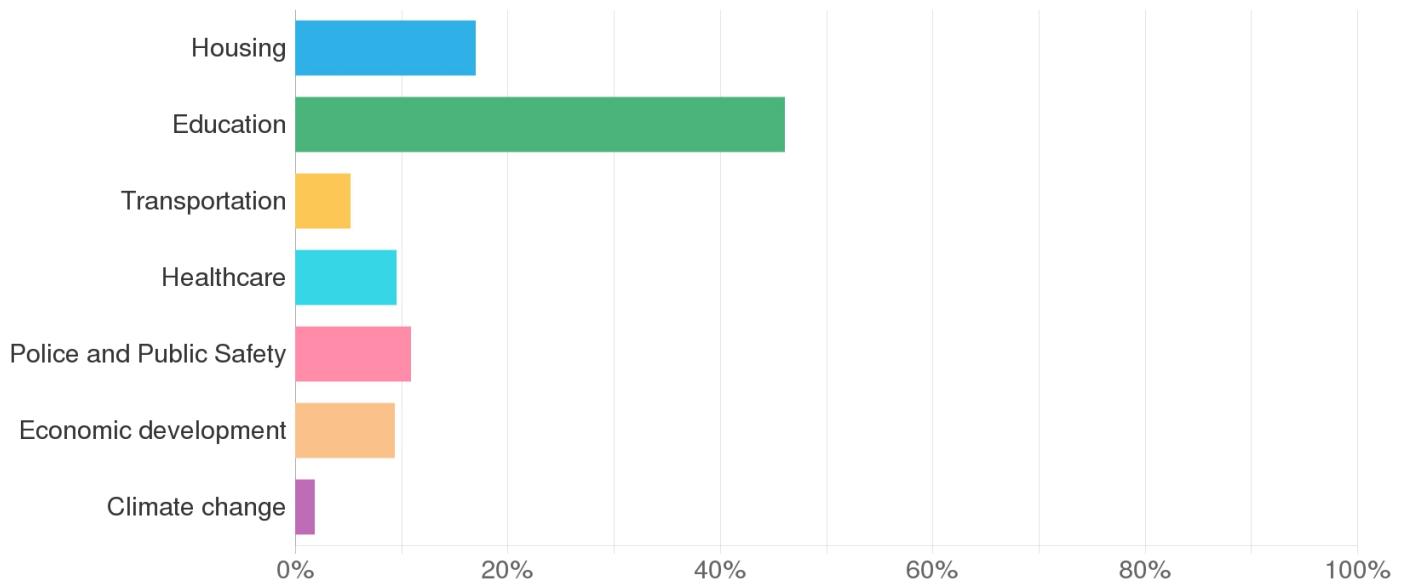
In the COVID19 public health crisis, increased access to stable, safe housing for more people plays a role in keeping us all healthy.



Value	Frequency	Percent
Strongly agree	144	48.07%
Agree	82	27.23%
Not sure	52	17.47%
Disagree	10	3.24%
Strongly disagree	12	3.99%
<b>Total</b>	<b>300</b>	<b>100%</b>

## Q10: Racial Disparities

To address issues of racial disparities in our community, where do you think we need additional investment in our communities?

