



Lexington County Community Engagement Study:

TRACKING RESIDENT PERCEPTIONS AND PRIORITIES

Winter 2019/2020



Table of Contents

Introduction

Study Specifications	1
Report Format	3

General Overview 4

Detailed Study Findings

Perceptions of and Experiences with Lexington County Public Services	7
Public Service Priorities and Expectations for Response Times	32
Support for Additional Levies, Fees or Taxes to Pay for Services	47
General Perceptions of Lexington County Council	60
Resident Engagement and Sources of Information	67
Respondent Profile	78



Lexington County Community Engagement Study

INTRODUCTION



Study Specifications

Background:	<p>This County-wide Community Engagement Study is designed and conducted to assess and track resident perceptions and priorities relative to Lexington County public services and the spending of public service tax dollars.</p> <p>The study has been conducted three times since 2016 (including this current survey). A comprehensive Benchmark Study, combining telephone and online survey elements and available to all County residents, was conducted in the Spring of 2016. Follow-up tracking surveys (conducted by phone among a representative sample of County residents) were conducted in late 2017 and 2019.</p>
Methodology:	<p>Quantitative Telephone Survey (75% land line, 25% mobile phones)</p>
Respondent Specs:	<p>Lexington County resident 24+ years of age Registered voter</p>
Survey Dates:	<p>November 2019</p>
Sample Size:	<p>1,000</p>
Sampling Error:	<p>±3.1 percentage points at 95% Confidence Level</p>



Study Specifications

Regional Sample Distribution:

The survey reflects a stratified geographic mix of County residents with regions defined by resident zip code:

- Lexington County = ALL zip codes (N=1,000)
- Lexington = 29072 and 29073 (n=404)
- Cayce/West Columbia = 29170, 29169, 29033, 29172 and 29171 (n=213)
- Irmo/Dutch Fork = 29212, 29210 and 29063 (n=94)
- Western Lexington County = 29054, 29070, 29006 and 29071 (n=88)
- Southeast Lexington County = 29053, 29123, 29160 and 29112 (n=104)
- Chapin/Little Mountain = 29036 and 29075 (n=96)

Data Weighting:

Results have been weighted to reflect the appropriate distribution of age for registered voters in the County as a whole, according to projected 2020 Census data.



Report Format

- ✓ Unless otherwise indicated, findings in this report reflect 2019 findings, are in percent, and are based on the total sample size of 1,000.
- ✓ 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.
- ✓ In tables, bolded entries reflect those that are significantly greater (from others across the columns) at the 95% confidence level.
- ✓ In historical comparisons, 2016 data reflect the telephone survey portion of the Benchmark results only.

Arrows (↑ or ↓) designate period-to-period shifts that are statistically significant at the 95% confidence level.

- ✓ Abbreviations have been made for some terms, including:
 - LC = Lexington County
 - LCC = Lexington County Council
 - NLT = Non-Life-Threatening (crime)
 - CIP = Crime in Progress



Lexington County Community Engagement Study

OVERVIEW



General Overview

- Approximately three out of four have positive impressions of public services in Lexington County.

The number giving a rating of *exceptional* or *very good* has increased significantly over time (from 34% to 39% to 41%).

- Most consider County services to be *adequate*.

At the top of the list: *fire services, libraries, EMS, and 911 services.*

At the bottom of the list: *animal services, stormwater management, public transportation, and County road maintenance.*

- The most widely *used* public services: *solid waste facilities, libraries, and County Treasurer's Office.*

Least *used* public services: *public works/drainage, fire services, Vector Control, coroner.*

- This year notes a significant increase in *usage* of *Lexington County Sheriff's office/ crime, 911, and Animal Control.*

The most significant increases in calls to Lexington County Sheriff's Department relating to *crime* are in the areas of: Western LC, Cayce/West Columbia, and Lexington.



General Overview

➤ Top-of-mind perceptions of *the most important issue facing Lexington County*:

- *Roads*;
- *Law enforcement/crime*;
- *Traffic*; and
- *Growth/over-development*.

Roads and traffic have softened since 2017; concerns with *crime* and *over-development* have increased significantly.

➤ When it comes to priorities for County **spending**, the **top priorities** relate to:

- *faster response times* for *EMS*, *fire service*, and *crime-in-progress* law enforcement;
- increased funding for *paved road repairs*; and
- *greater law enforcement presence* (in general) throughout the County.

➤ Consistent with this, the majority of County voters say they would *support* a request for additional funds for public service enhancements, especially for: *fire service*, *EMS/ambulance service*, *CIP law enforcement*, and/or *increased funding for paved road repairs*.



General Overview

- An *increase in sales tax* continues to be the preferred way to pay for increased funding of services (over *increased user fees* or an *increase in property tax*).

However, support for sales tax has dropped significantly (from 45% to 43% to 38%), while the proportion of voters feeling that *none* would be acceptable *increased* from 15% to 16% to 21%.

- Most have moderate trust in County Council's leadership and decision-making.

There has been a significant drop in familiarity with Council representatives; on average, less than one out of five says they know who their County Council representative is.

- Local media remains the most common source of information about County news, though voters increasingly feel out of touch.



Lexington County Community Engagement Study

PERCEPTIONS OF AND EXPERIENCES WITH LEXINGTON COUNTY PUBLIC SERVICES



PERCEPTIONS OF AND EXPERIENCES WITH LEXINGTON COUNTY PUBLIC SERVICES

General Impressions of the Quality of Public Services in Lexington County (Q1)

- ✓ Approximately three out of four County voters (76%) have positive impressions of public services in Lexington County.
- ✓ The proportion giving the County's public services a rating of *exceptional* or *very good* has increased significantly over time (from 34% to 39% to 41%).
- ✓ Overall perceptions of Lexington County public services are most positive in the Irmo/Dutch Fork (80%), Cayce/West Columbia (78%), Southeast (78%), and Lexington (77%) areas. Chapin/Little Mountain (69%) and Western Lexington County (67%) are less positive, but still strongly positive overall.
- ✓ Demographically, younger voters are more likely than others to describe Lexington Public Services as *exceptional* or *very good*; those who live on dirt roads are more likely than others to describe them as *good*, *fair*, or *poor*.

Perceptions of Specific Public Services (Adequate or Inadequate?) (Q3)

- ✓ The majority of County voters consider Lexington County public services to be *adequate*. Services most likely to be viewed as *adequate* include: *fire services* (88% *adequate*/5% *inadequate*), *libraries* (87% *adequate*/6% *inadequate*), *EMS/ambulance service* (82% *adequate*/10% *inadequate*), and *911 services* (80% *adequate*/11% *inadequate*).

Services most likely to be viewed as *inadequate* include: *public transportation* (30% *adequate*/ 45% *inadequate*) and *County road maintenance* (20% *adequate*/77% *inadequate*).



PERCEPTIONS OF AND EXPERIENCES WITH LEXINGTON COUNTY PUBLIC SERVICES

- ✓ Perceptions of most public services in the County have remained reasonably constant over the past three years.

Perceptions of *Fire Services*, however, have improved, while perceptions of *law enforcement*, *solid waste services*, *animal control services*, and *County road maintenance* have dropped somewhat.

Interestingly, while younger voters are more likely than others to describe Lexington County's Public Services as *exceptional* or *very good*, they are also more critical than others of some Public Services such as *911 Communications*, *emergency preparedness*, *solid waste services*, *animal services*, and *public transportation*.

Usage of Lexington County Public Services

- ✓ The most widely *used* public services in the County include: *solid waste services* (76% have used in the past year), *libraries* (68%), and the *County Treasurer's Office* (49%).

The least *used* public services include: *Public Works/drainage* (10%), *fire services* (8%), *Vector Control* (3%), and *coroner* (3%).

- ✓ This year notes a significant increase in *usage* of *Lexington County Sheriff's office/crime* related calls, *911*, and *animal control services*.



