

First Tuesday Strategies

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?

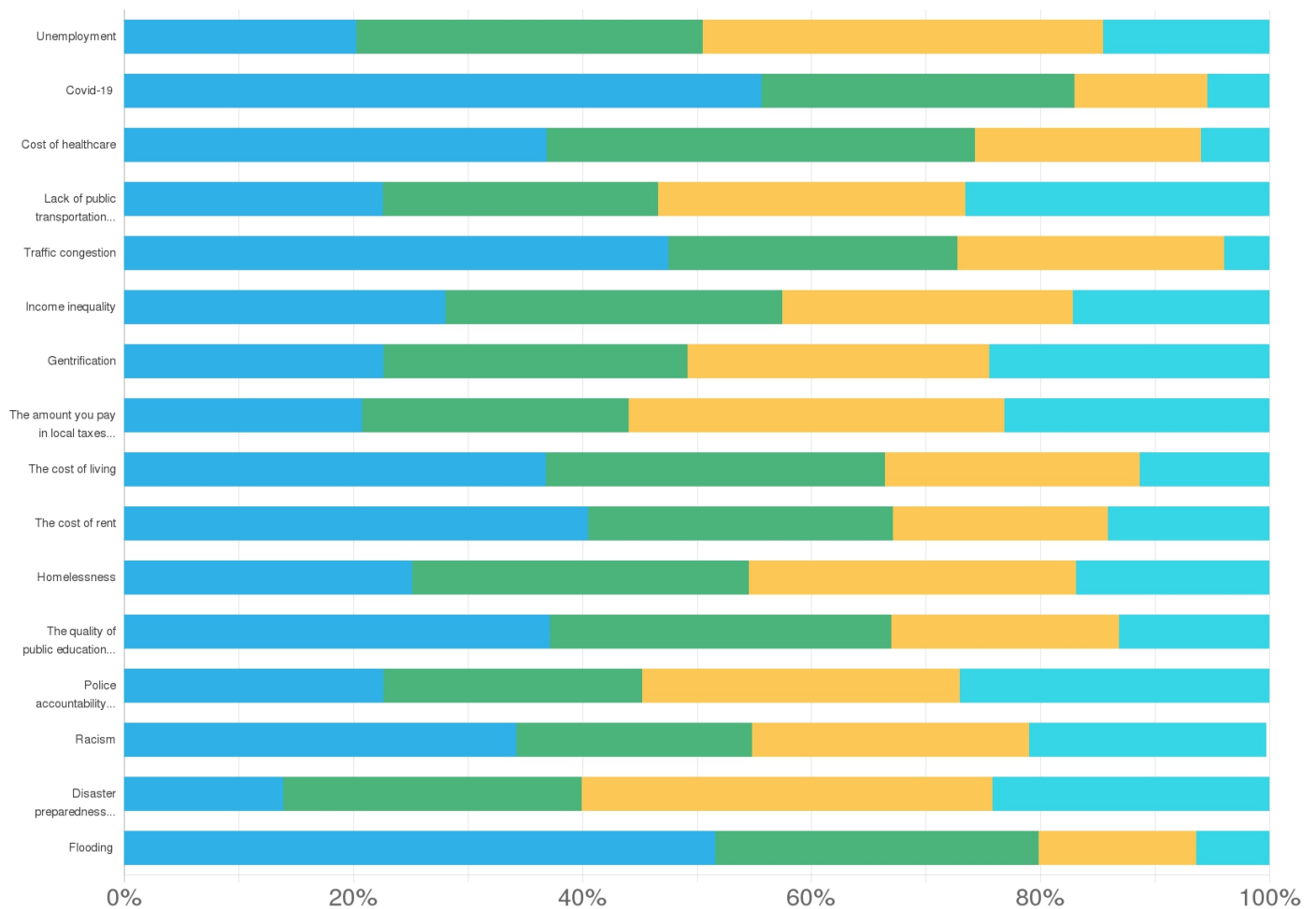


■ Right direction ■ Wrong Track

| Value | Frequency | Percent |
|-----------------|-----------|---------|
| Right direction | 174 | 57.96% |
| Wrong Track | 126 | 42.04% |
| Total | 300 | 100% |

Q2: Charleston Issues

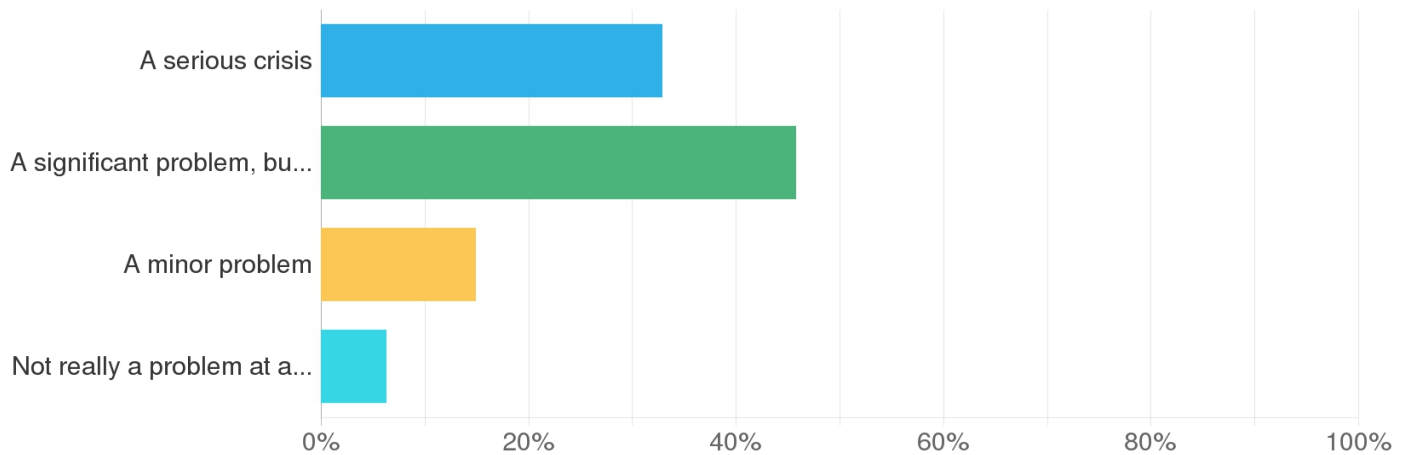
Below is a list of issues that some people say might be problems in Charleston County. For each one, please indicate whether you think it is an extremely serious problem, a very serious problem, a somewhat serious problem, or not too serious a problem.



| | 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?