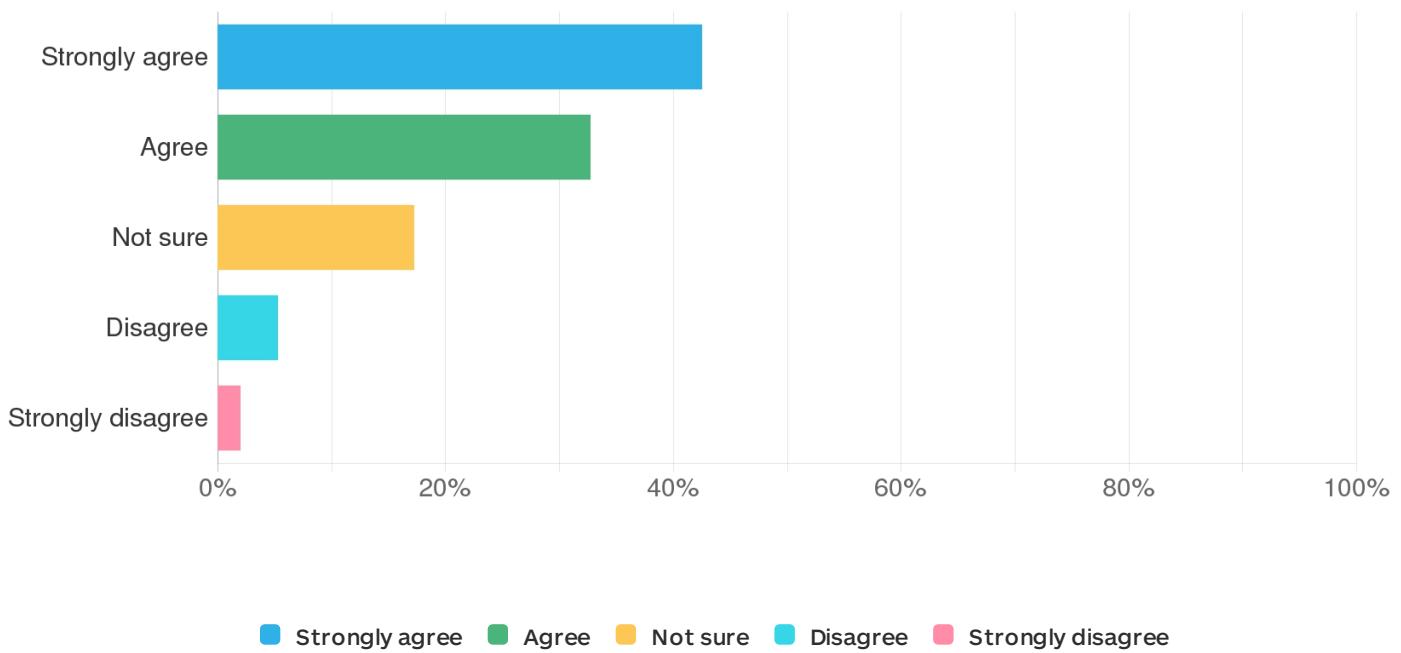


■ Housing ■ Education ■ Transportation ■ Healthcare ■ Police and Public Safety ■ Economic development  
■ Climate change

Value	Frequency	Percent
Housing	51	17.01%
Education	138	46.09%
Transportation	16	5.24%
Healthcare	29	9.56%
Police and Public Safety	33	10.9%
Economic development	28	9.4%
Climate change	5	1.81%
<b>Total</b>	<b>300</b>	<b>100%</b>

### Q11: Housing Distance

If more families in Charleston could afford to live closer to where they work, we would have a lot less traffic and congestion.