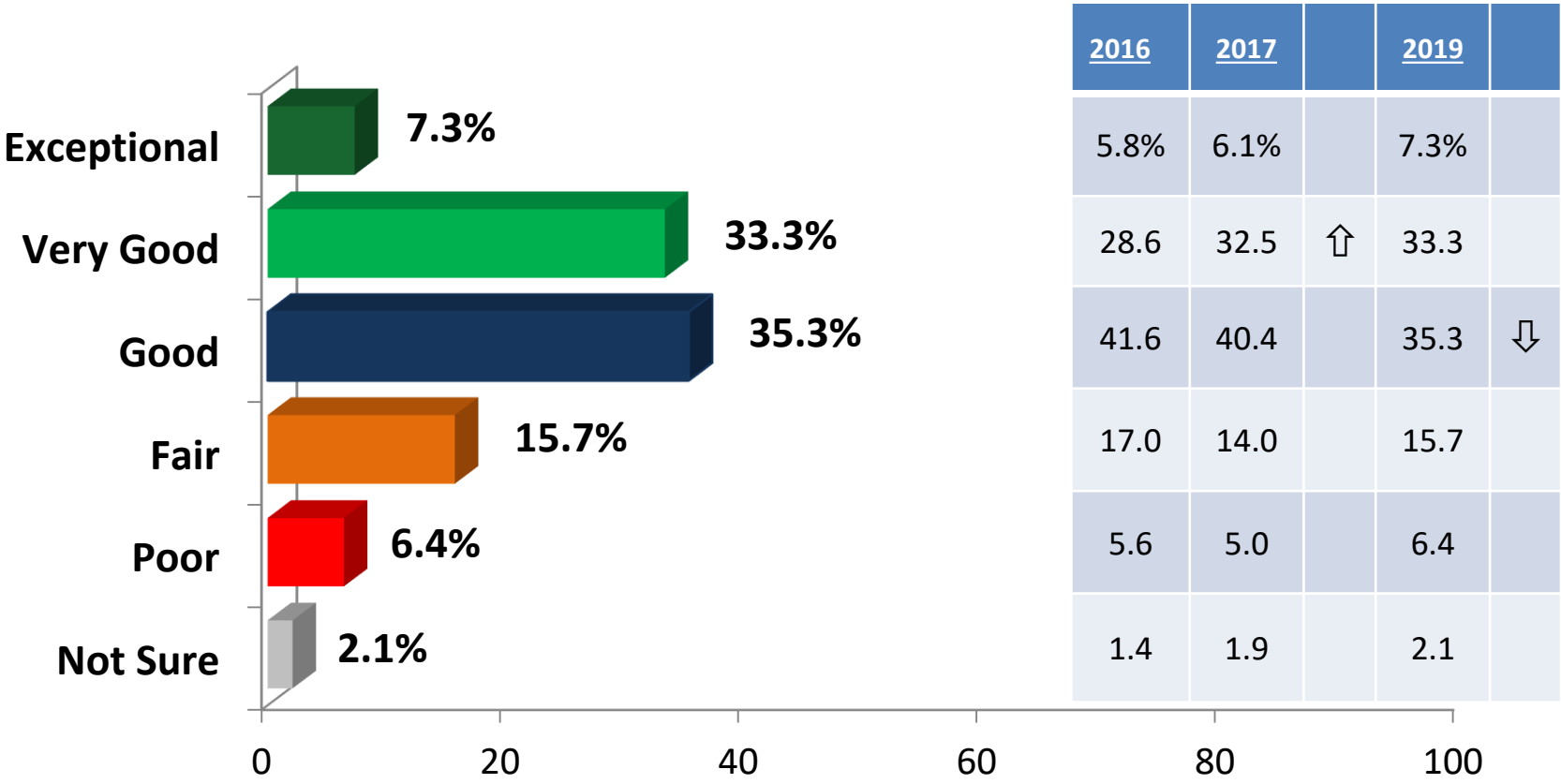
PERCEPTIONS OF AND EXPERIENCES WITH LEXINGTON COUNTY PUBLIC SERVICES

- ✓ The most significant increases in calls to the Lexington County Sheriff's Department for *crime* related calls were in: Western Lexington County (*crime-in-progress* calls up from 8% to 30% and *non-life-threatening* calls for a *crime already committed* up from 22% to 47%); Cayce/West Columbia (*non-life-threatening* calls for a *crime already committed* up from 14% to 29%); and Lexington (*crime-in-progress* calls up from 10% to 21% and *non-life-threatening* calls for a *crime already committed* up from 21% to 32%).
- ✓ In general, voters under the age of 54 are more likely than those 55 or over to have used most public services in the County. The exception is use of *EMS* and/or the *coroner*, these two services are more likely to have been used by older residents.

The youngest age group (24 to 34), in particular, is significantly more likely to have: visited a branch of the *library* (75%), contacted the Sheriff's Department to report a *non-life-threatening crime that had already occurred* (50%) and/or *crime in progress* (46%), called 911 (46%), used *animal control* (29%), and required a response from *fire services* (12%).

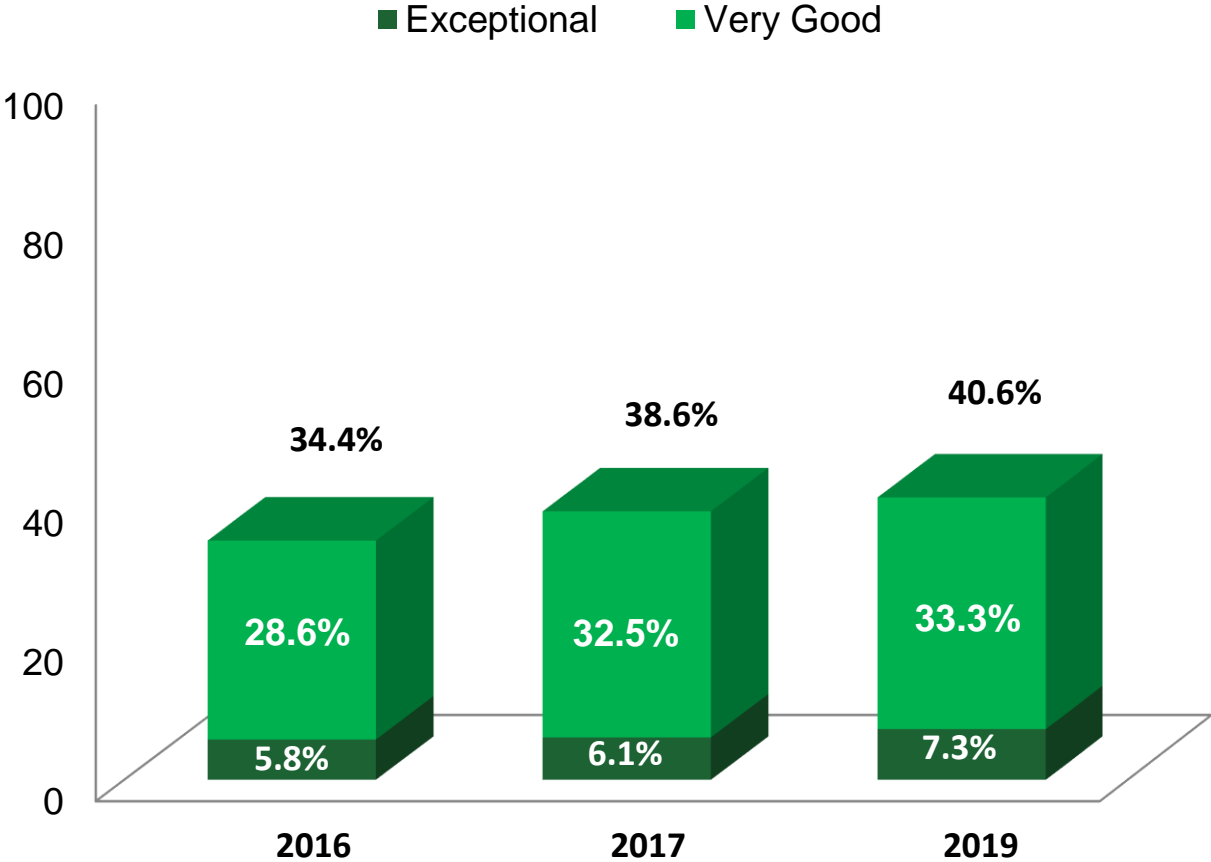
Individuals living on a dirt road were also more likely to have used many of Lexington County's Public Services.