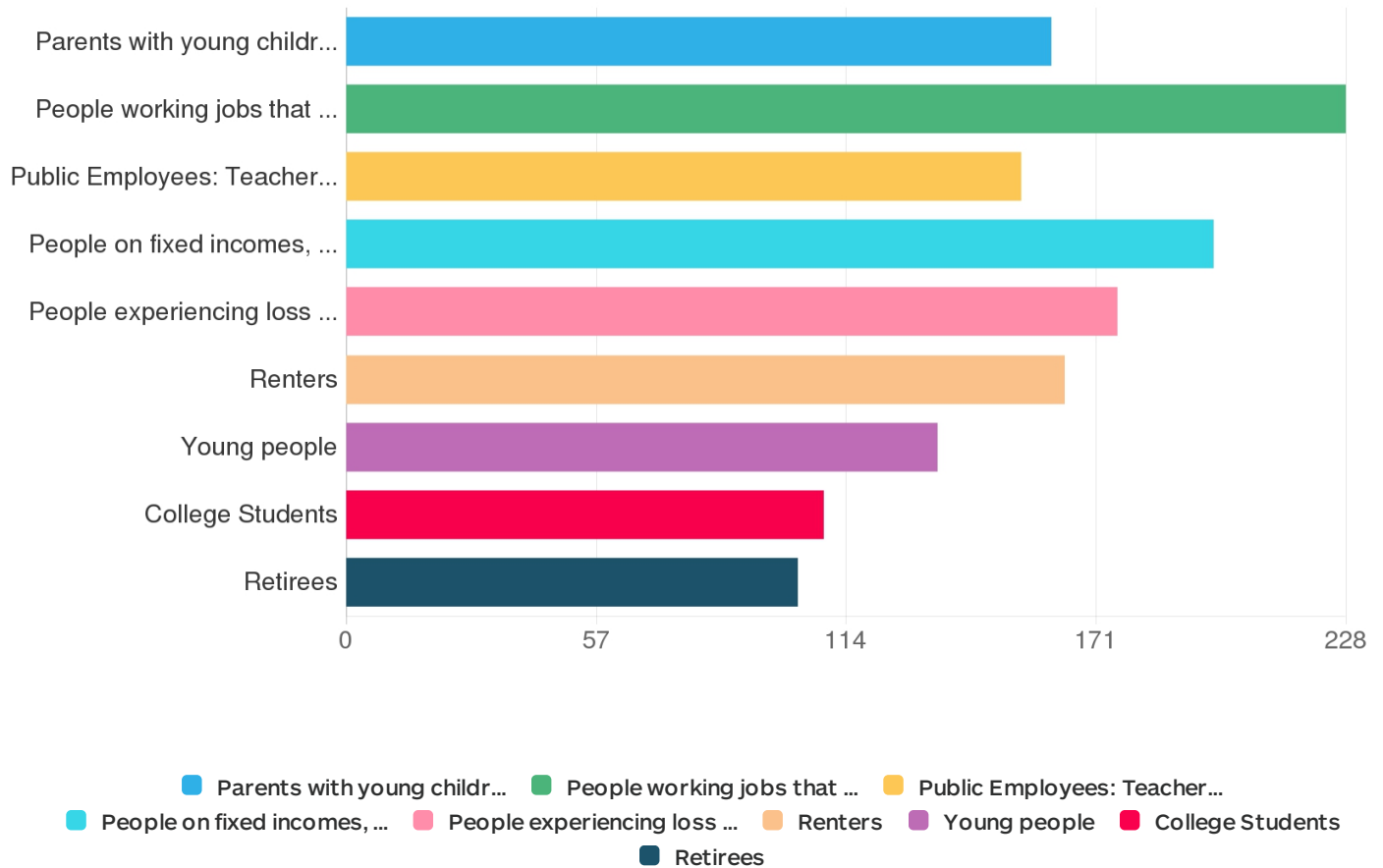


■ A serious crisis ■ A significant problem, but not a crisis ■ A minor problem ■ Not really a problem at all

| 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% |
| Total | 300 | 100% |

Q4: Charleston Households

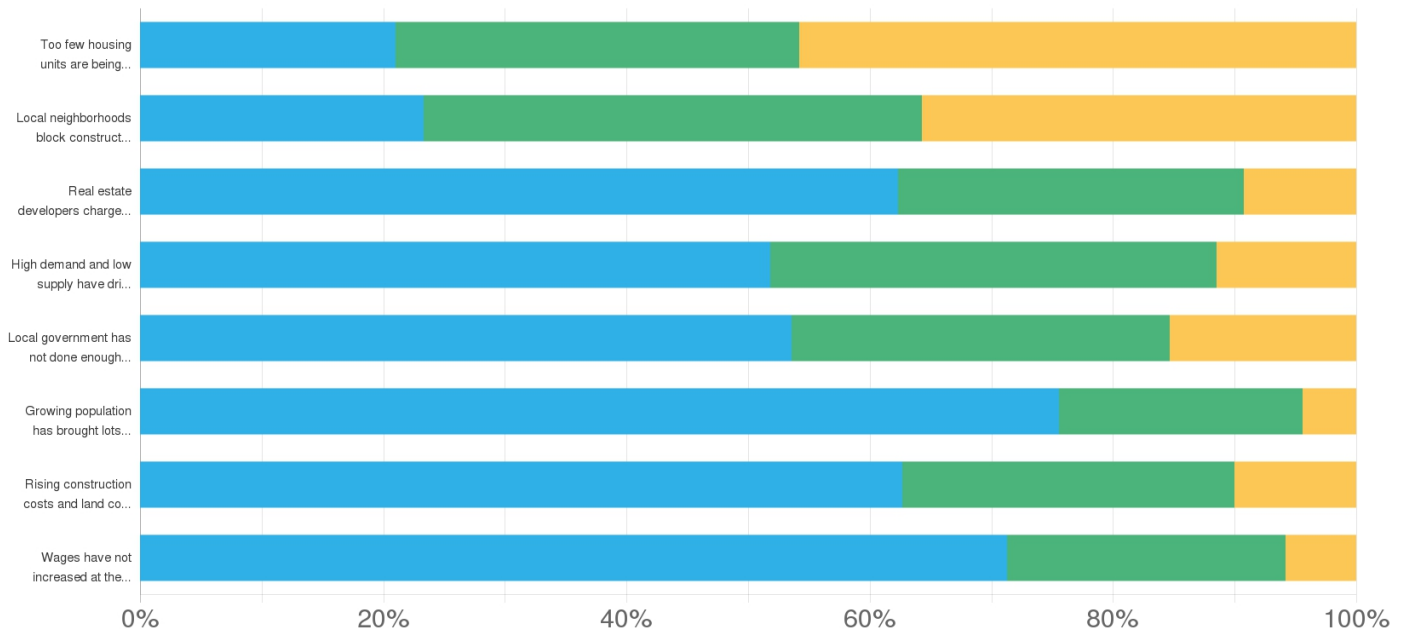
More than 70% of Charleston households pay over 30% of their income on rent or mortgage. Who do you think in Charleston County is most likely to be paying this percentage of their income on housing:



| 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% |
| Total Responses 1428 | | |

Q5: Lack of Housing

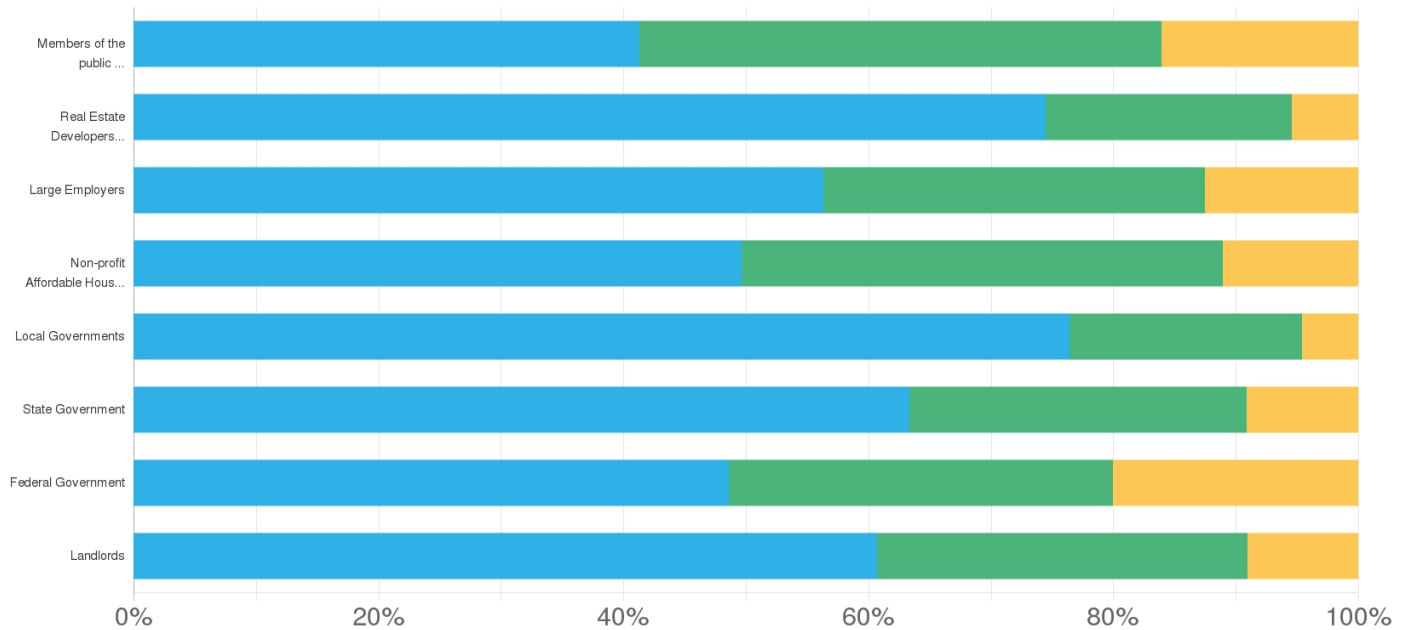
Below are some factors that different people say contribute to a lack of housing that is affordable for people for people who live and work in Charleston County. Please indicate whether you think it is a major cause, minor cause, or not a cause of lack of affordable housing in Charleston County.



| | 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

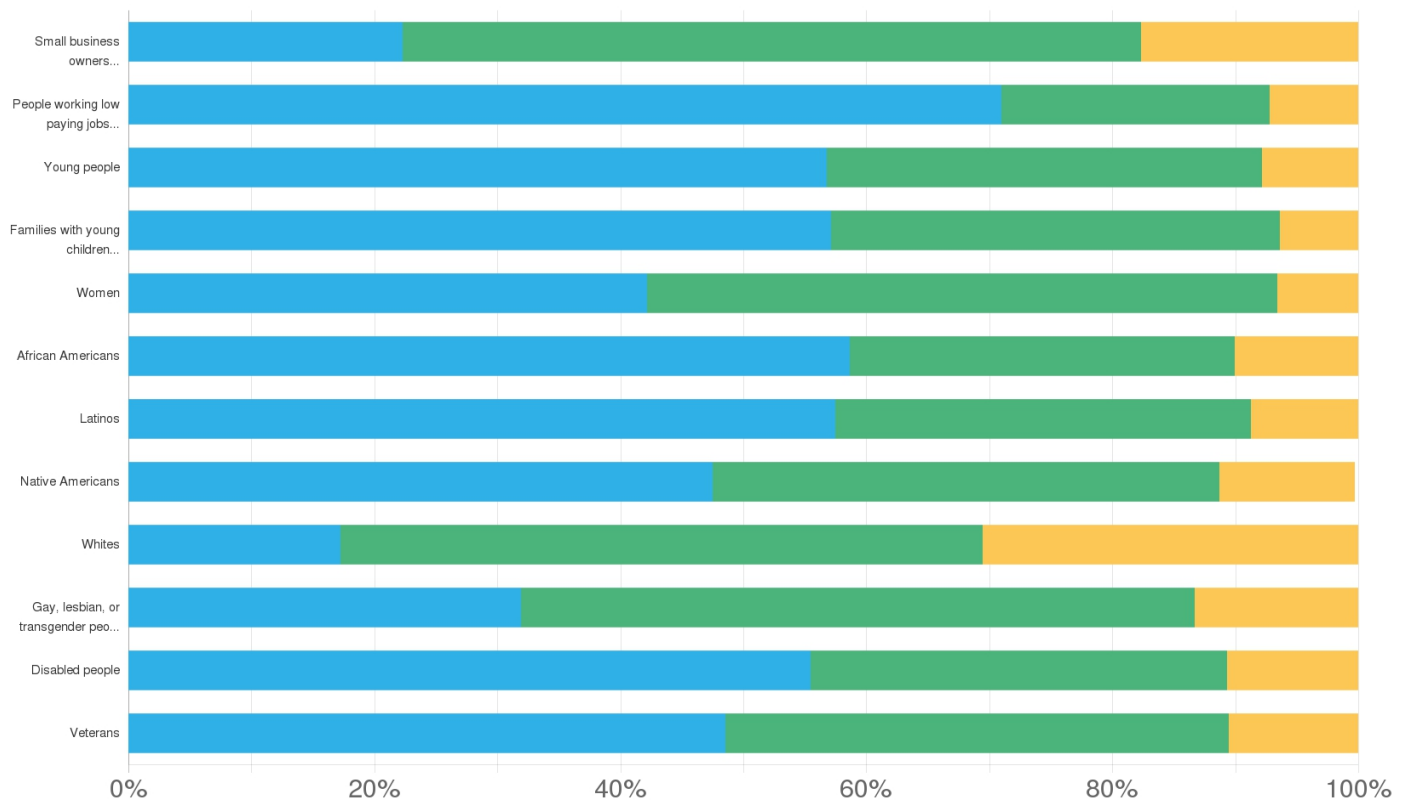
Below is a list of different people and groups that may have some part to play in addressing housing affordability in Charleston County. Please indicate whether you believe each of the following should have a major responsibility for addressing housing problems in Charleston County, some responsibility, 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