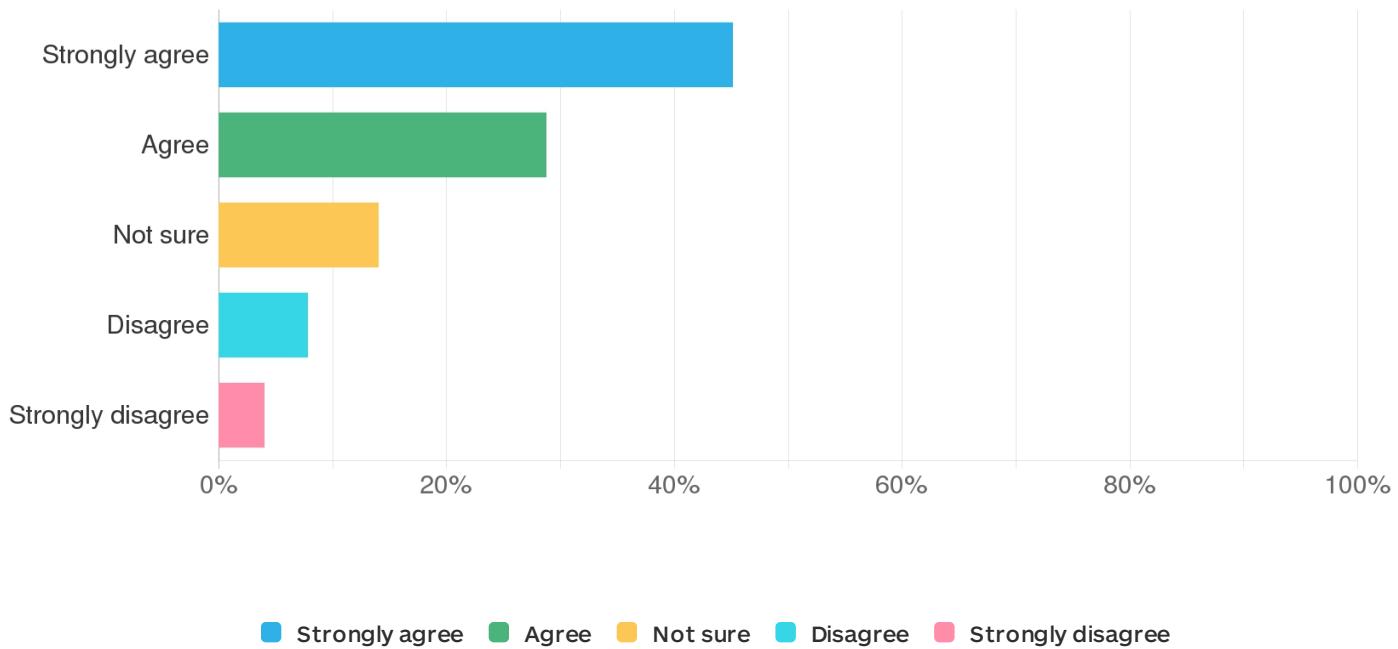


Strongly agree Agree Not sure Disagree Strongly disagree

Value	Frequency	Percent
Strongly agree	128	42.57%
Agree	98	32.79%
Not sure	52	17.29%
Disagree	16	5.31%
Strongly disagree	6	2.04%
<b>Total</b>	<b>300</b>	<b>100%</b>

### Q12: Dedicated Funding

Right now, no local municipality in the Charleston area has a dedicated funding source from local tax dollars that adequately addresses the affordable housing crisis. Do you think Charleston County has a responsibility to invest in the creation of affordable housing for more families who live and work in our community?

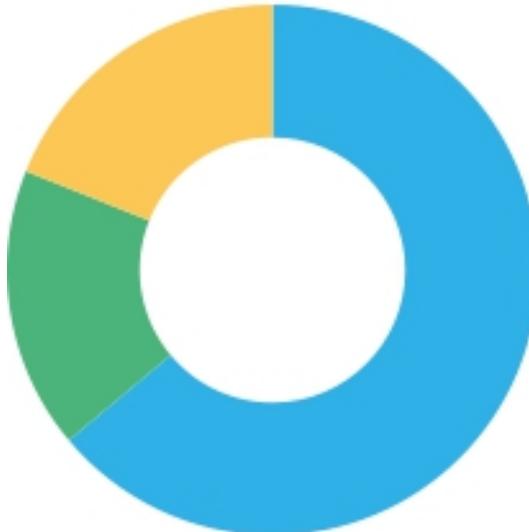


Strongly agree Agree Not sure Disagree Strongly disagree

Value	Frequency	Percent
Strongly agree	136	45.18%
Agree	86	28.83%
Not sure	42	14.09%
Disagree	24	7.84%
Strongly disagree	12	4.06%
<b>Total</b>	<b>300</b>	<b>100%</b>

### **Q13: Lowcountry Housing Fund**

More than 700 city and local governments across the United States have created and invested in local housing trust funds to direct public resources to address the communities most urgent housing needs. Charleston County is considering establishing a housing trust fund called the Lowcountry Housing Fund, stewarded by the South Carolina Community Loan Fund, an established and well-regarded organization in South Carolina. With the housing fund, the South Carolina Community Loan Fund will help fund important affordable housing projects including first-time homebuyer projects, affordable rental projects, mixed-income projects and rental assistance. Would you vote “Yes” to establish the Lowcountry Housing Fund in Charleston County?