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



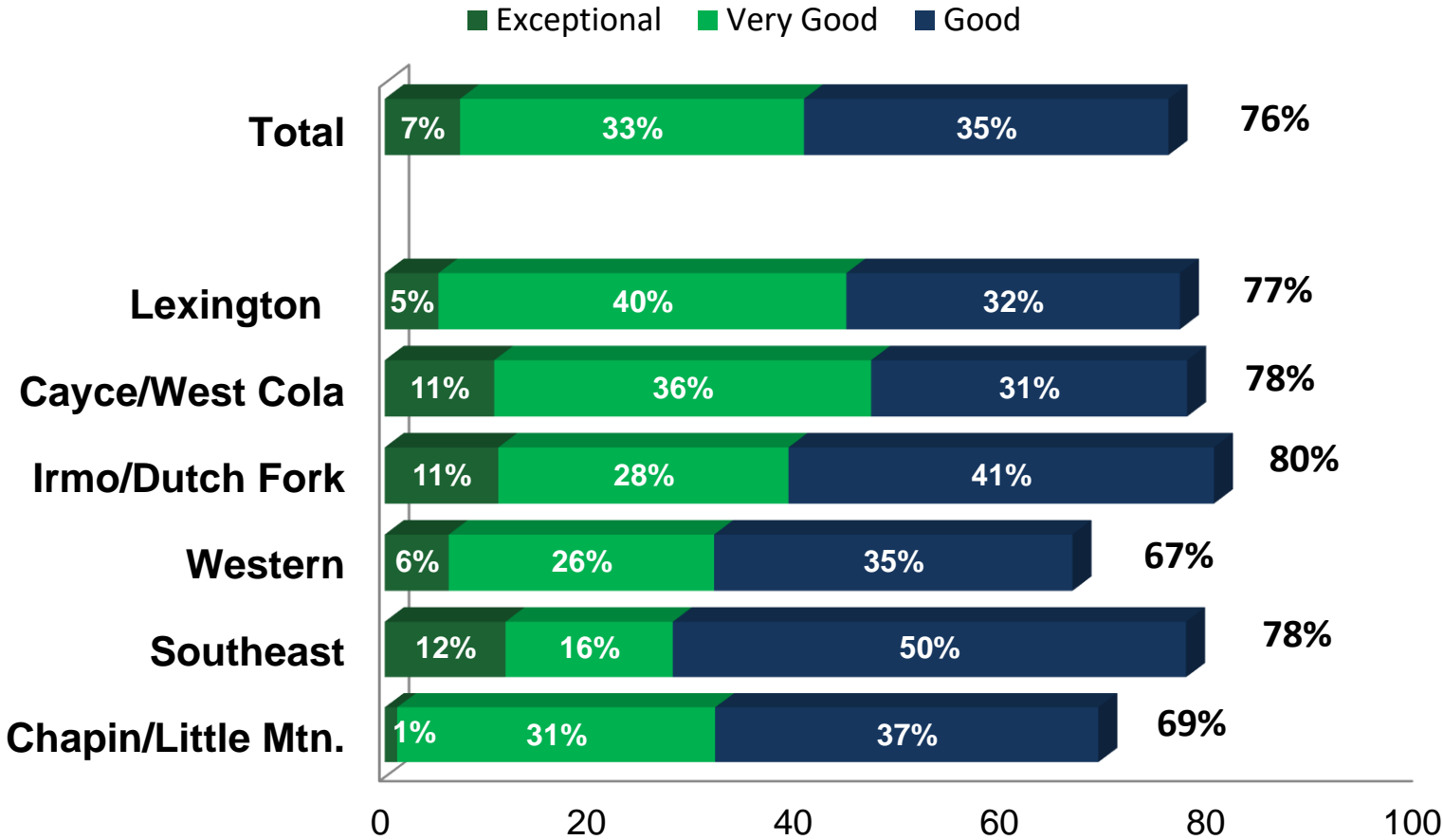
Q1: How would you rate the overall quality of public services in Lexington County?

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



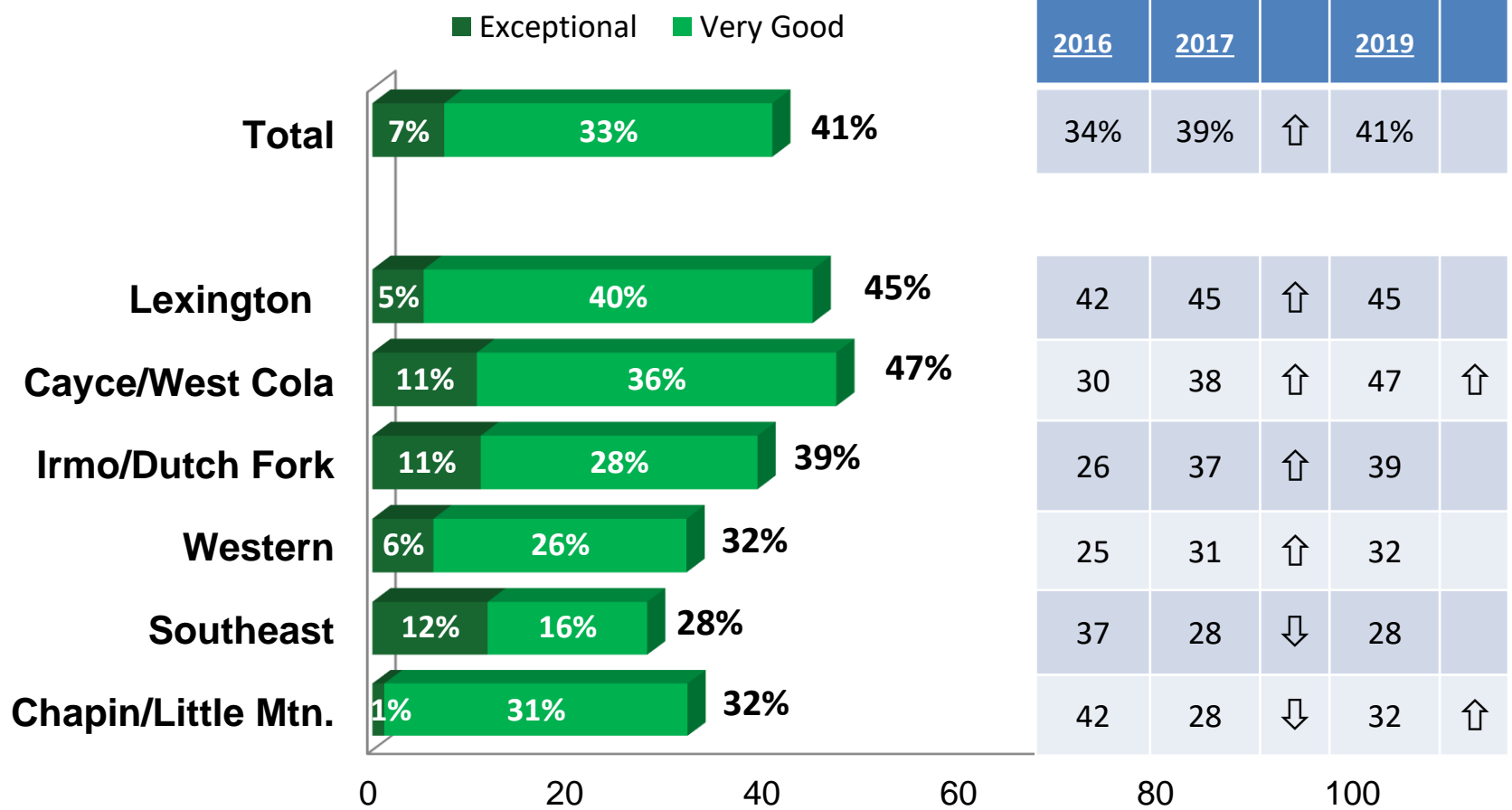
Q1: How would you rate the overall quality of public services in Lexington County?

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 Quality of Public Services in Lexington County (in General) by Area

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

	<u>Total</u>	<u>Lexington</u>	<u>Cayce/ West Columbia</u>	<u>Irmo/ Dutch Fork</u>	<u>Western Lex. Cty.</u>	<u>Southeast Lex. Cty.</u>	<u>Chapin/ Little Mtn.</u>
	(N=1000)	(n=404)	(n=213)	(n=94)	(n=88)	(n=104)	(n=96)
Exceptional	7.3%	5.2%	10.6%	11.0%	6.2%	11.7%	1.2%
Very Good	33.3	39.5	36.5	28.1	25.7	16.2	30.8
Good	35.3	32.3	30.6	41.2	34.7	49.7	37.1
Fair	15.7	15.2	13.8	18.5	17.7	16.0	16.7
Poor	6.4	5.8	5.0	1.2	15.1	5.9	9.6
Not sure	2.1	2.0	3.5	0.0	0.5	0.4	4.5