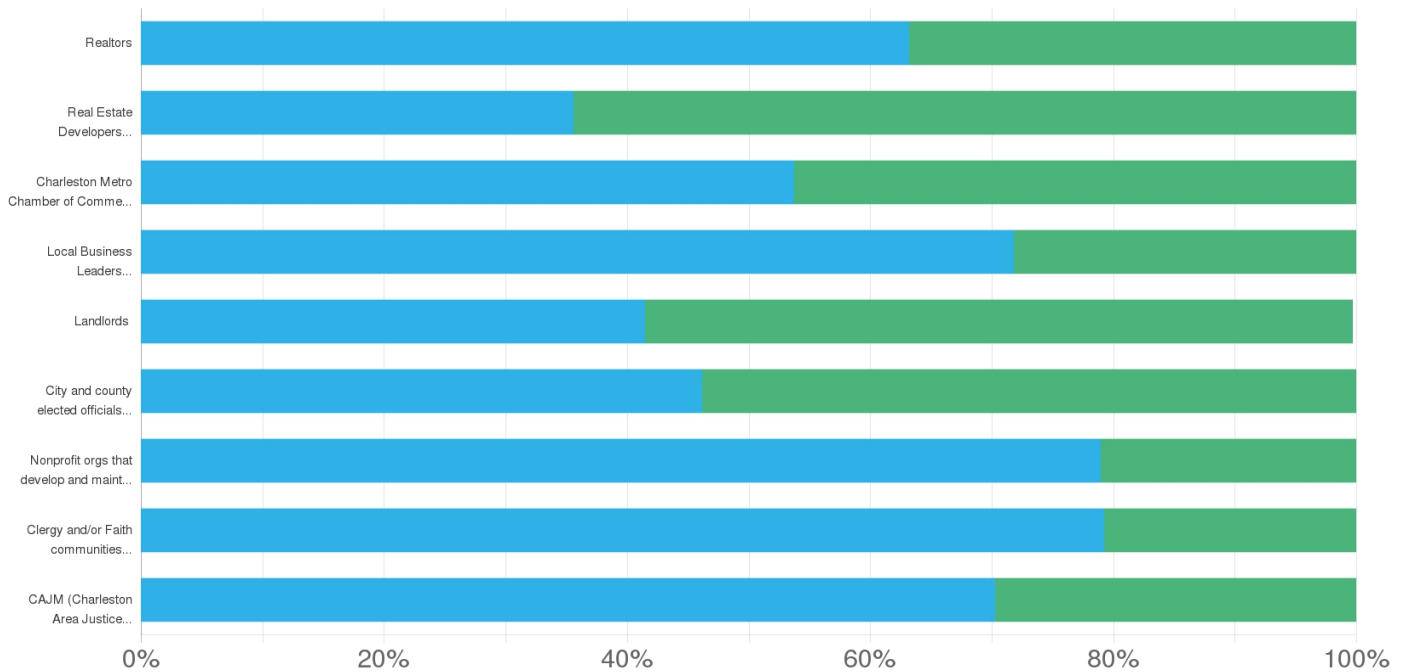
Below is a list of different subgroups of the Charleston County population. Please indicate whether you think lack of affordable housing problems tend to be higher, about the same, or lower among each subgroup than among the population at large.