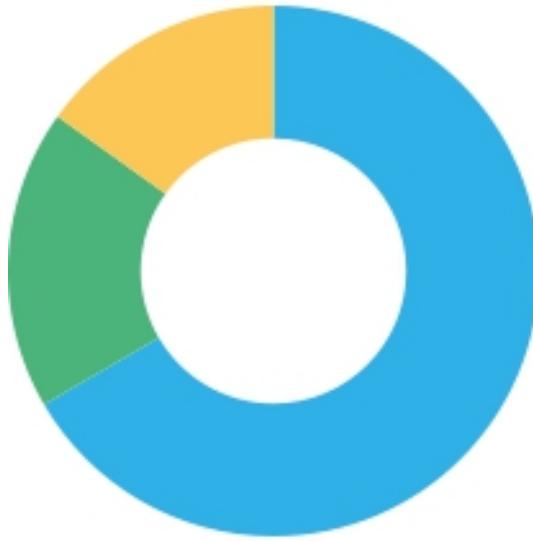


■ Yes ■ No ■ Not Sure / Don't Know

<b>Value</b>	<b>Frequency</b>	<b>Percent</b>
Yes	192	63.9%
No	51	17.17%
Not Sure / Don't Know	57	18.93%
<b>Total</b>	<b>300</b>	<b>100%</b>

**Q14: Greenville Housing**

Greenville, SC has been successful in creating approximately 700 units of affordable housing since 2018 by investing public funding into a housing trust fund called the Greenville Housing Fund. Do you think Charleston County would benefit from doing the same?

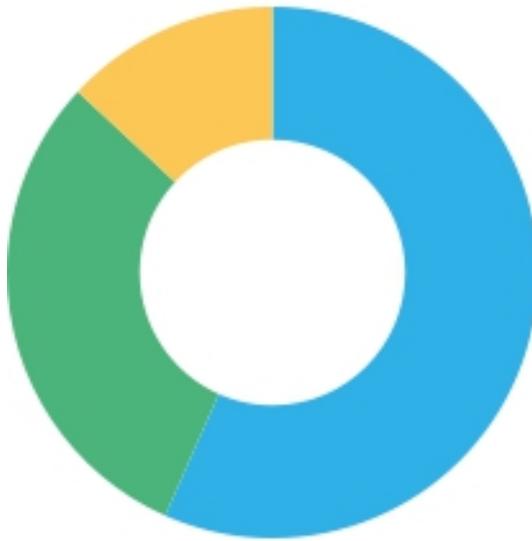


■ Agree ■ Disagree ■ Not Sure / Don't Know

Value	Frequency	Percent
Agree	200	66.6%
Disagree	55	18.29%
Not Sure / Don't Know	45	15.11%
<b>Total</b>	<b>300</b>	<b>100%</b>

### **Q15: Property Taxes**

To fund the Lowcountry Housing Fund, a 2 millage increase in property taxes would generate approximately 8 million dollars in funding for housing in our region, while costing homeowners \$8 in property tax for every \$100,000 of assessed home value. For example, a home with a \$300,000 tax assessment would pay \$24 per year in additional property tax for the Lowcountry Housing Fund. Would you vote in favor of a 2 millage increase in property taxes over a 10 year period to create a fund that would allow more affordable housing to be built in Charleston County?