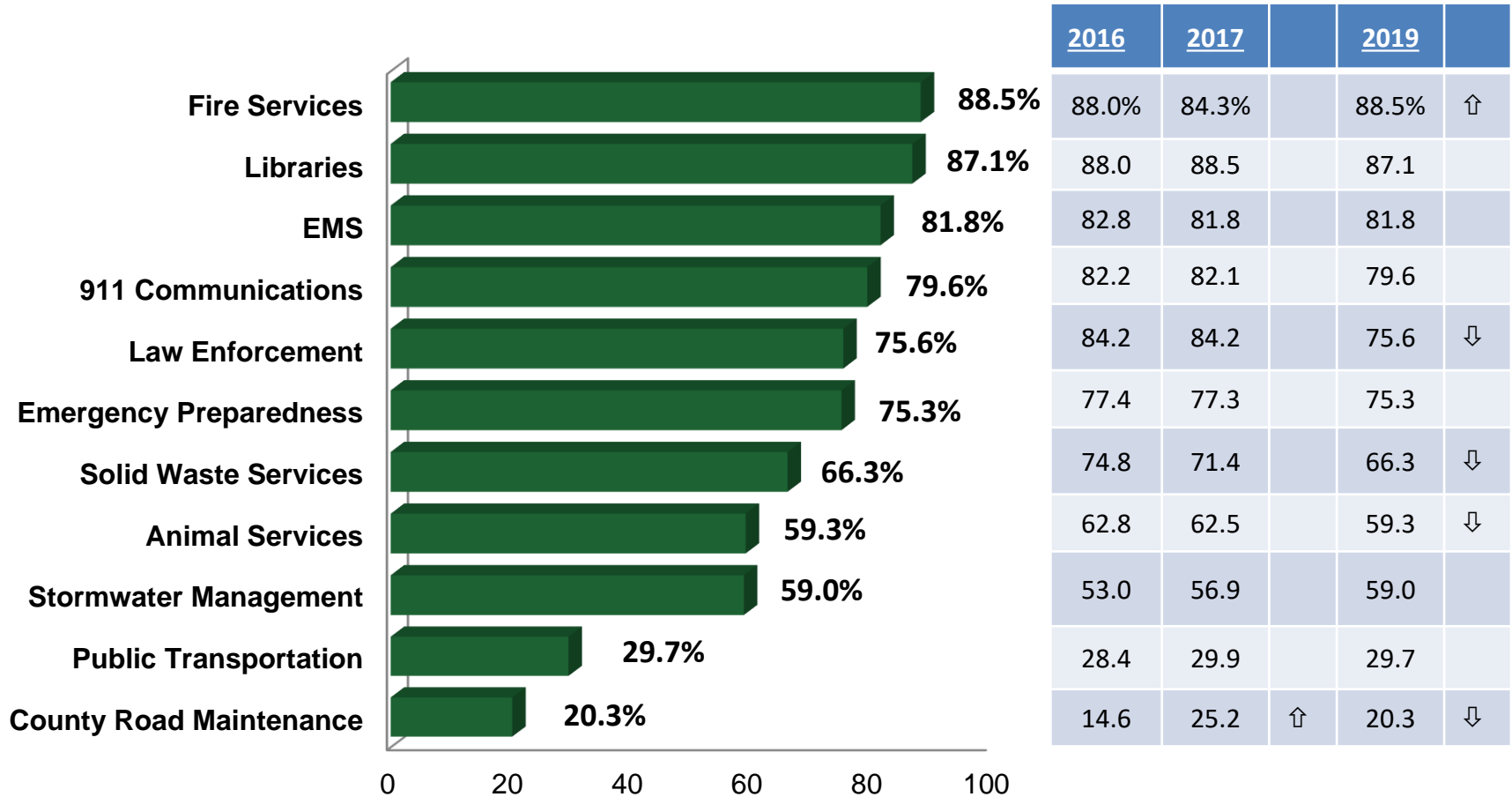
Perceived Quality of Public Services in Lexington County (in General) by Key Demographics

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

	<u>Total</u>	<u>Respondent Age</u>			<u>Respondent Gender</u>		<u>Live on a Dirt Road</u>
		<u>24-34</u>	<u>35-54</u>	<u>55+</u>	<u>Male</u>	<u>Female</u>	
	(N=1000)	(n=199)	(n=392)	(n=409)	(n=518)	(n=482)	(n=155)
Exceptional	7.3%	16.7%	4.6%	5.2%	6.0%	8.6%	0.8%
Very Good	33.3	41.7	31.6	30.9	32.4	34.3	16.3
Good	35.3	29.2	34.5	39.0	35.9	34.5	47.1
Fair	15.7	4.2	19.8	17.2	16.1	15.2	19.0
Poor	6.4	8.3	6.6	5.3	6.9	5.9	14.4
Not sure	2.1	0.0	2.9	2.3	2.7	1.5	2.5

General Perceptions Regarding Specific Public Services

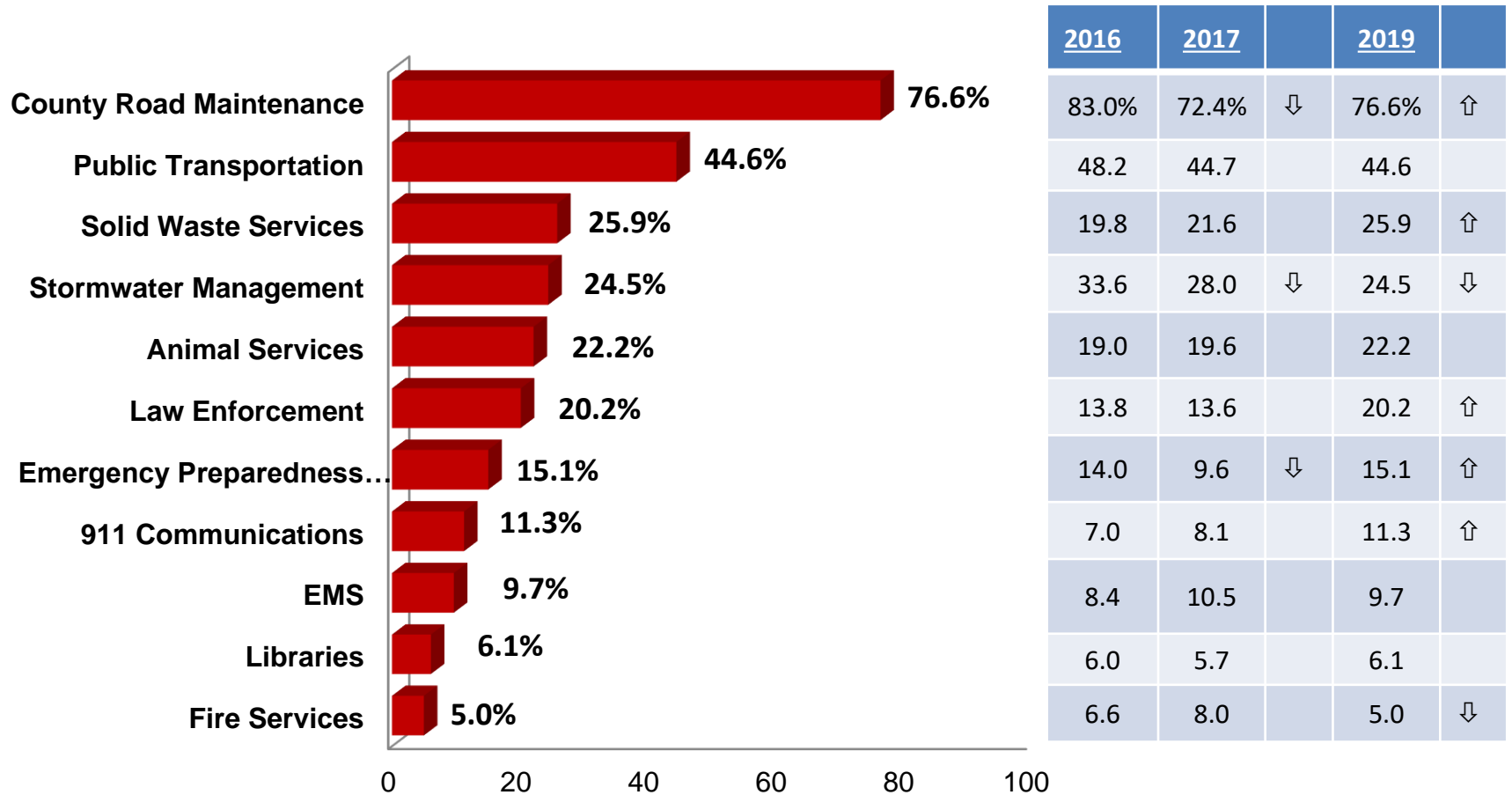
(% indicating service is *Adequate*)



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

General Perceptions Regarding 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?