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

Q8: Public Life favorability

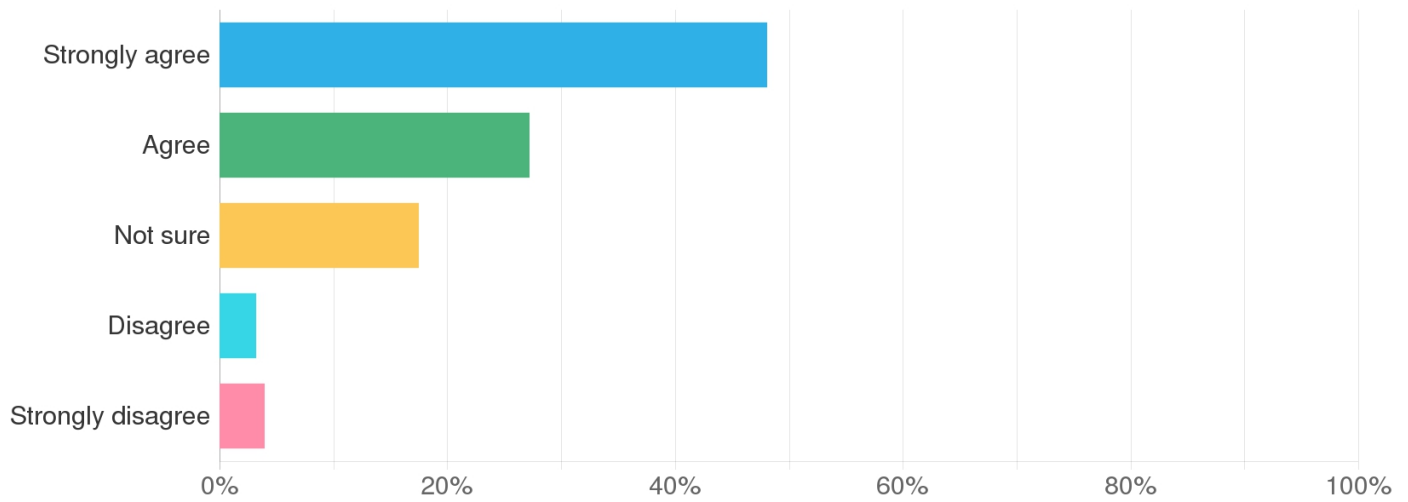
Below is a list of people and groups involved in public life. Please rank your impression of that person or group as generally favorable or unfavorable.



| | 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.

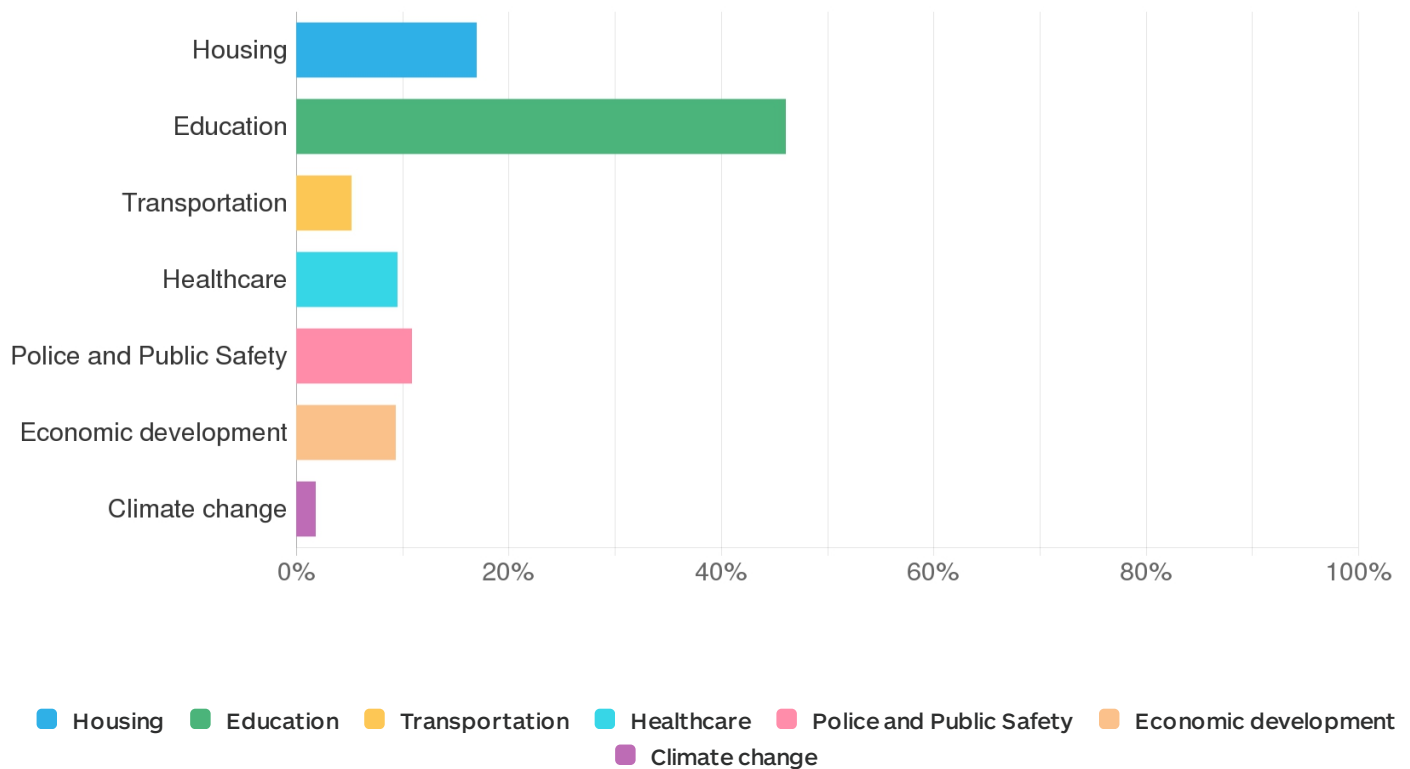


Strongly agree Agree Not sure Disagree Strongly disagree

| 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% |
| Total | 300 | 100% |