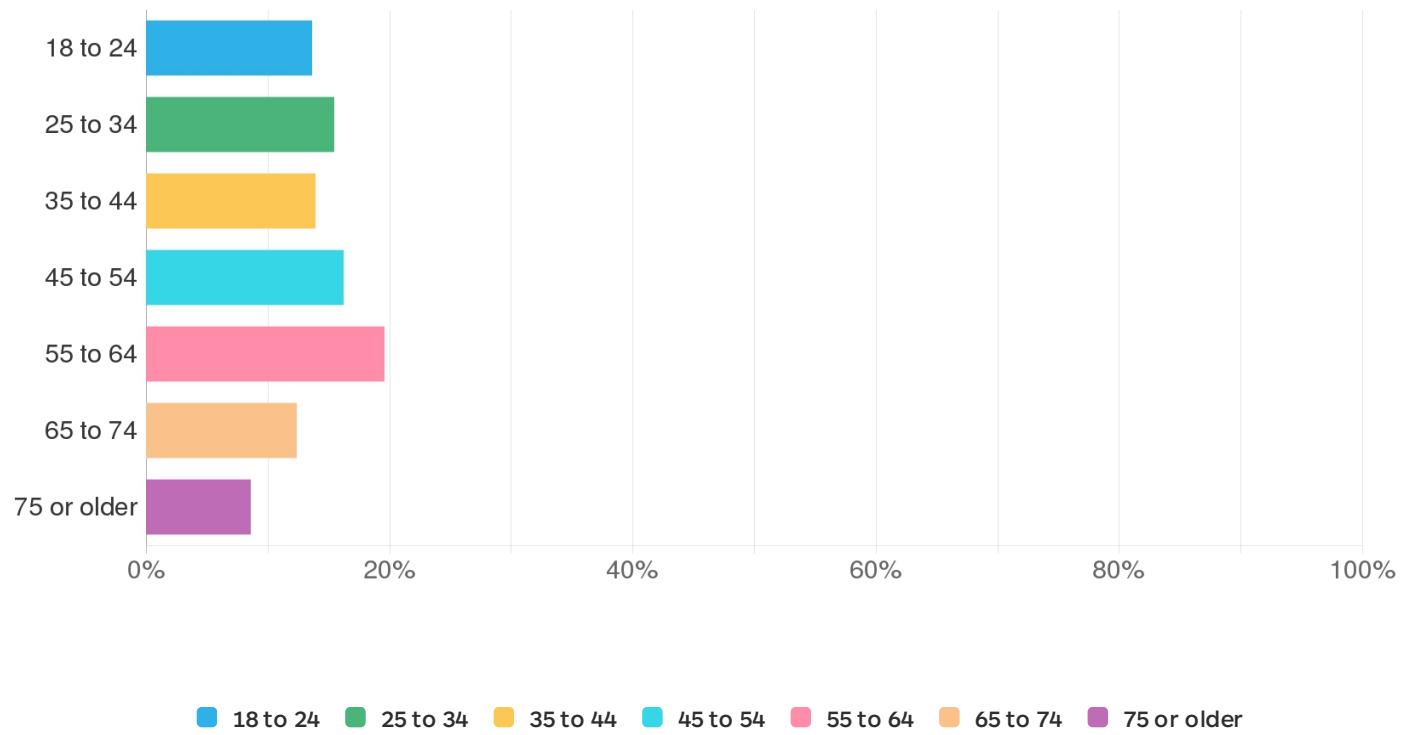


■ Yes ■ No ■ Not Sure / Don't Know

<b>Value</b>	<b>Frequency</b>	<b>Percent</b>
Yes	170	56.62%
No	91	30.29%
Not Sure / Don't Know	39	13.09%
<b>Total</b>	<b>300</b>	<b>100%</b>

## Q16: Age

What is your age?