General Perceptions Regarding Specific Public Services by Area (1 of 4)

Q3: From your perspective, do you feel each of the following public services in Lexington County is currently adequate or inadequate? (1 of 4)

	<u>Total</u>	<u>Lexington</u>	<u>Cayce/ West Columbia</u>	<u>Irmo/ Dutch Fork</u>	<u>Western Lex. Cty.</u>	<u>Southeast Lex. Cty.</u>	<u>Chapin/ Little Mtn.</u>
	(N=1000)	(n=404)	(n=213)	(n=94)	(n=88)	(n=104)	(n=96)
Fire Services							
Adequate	88.5%	89.2%	86.9%	94.1%	92.7%	86.9%	81.7%
Inadequate	5.0	4.5	2.4	0.5	4.6	10.5	11.4
Not sure	6.5	6.3	10.7	5.4	2.6	2.6	7.0
Libraries							
Adequate	87.1%	91.9%	85.7%	89.5%	91.9%	69.6%	83.0%
Inadequate	6.1	3.3	5.4	4.0	2.2	19.0	10.6
Not sure	6.8	4.8	8.8	6.4	6.7	11.3	6.4
EMS/Ambulance Service							
Adequate	81.8%	85.5%	86.1%	81.1%	76.4%	80.8%	63.1%
Inadequate	9.7	7.5	4.5	11.6	10.8	12.3	25.3
Not sure	8.5	7.0	9.5	7.3	12.9	6.9	11.6

General Perceptions Regarding Specific Public Services by Area (2 of 4)

Q3: From your perspective, do you feel each of the following public services in Lexington County is currently adequate or inadequate? (2 of 4)

	<u>Total</u>	<u>Lexington</u>	<u>Cayce/ West Columbia</u>	<u>Irmo/ Dutch Fork</u>	<u>Western Lex. Cty.</u>	<u>Southeast Lex. Cty.</u>	<u>Chapin/ Little Mtn.</u>
	(N=1000)	(n=404)	(n=213)	(n=94)	(n=88)	(n=104)	(n=96)
911 Communications							
Adequate	79.6%	83.4%	79.9%	83.1%	77.3%	75.2%	66.2%
Inadequate	11.3	9.5	7.2	5.3	20.8	20.3	14.9
Not sure	9.2	7.1	12.9	11.6	1.8	4.5	18.9
Law Enforcement							
Adequate	75.6%	77.4%	76.1%	82.9%	65.3%	61.2%	84.8%
Inadequate	20.2	21.6	16.2	14.0	33.4	26.8	10.3
Not sure	4.2	0.9	7.7	3.1	1.3	12.0	4.9
Emergency Preparedness							
Adequate	75.3%	77.5%	85.8%	82.3%	68.4%	52.9%	66.5%
Inadequate	15.1	14.8	7.8	8.3	25.8	31.5	11.5
Not sure	9.6	7.7	6.4	9.5	5.8	15.6	22.0

General Perceptions Regarding Specific Public Services by Area (3 of 4)

Q3: From your perspective, do you feel each of the following public services in Lexington County is currently adequate or inadequate? (3 of 4)							
	Total	Lexington	Cayce/ West Columbia	Irmo/ Dutch Fork	Western Lex. Cty.	Southeast Lex. Cty.	Chapin/ Little Mtn.
	(N=1000)	(n=404)	(n=213)	(n=94)	(n=88)	(n=104)	(n=96)
Solid Waste Services (including collection, disposal and recycling)							
Adequate	66.3%	73.0%	55.7%	78.8%	45.0%	77.5%	56.7%
Inadequate	25.9	23.4	29.8	18.4	44.7	11.0	33.8
Not sure	7.8	3.6	14.5	2.8	10.3	11.6	9.5
Animal Services							
Adequate	59.3%	59.4%	57.7%	68.1%	57.6%	47.1%	68.0%
Inadequate	22.2	20.1	22.4	10.9	32.2	40.8	13.0
Not sure	18.5	20.5	19.9	21.0	10.2	12.0	19.0
Stormwater Management							
Adequate	59.0%	61.0%	56.9%	57.9%	66.4%	68.3%	40.1%
Inadequate	24.5	24.2	26.1	22.7	21.9	17.8	33.5
Not sure	16.5	14.8	17.0	19.4	11.7	13.9	26.4

General Perceptions Regarding Specific Public Services by Area (4 of 4)

Q3: From your perspective, do you feel each of the following public services in Lexington County is currently adequate or inadequate? (4 of 4)

	<u>Total</u>	<u>Lexington</u>	<u>Cayce/ West Columbia</u>	<u>Irmo/ Dutch Fork</u>	<u>Western Lex. Cty.</u>	<u>Southeast Lex. Cty.</u>	<u>Chapin/ Little Mtn.</u>
	(N=1000)	(n=404)	(n=213)	(n=94)	(n=88)	(n=104)	(n=96)
Public Transportation							
Adequate	29.7%	27.5%	36.9%	38.5%	26.7%	29.1%	17.6%
Inadequate	44.6	46.3	34.1	35.6	51.6	51.7	55.7
Not sure	25.7	26.2	29.0	25.8	21.7	19.2	26.7
County Road Maintenance							
Adequate	20.3%	22.3%	18.4%	30.5%	17.0%	9.7%	21.0%
Inadequate	76.6	76.0	72.6	66.7	82.5	89.0	79.0
Not sure	3.1	1.7	9.1	2.8	0.5	1.3	0.0

General Perceptions Regarding Specific Public Services by Demographics (1 of 4)

Q3: From your perspective, do you feel each of the following public services in Lexington County is currently adequate or inadequate? (1 of 4)

	Total	Respondent Age			Respondent Gender		Live on a Dirt Road
		24-34	35-54	55+	Male	Female	
	(N=1000)	(n=199)	(n=392)	(n=409)	(n=518)	(n=482)	(n=155)
Fire Services							
Adequate	88.5%	91.7%	88.0%	87.4%	88.0%	89.1%	86.2%
Inadequate	5.0	0.0	6.5	5.9	4.2	5.8	9.3
Not sure	6.5	8.3	5.4	6.7	7.8	5.2	4.6
Libraries							
Adequate	87.1%	87.5%	87.0%	87.0%	87.1%	87.1%	92.9%
Inadequate	6.1	12.5	4.6	4.3	4.4	7.9	2.9
Not sure	6.8	0.0	8.4	8.6	8.5	5.0	4.1
EMS/Ambulance Service							
Adequate	81.8%	83.3%	82.4%	80.4%	80.7%	82.9%	78.5%
Inadequate	9.7	8.3	9.5	10.7	10.2	9.3	9.4
Not sure	8.5	8.3	8.1	8.9	9.1	7.8	12.0

General Perceptions Regarding Specific Public Services by Demographics (2 of 4)

Q3: From your perspective, do you feel each of the following public services in Lexington County is currently adequate or inadequate? (2 of 4)

	Total	Respondent Age			Respondent Gender		Live on a Dirt Road
		24-34	35-54	55+	Male	Female	
	(N=1000)	(n=199)	(n=392)	(n=409)	(n=518)	(n=482)	(n=155)
911 Communications							
Adequate	79.6%	70.8%	84.3%	79.3%	80.7%	78.3%	71.3%
Inadequate	11.3	25.0	8.0	7.7	9.7	13.0	21.5
Not sure	9.2	4.2	7.6	13.1	9.6	8.7	7.2
Law Enforcement							
Adequate	75.6%	62.5%	77.2%	80.5%	77.3%	73.8%	56.6%
Inadequate	20.2	33.3	18.0	16.0	19.3	21.2	38.7
Not sure	4.2	4.2	4.8	3.5	3.4	5.0	4.7
Emergency Preparedness							
Adequate	75.3%	62.5%	77.7%	79.2%	75.5%	75.1%	61.7%
Inadequate	15.1	33.3	12.8	8.4	14.7	15.5	32.2
Not sure	9.6	4.2	9.5	12.4	9.9	9.4	6.1

General Perceptions Regarding Specific Public Services by Demographics (3 of 4)

Q3: From your perspective, do you feel each of the following public services in Lexington County is currently adequate or inadequate? (3 of 4)

	Total	Respondent Age			Respondent Gender		Live on a Dirt Road
		24-34	35-54	55+	Male	Female	
	(N=1000)	(n=199)	(n=392)	(n=409)	(n=518)	(n=482)	(n=155)
Solid Waste Services (including collection, disposal and recycling)							
Adequate	66.3%	66.7%	58.6%	73.5%	71.6%	60.6%	58.0%
Inadequate	25.9	29.2	30.2	20.1	21.4	30.6	35.2
Not sure	7.8	4.2	11.1	6.5	7.0	8.8	6.8
Animal Services							
Adequate	59.3%	58.3%	59.6%	59.4%	61.9%	56.4%	43.7%
Inadequate	22.2	29.2	22.0	19.1	20.3	24.3	42.7
Not sure	18.5	12.5	18.4	21.5	17.8	19.3	13.5
Stormwater Management							
Adequate	59.0%	70.8%	57.4%	54.9%	67.0%	50.5%	60.0%
Inadequate	24.5	12.5	28.1	26.9	20.3	29.0	22.6
Not sure	16.5	16.7	14.5	18.2	12.7	20.5	17.4