Q10: Racial Disparities

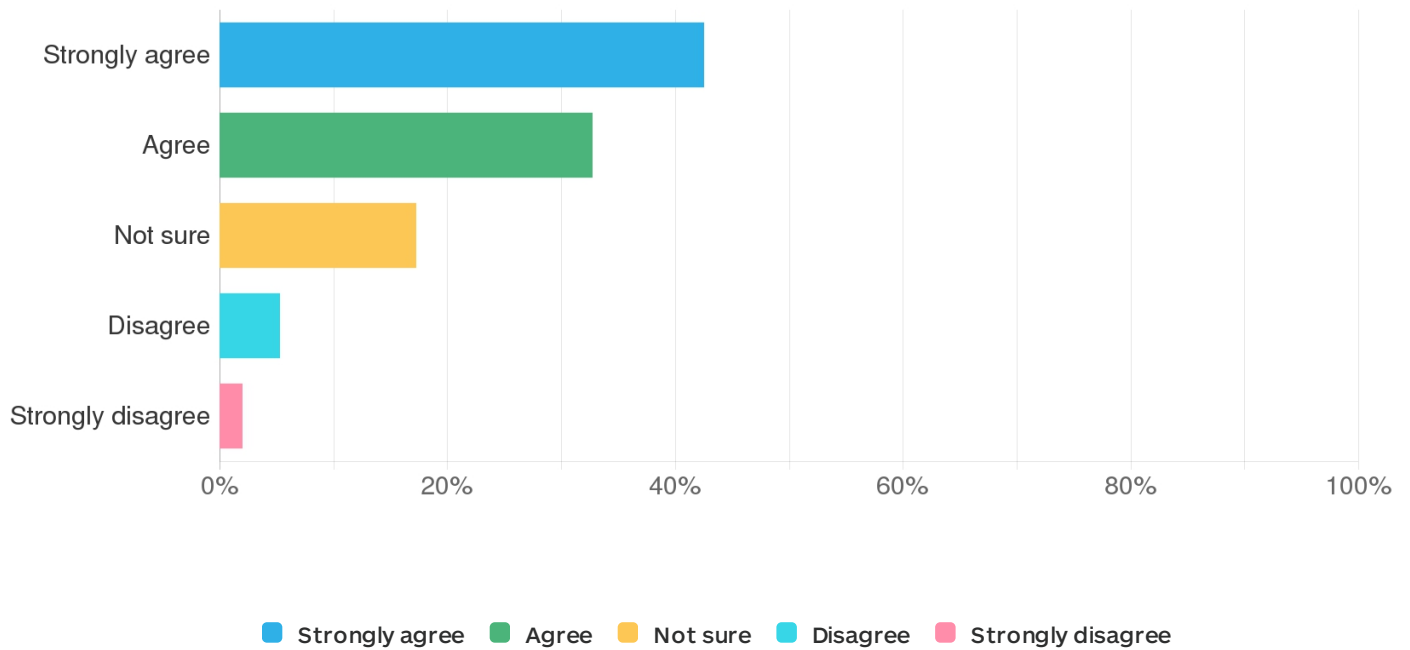
To address issues of racial disparities in our community, where do you think we need additional investment in our communities?



| 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% |
| Total | 300 | 100% |

Q11: Housing Distance

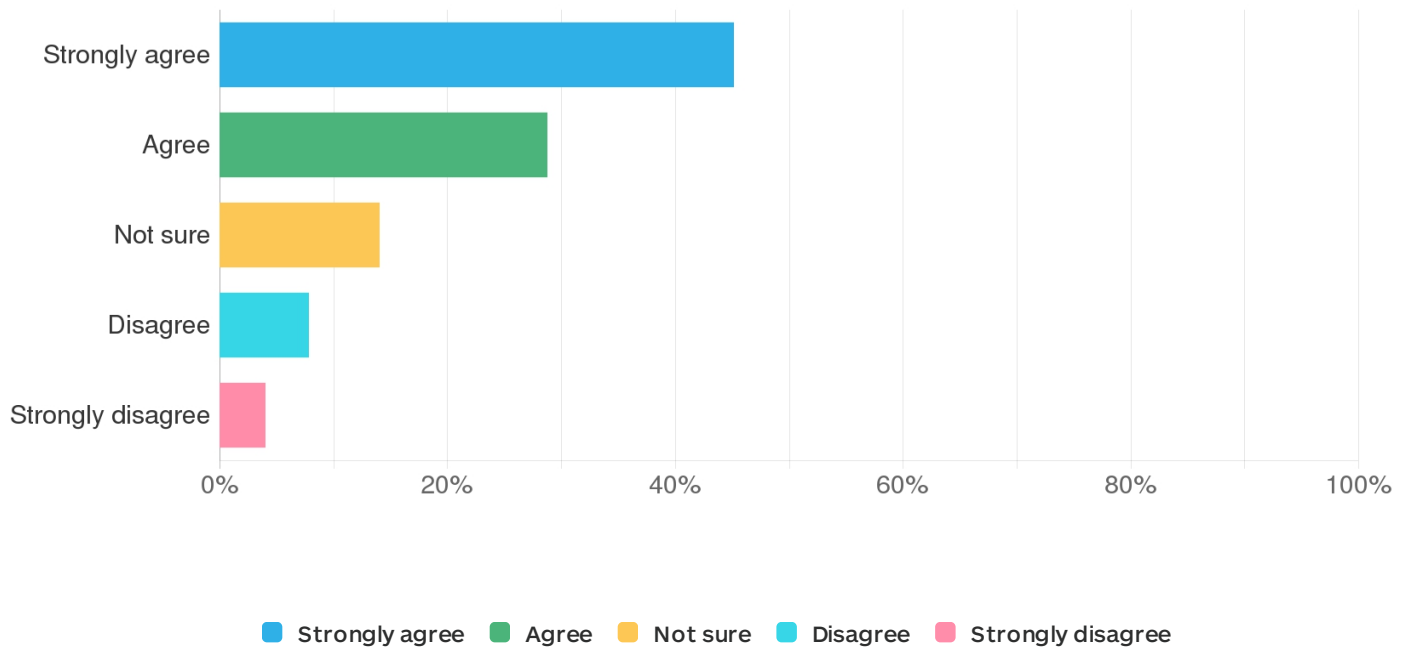
If more families in Charleston could afford to live closer to where they work, we would have a lot less traffic and congestion.



| 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% |
| Total | 300 | 100% |

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?



| 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% |
| Total | 300 | 100% |

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

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

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% |
| Total | 300 | 100% |

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?