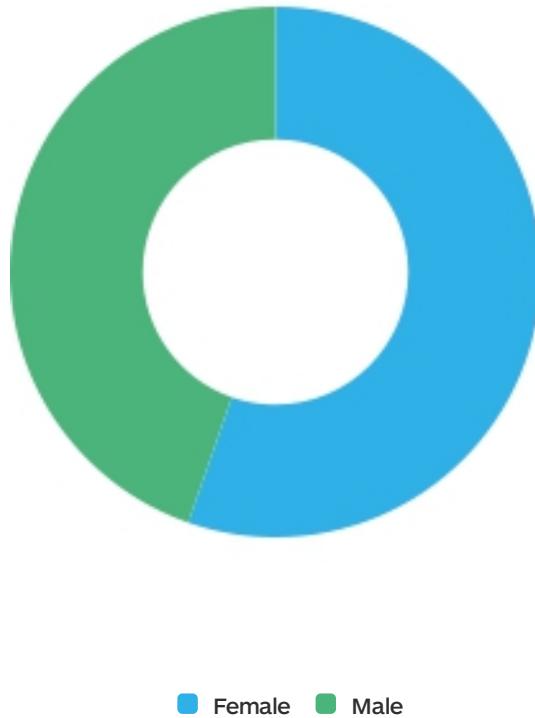


■ 18 to 24 ■ 25 to 34 ■ 35 to 44 ■ 45 to 54 ■ 55 to 64 ■ 65 to 74 ■ 75 or older

Value	Frequency	Percent
18 to 24	41	13.68%
25 to 34	46	15.48%
35 to 44	42	13.95%
45 to 54	49	16.23%
55 to 64	59	19.61%
65 to 74	37	12.43%
75 or older	26	8.62%
<b>Total</b>	<b>300</b>	<b>100%</b>

**Q17: Gender**

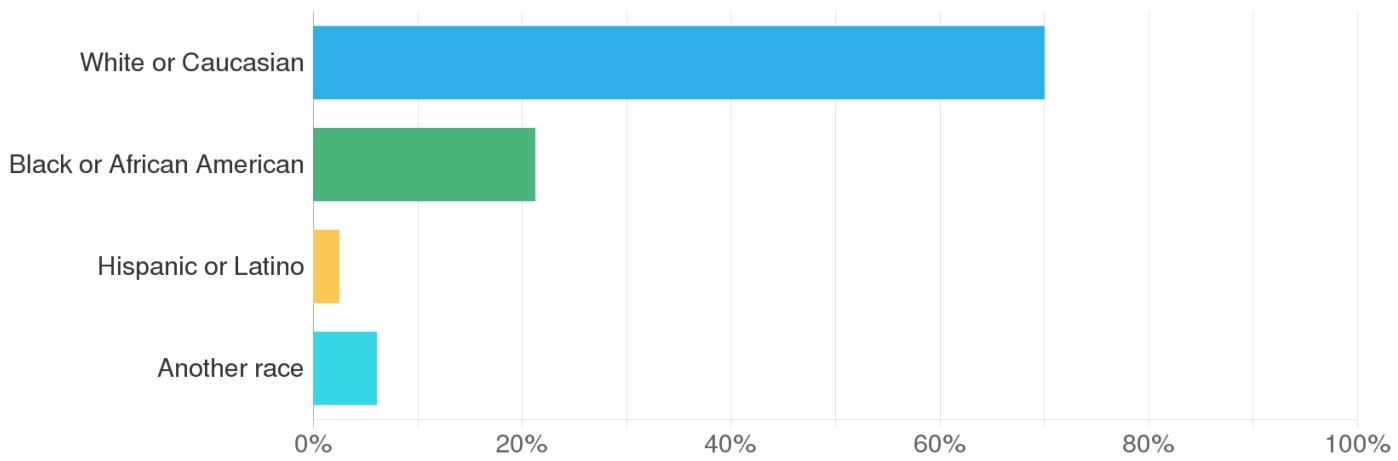
What is your gender?