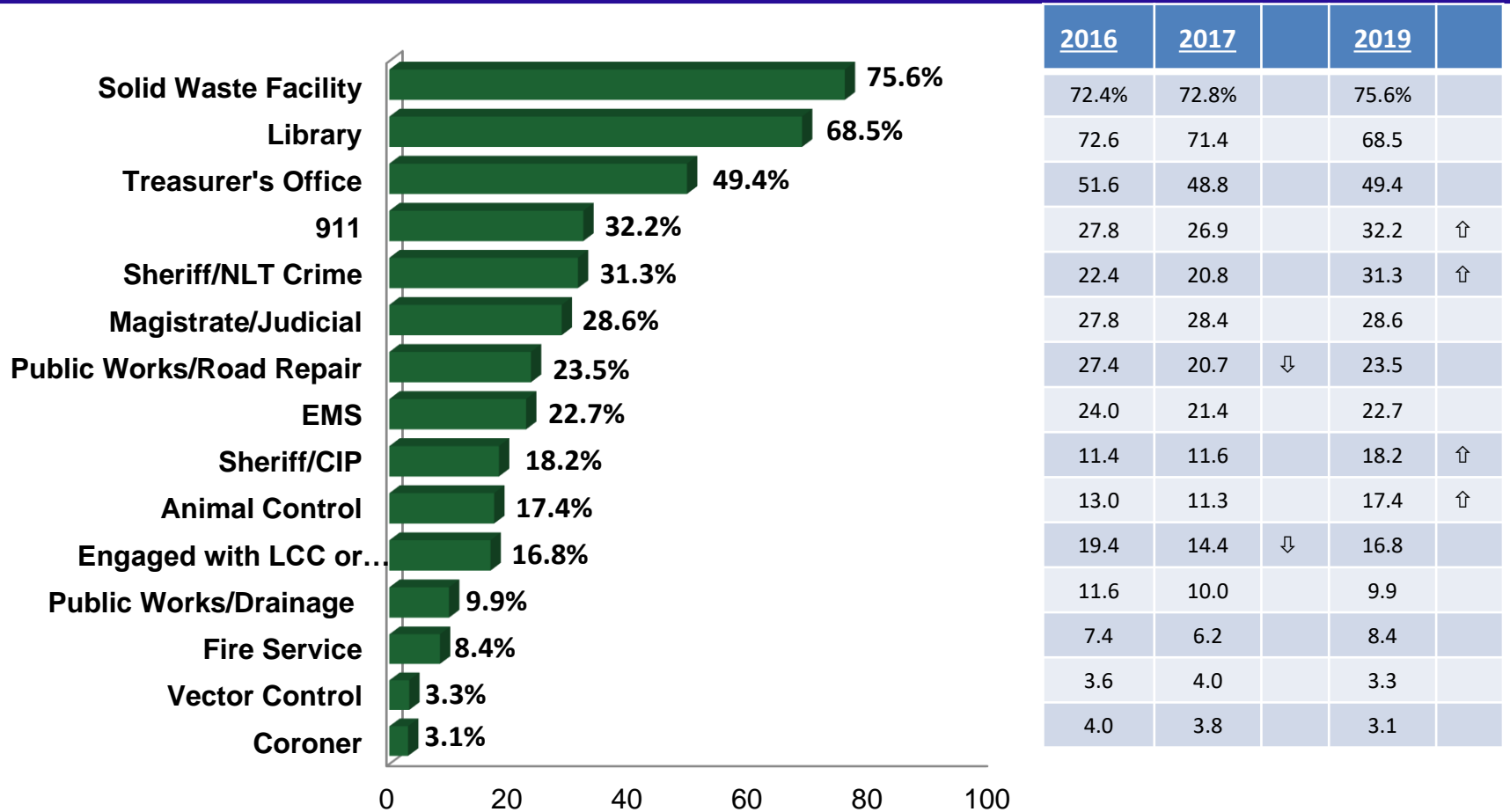
General Perceptions Regarding Specific Public Services by Demographics (4 of 4)

Q3: From your perspective, do you feel each of the following public services in Lexington County is currently adequate or inadequate? (4 of 4)

	Total	Respondent Age			Respondent Gender		Live on a Dirt Road
		24-34	35-54	55+	Male	Female	
	(N=1000)	(n=199)	(n=392)	(n=409)	(n=518)	(n=482)	(n=155)
Public Transportation							
Adequate	29.7%	33.3%	28.6%	29.0%	32.5%	26.7%	19.5%
Inadequate	44.6	50.0	42.6	43.9	39.7	49.9	55.1
Not sure	25.7	16.7	28.9	27.0	27.8	23.4	25.4
County Road Maintenance							
Adequate	20.3%	12.5%	23.9%	20.7%	23.0%	17.4%	11.9%
Inadequate	76.6	79.2	75.4	76.5	72.8	80.6	86.1
Not sure	3.1	8.3	0.7	2.8	4.1	1.9	2.1

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 Area (1 of 2)

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

Q5: During the past year, have you or a member of your household _____? (1 of 2)							
	Total	Lexington	Cayce/ West Columbia	Irmo/ Dutch Fork	Western Lex. Cty.	Southeast Lex. Cty.	Chapin/ Little Mtn.
	(N=1000)	(n=404)	(n=213)	(n=94)	(n=88)	(n=104)	(n=96)
Visited a LC solid waste facility	75.6%	72.8%	69.4%	81.2%	89.7%	73.9%	84.7%
Visited a branch of the LC Library	68.5	65.5	69.3	70.9	70.5	68.1	75.1
Visited the LC Treasurer’s office	49.4	51.6	45.5	42.2	55.3	54.3	45.0
Contacted LC Sheriff to report a NLT crime that had already occurred	31.3	31.5	29.4	22.6	47.3	32.8	26.7
Made a call to LC 911	32.2	35.5	36.6	27.5	37.3	26.8	14.6
Visited LC Magistrate or judicial offices or required their services	28.6	32.2	33.7	30.3	22.0	14.9	21.4
Called in a road repair work order to LC Public Works	23.5	15.9	22.7	15.1	43.1	33.8	36.0
Required LC EMS/ Ambulance Service	22.7	21.9	23.5	21.8	37.2	15.7	19.9

Usage of Lexington County Public Services by Area (2 of 2)

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

Q5: During the past year, have you or a member of your household _____? (2 of 2)							
	Total	Lexington	Cayce/ West Columbia	Irmo/ Dutch Fork	Western Lex. Cty.	Southeast Lex. Cty.	Chapin/ Little Mtn.
	(N=1000)	(n=404)	(n=213)	(n=94)	(n=88)	(n=104)	(n=96)
Contacted LC Sheriff’s Department to report a crime in progress (CIP)	18.2%	21.4%	15.2%	7.1%	30.0%	24.0%	5.8%
Utilized the services of LC Animal Control	17.4	17.2	17.2	15.2	21.1	25.1	8.9
Engaged with LC Council or a Council Member	16.8	15.1	13.8	15.1	16.1	23.3	26.2
Called in a drainage or stormwater work order to LC Public Works	9.9	5.5	9.6	14.7	12.8	19.4	11.8
Required a response from LC Fire Service	8.4	9.6	10.3	4.8	10.5	7.0	2.6
Required the services of the LC Coroner’s office	3.1	3.9	2.4	2.6	3.6	2.6	1.4
Contacted Vector Control for mosquito inspection and/or spraying	3.3	3.4	2.9	2.5	1.3	2.6	7.5

Trends in Usage of Specific Lexington County Public Services By Area

	Call to Lexington County Sheriff NLT					CIP Call to Lexington County Sheriff					Call to Lexington County 911				
	<u>2016*</u>	<u>2017*</u>		<u>2019</u>		<u>2016*</u>	<u>2017*</u>		<u>2019</u>		<u>2016*</u>	<u>2017*</u>		<u>2019</u>	
Total	22%	21%		31%	↑	11%	12%		18%	↑	28%	27%		32%	↑
Lexington	26%	21%	↓	32%	↑	14%	10%		21%	↑	29%	21%	↓	36%	↑
Cayce/West Columbia	19%	14%	↓	29%	↑	8%	11%		15%	↑	20%	30%	↑	37%	↑
Irmo/Dutch Fork	21%	17%	↓	23%	↑	9%	11%		7%	↓	27%	28%		28%	
Western LC	14%	22%	↑	47%	↑	18%	8%	↓	30%	↑	32%	30%		37%	↑
Southeast LC	40%	38%		33%	↓	14%	21%	↑	24%		54%	44%	↓	27%	↓
Chapin/Little Mountain	16%	22%	↑	27%	↑	6%	9%		6%		19%	19%		15%	↓

Q5: During the past year, have you or a member of your household called/used/visited ____?
 (“Yes” responses only) *(Small sample sizes in 2016 and 2017 may limit data projectability.)