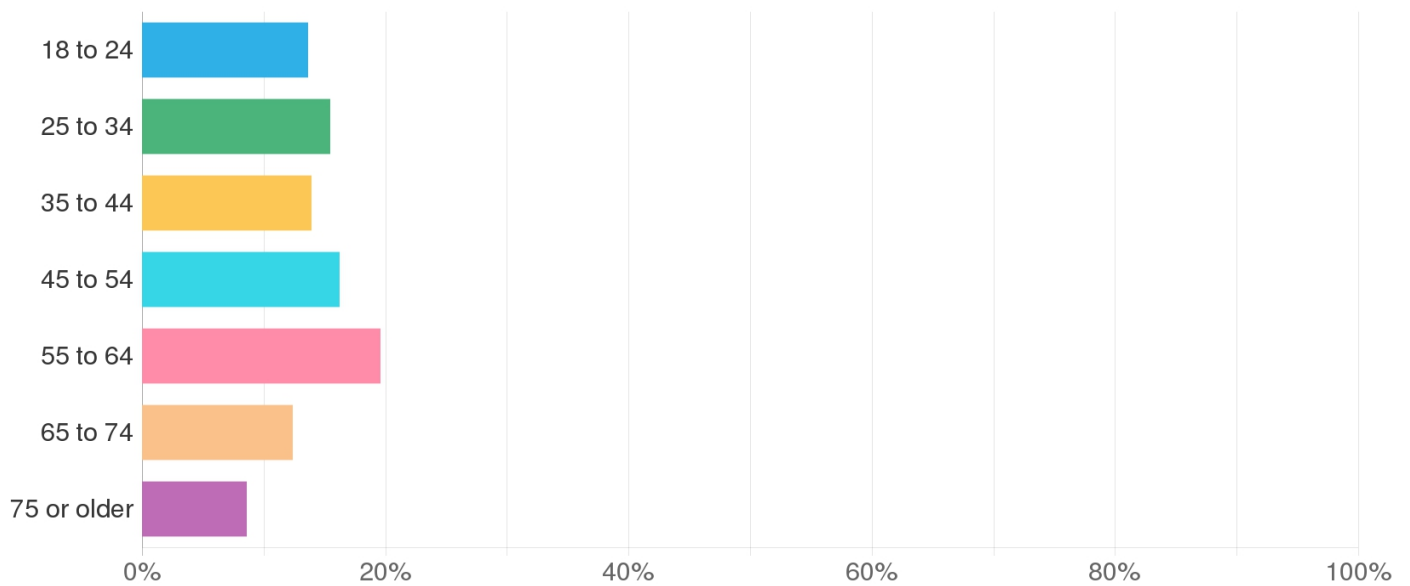


■ Yes ■ No ■ Not Sure / Don't Know

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

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% |
| Total | 300 | 100% |

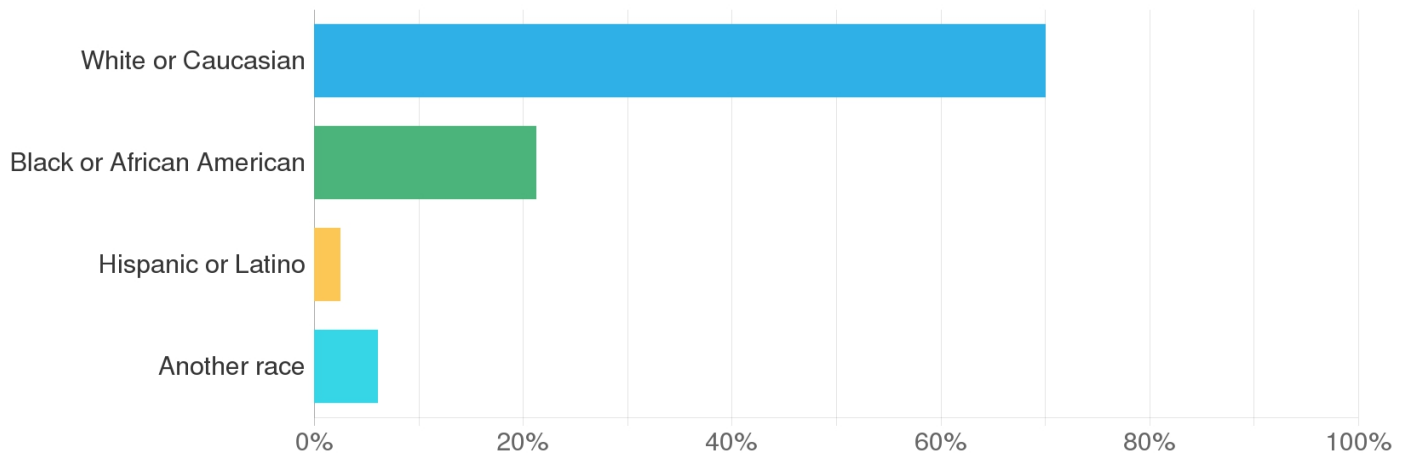
Q17: Gender
What is your gender?



| Value | Frequency | Percent |
|--------|-----------|---------|
| Female | 166 | 55.33% |
| Male | 134 | 44.67% |
| Total | 300 | 100% |

Q18: Race

What is your race?

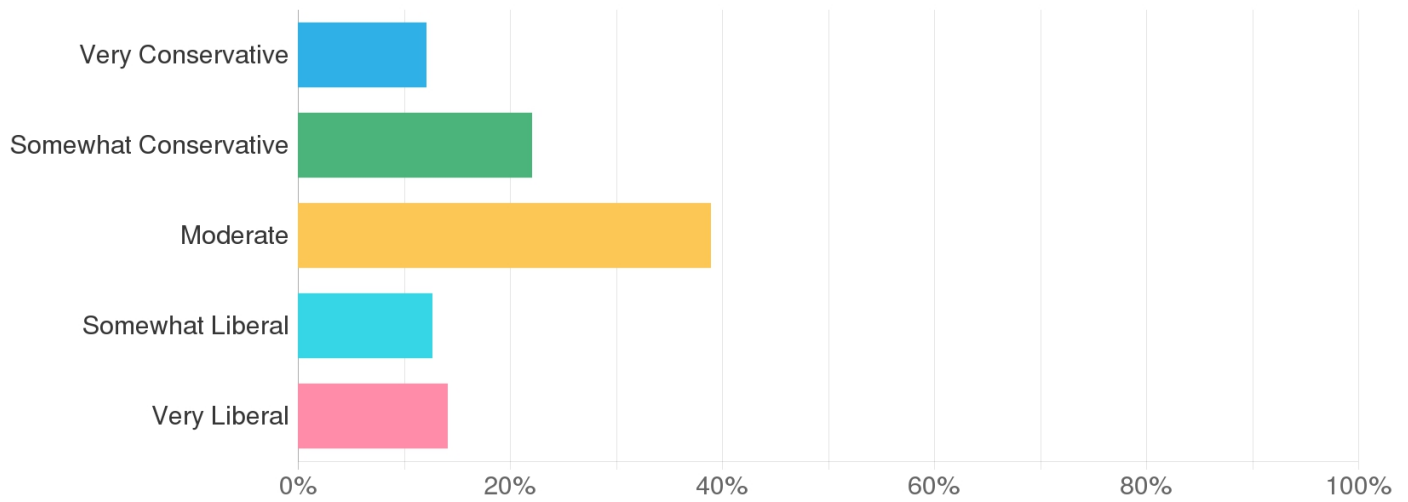


White or Caucasian Black or African American Hispanic or Latino Another race

| 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% |
| Total | 300 | 100% |

Q19: Ideology

What is your political ideology?