Value	Frequency	Percent
Female	166	55.33%
Male	134	44.67%
<b>Total</b>	<b>300</b>	<b>100%</b>

**Q18: Race**

What is your race?

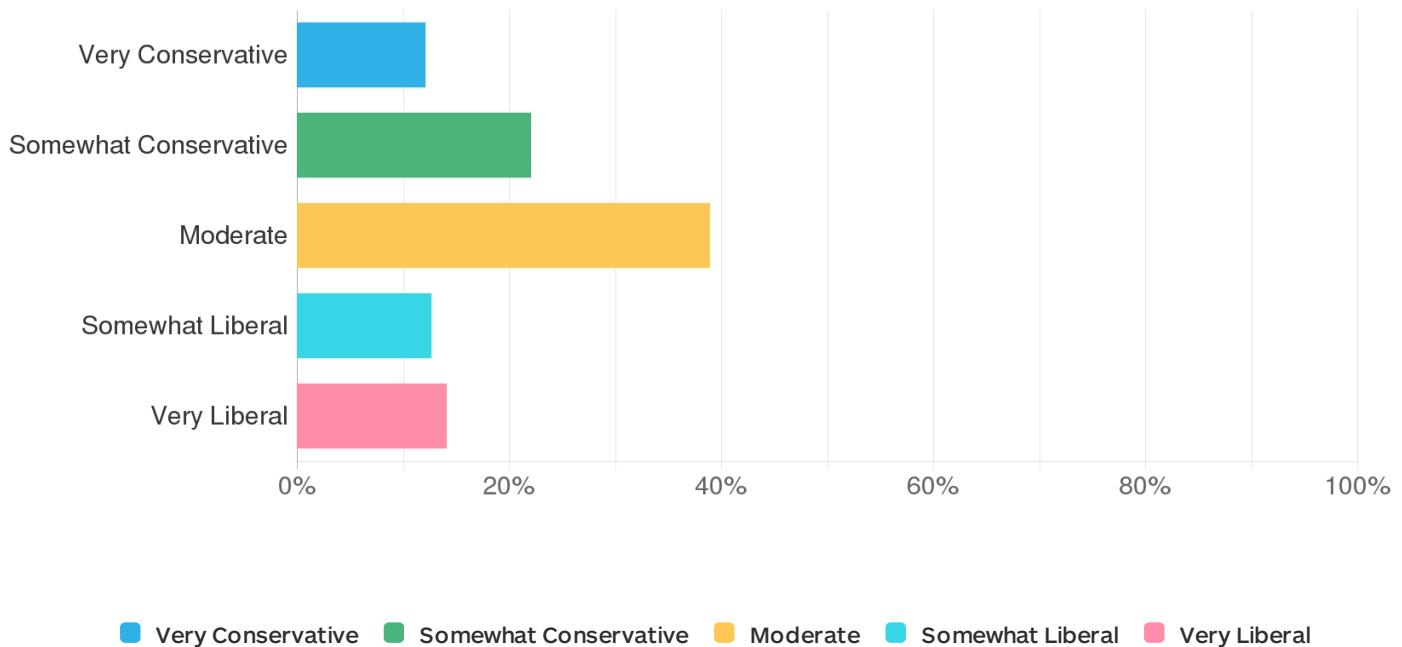


White or Caucasian    Black or African American    Hispanic or Latino    Another race

Value	Frequency	Percent
White or Caucasian	210	70.09%
Black or African American	64	21.26%
Hispanic or Latino	8	2.52%
Another race	18	6.13%
<b>Total</b>	<b>300</b>	<b>100%</b>

**Q19: Ideology**

What is your political ideology?