Usage of Lexington County Public Services by Key Demographics (1 of 2)

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

Q5: During the past year, have you or a member of your household _____? (1 of 2)

	Total	Respondent Age			Respondent Gender		Live on a Dirt Road
		24-34	35-54	55+	Male	Female	
	(N=1000)	(n=199)	(n=392)	(n=409)	(n=518)	(n=482)	(n=155)
Visited a LC solid waste fac.	75.6%	75.0%	78.6%	73.0%	79.1%	71.9%	78.5%
Visited a branch of the LC Library	68.5	75.0	70.8	63.1	59.8	77.8	75.8
Visited the LC Treasurer’s office	49.4	37.5	55.5	49.3	51.6	47.0	62.7
Contacted LC Sheriff to report a NLT crime that had already occurred	31.3	50.0	34.6	19.1	31.2	31.4	44.9
Made a call to LC 911	32.2	45.8	30.5	27.2	34.6	29.7	38.0
Visited LC Magistrate or judicial offices	28.6	29.2	36.9	20.4	31.6	25.4	31.7
Called in a road repair work order to LC Public Works	23.5	25.0	26.5	19.8	23.1	23.8	53.1
Required LC EMS/ Ambulance Service	22.7	16.7	21.4	27.0	18.4	27.4	27.9

Usage of Lexington County Public Services by Key Demographics (2 of 2)

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

Q5: During the past year, have you or a member of your household _____? (2 of 2)

	Total	Respondent Age			Respondent Gender		Live on a Dirt Road
		24-34	35-54	55+	Male	Female	
	(N=1000)	(n=199)	(n=392)	(n=409)	(n=518)	(n=482)	(n=155)
Contacted LC Sheriff's Department to report a crime in progress (CIP)	18.2%	45.8%	13.1%	9.7%	16.9%	19.6%	27.5%
Utilized the services of LC Animal Control	17.4	29.2	16.5	12.5	17.7	17.0	21.7
Engaged with LC Council or a Council Member	16.8	20.8	16.1	15.5	16.9	16.8	20.2
Called in a drainage or stormwater work order to LC Public Works	9.9	8.3	11.6	9.1	8.4	11.6	18.3
Required a response from LC Fire Service	8.4	12.5	7.9	7.0	5.7	11.4	6.6
Required the services of the LC Coroner's office	3.1	0.0	3.0	4.6	1.9	4.2	4.9
Contacted Vector Control for mosquito inspection/spraying	3.3	4.2	2.7	3.6	3.0	3.7	0.9



Lexington County Community Engagement Study

PUBLIC SERVICE PRIORITIES AND EXPECTATIONS FOR RESPONSE TIMES



PUBLIC SERVICE PRIORITIES AND EXPECTATIONS FOR RESPONSE TIMES

Single Most Important Issue Facing Lexington County (Q4)

- ✓ Top-of-mind perceptions of the *single most important issue facing Lexington County* (asked open-ended, unaided) include:
 - *Roads* (36%);
 - *Law enforcement/crime* (16%);
 - *Traffic* (12%); and
 - *Growth/over-development* (11%).

- ✓ The proportion of voters mentioning *roads* and *traffic* have dropped somewhat since 2017, while concerns with *crime* and *over-development* have increased significantly.

- ✓ Concerns vary only somewhat by area.
 - *Roads* and *law enforcement* are key concerns in all areas;
 - *Traffic* is also among the top concerns in Lexington and Cayce/West Columbia;
 - *Growth/over-development* is among the top concerns in Lexington, Cayce/West Columbia, Western Lexington County, Southeast Lexington County, and Chapin/Little Mountain;
 - *EMS* is a top concern in Irmo/Dutch Fork, Southeast Lexington County, and Chapin/Little Mountain; and
 - *Stormwater Drainage* is among the top concerns for those in Irmo/Dutch Fork.



PUBLIC SERVICE PRIORITIES AND EXPECTATIONS FOR RESPONSE TIMES

NOTE: Respondents were asked to prioritize how County funds should be assigned to nine separate public service categories, with detailed instructions and descriptions. Specific question wording follows:

Q9: As indicated, **Lexington County Council** is responsible for the provision of specific services throughout the County. As is the case with many households, however, the County's budget has limits and County Council leaders must prioritize how funds are distributed among the various services and needs. 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. Again, please recognize that budget limitations necessitate prioritizing so that not all can receive the highest rating.

- a. Greater law enforcement presence throughout the County
- b. Hiring more staff to operate the over-crowded jail
- c. Faster response times for crime-in-progress law enforcement calls
- d. Faster response times for Lexington County fire service (within 9 minutes) with the adequate number of Fire Fighters (at least 15) to safely respond to a structure fire
- e. Faster response times for Lexington County EMS ambulance service
- f. Increased funding for Dirt Road Paving (note: current funding allows for the paving of three (3) miles per year, thus requiring 220 years to pave all 660 miles of the dirt roads maintained by Lexington County)
- g. Increased funding for Paved Road Repairs (note: current funding allows for the resurfacing of the 550 miles of County maintained paved roads every fifty (50) years instead of the optimal twenty (20) year cycle)
- h. Increased funding for Stormwater Drainage Improvements (note: the current funding of \$500,000 for stormwater improvements spread over the 700 square miles of county land area equates to about \$1.00 per acre)
- i. Public transportation



PUBLIC SERVICE PRIORITIES AND EXPECTATIONS FOR RESPONSE TIMES

Prioritization of Issues (Q9)

- ✓ Based on this question, the **top ranked priorities** relate to:
 - Faster response times for *EMS* (mean priority rating of 7.9 on a 10-point scale), *fire service* (7.6), and *crime-in-progress law enforcement* (7.5);
 - Increased funding for *paved road repairs* (6.8); and
 - *Greater law enforcement presence* (in general) throughout the County (6.7).

- ✓ The rank order of priorities is generally consistent across all areas.

Demographically, voters 55 and over and women tend to put higher priority on all the issues.

Expected Response Times for Emergency and Public Works Calls (Qs 7 and 8)

- ✓ For the most part, County residents expect response time for *fire services*, *EMS*, and *crime-in-progress* calls to the Sheriff's Department to be within 10 minutes. On average, expected response times:
 - 6.6 minutes for *fire services*;
 - 7.2 minutes for *crime-in-progress* calls to the Sheriff's Department;
 - 7.7 minutes for *EMS*; and
 - 18.1 minutes for calls to the Sheriff's Department for *non-life-threatening* crimes that have already occurred.



PUBLIC SERVICE PRIORITIES AND EXPECTATIONS FOR RESPONSE TIMES

- ✓ When it comes to expected response times for calls to Public Works:
 - 5.4 days for *stormwater drainage issues*;
 - 7.3 days to repair a pot hole; and
 - 10.5 days to have a dirt road scraped. (Among those actually living on a dirt road, the expectation is 5.8 days.)