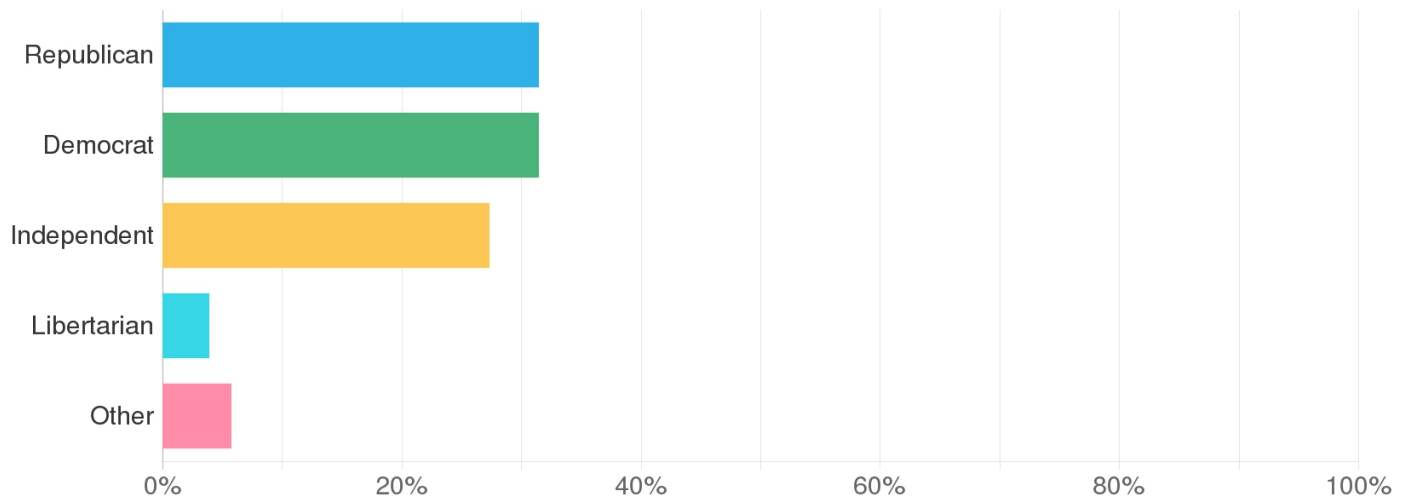


■ Very Conservative ■ Somewhat Conservative ■ Moderate ■ Somewhat Liberal ■ Very Liberal

| 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% |
| Total | 300 | 100% |

Q20: Party

Generally speaking, do you consider yourself a...

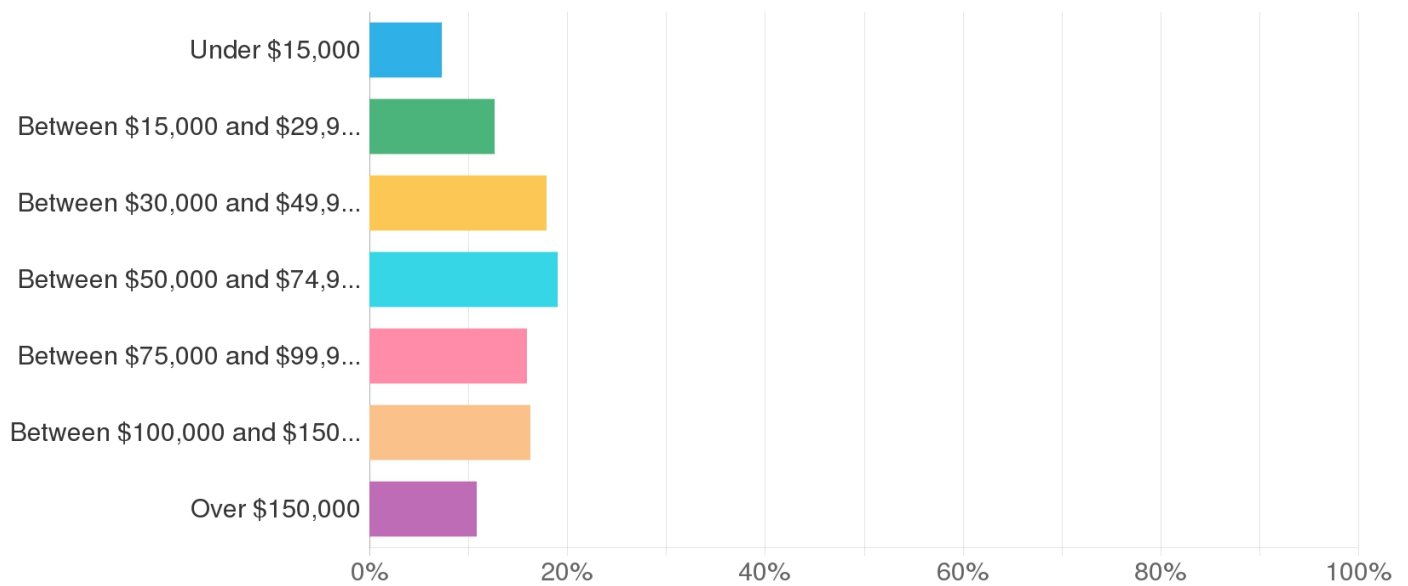


■ Republican ■ Democrat ■ Independent ■ Libertarian ■ Other

| Value | Frequency | Percent |
|-------------|-----------|---------|
| Republican | 94 | 31.45% |
| Democrat | 94 | 31.48% |
| Independent | 82 | 27.37% |
| Libertarian | 12 | 3.92% |
| Other | 17 | 5.78% |
| Total | 300 | 100% |

Q21: Income

What is your household income?



■ Under \$15,000
 ■ Between \$15,000 and \$29,999
 ■ Between \$30,000 and \$49,999
 ■ Between \$50,000 and \$74,999
 ■ Between \$75,000 and \$99,999
 ■ Between \$100,000 and \$150,000
 ■ Over \$150,000

| 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% |
| Total | 300 | 100% |