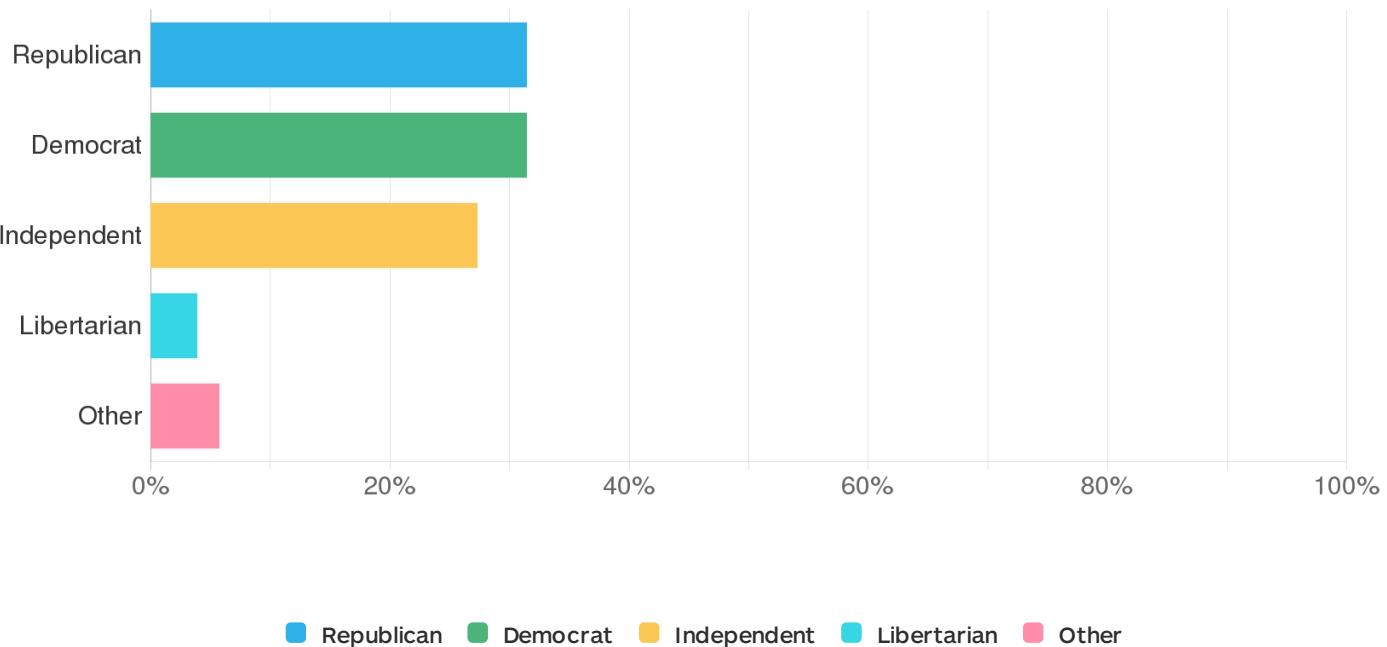


Very Conservative Somewhat Conservative Moderate Somewhat Liberal Very Liberal

Value	Frequency	Percent
Very Conservative	36	12.12%
Somewhat Conservative	66	22.13%
Moderate	117	38.97%
Somewhat Liberal	38	12.66%
Very Liberal	42	14.12%
<b>Total</b>	<b>300</b>	<b>100%</b>

**Q20: Party**

Generally speaking, do you consider yourself a...



Value	Frequency	Percent
Republican	94	31.45%
Democrat	94	31.48%
Independent	82	27.37%
Libertarian	12	3.92%
Other	17	5.78%
<b>Total</b>	<b>300</b>	<b>100%</b>

**Q21: Income**

What is your household income?



Value	Frequency	Percent
Under \$15,000	22	7.35%
Between \$15,000 and \$29,999	38	12.66%
Between \$30,000 and \$49,999	54	17.93%
Between \$50,000 and \$74,999	57	19.05%
Between \$75,000 and \$99,999	48	15.9%
Between \$100,000 and \$150,000	49	16.28%
Over \$150,000	32	10.83%
<b>Total</b>	<b>300</b>	<b>100%</b>