Satisfaction with Response Times During Actual Experience

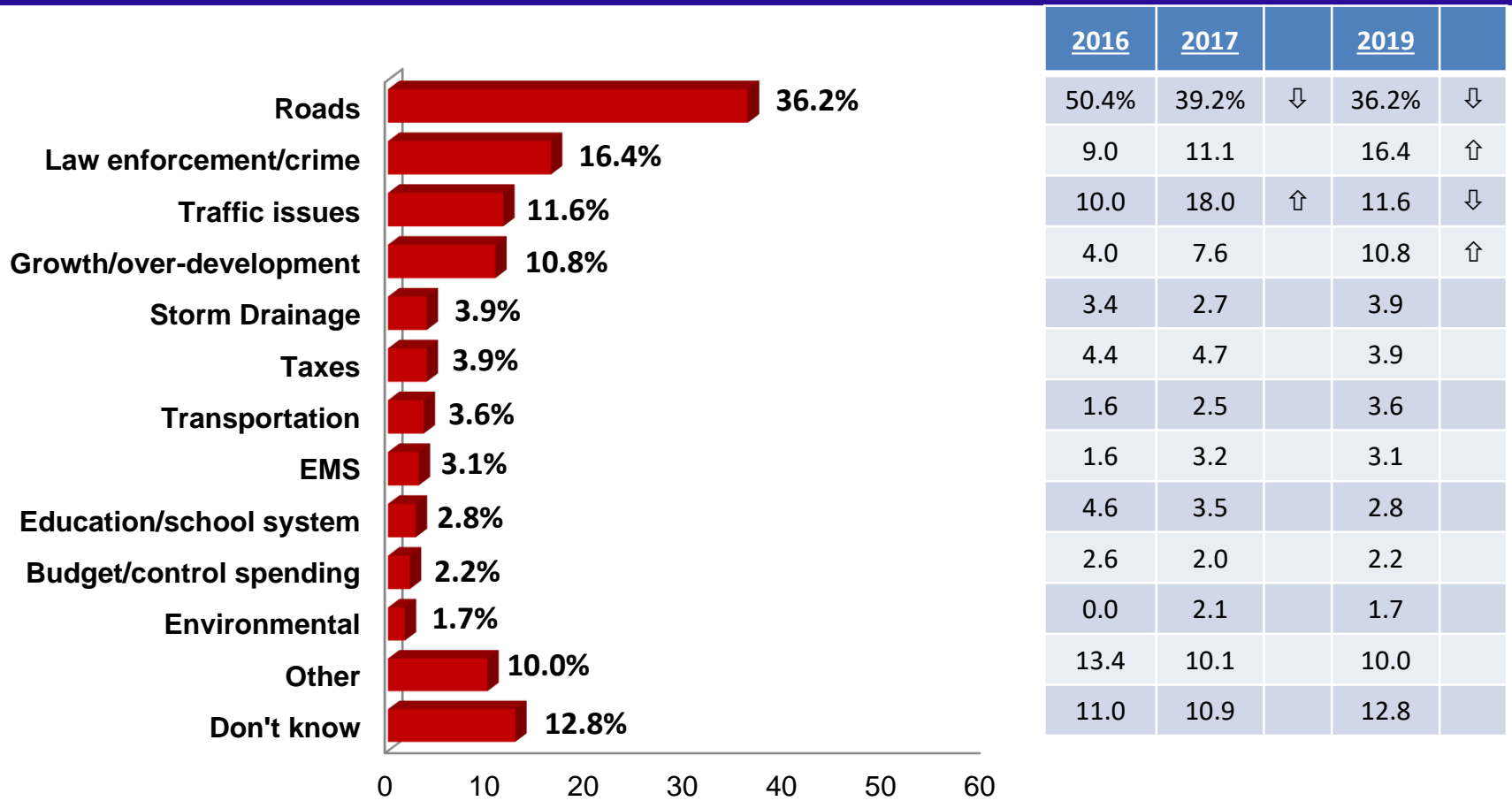
- ✓ Those who had a first-hand experience with one or more emergency calls or calls to Public Works within the past year were asked how satisfied they were with the actual response time.

Satisfaction was very high for *fire service* (100%), *EMS* (87%), *911* (77%), and the Sheriff's Department (77% satisfied with response to call for *non-life-threatening crime* that had already occurred, and 63% satisfied with response to *crime-in-progress* call).

Satisfaction with response times from Public Works were much lower – 46% satisfied with response time for *road repair work order* and 35% satisfied with *drainage or stormwater work order*.

Single Most Important Issue Facing Lexington County

(asked open-ended)



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? (open-ended, no list provided)

Top 4 Issues in Each Region (1 of 2)

Lexington:

Road improvement/maintenance (32.9%) ↓
Traffic issues (20.0%) ↓
Law enforcement/safety/crime/drugs (16.0%) ↑
Growth/over-development/overpopulation (11.5%)

Cayce/West Columbia:

Road improvement/maintenance (39.0%)
Law enforcement/safety/crime/drugs (12.2%)
Traffic issues (9.5%)
Growth/over-development/overpopulation (6.7%)

Irmo/Dutch Fork:

Road improvement/maintenance (36.1%)
Law enforcement/police/crime/drugs (14.9%) ↓
Storm drainage/water issues (9.3%) ↑
EMS (4.7%)

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?

Top 4 Issues in Each Region (2 of 2)

Western

Lexington Co.:

Road improvement/maintenance (37.3%) ↓
Law enforcement/safety/crime/drugs (27.0%) ↑
Budget/control spending (10.5%) ↑
Growth/over-development/overpopulation (10.3%)

Southeast

Lexington Co.:

Road improvement/maintenance (29.1%) ↓
Law enforcement/safety/crime/drugs (24.1%) ↑
Growth/over-development/overpopulation (11.5%) ↑
EMS (9.3%)

Chapin/

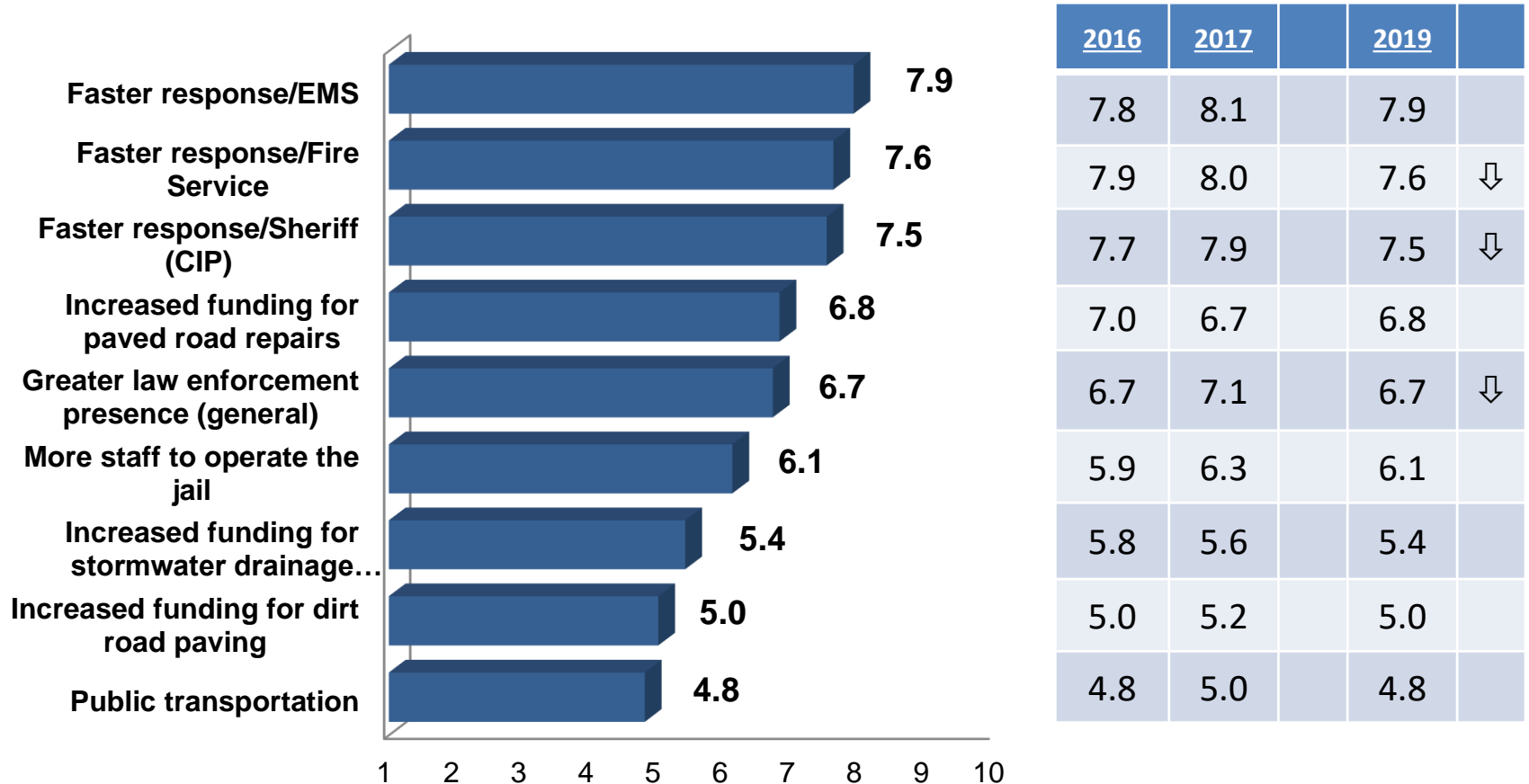
Little Mountain:

Road improvement/maintenance (51.0%) ↑
Growth/over-development/overpopulation (24.0%) ↑
EMS (12.5%) ↑
Law enforcement/safety/crime/drugs (10.9%)

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?

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 Area (1 of 2)

(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. [REFER TO SPECIFIC QUESTION WORDING ON PAGE 32.] (mean rating on 10-point scale, 1 of 2)

	<u>Total</u>	<u>Lexington</u>	<u>Cayce/ West Columbia</u>	<u>Irmo/ Dutch Fork</u>	<u>Western Lex. Cty.</u>	<u>Southeast Lex. Cty.</u>	<u>Chapin/ Little Mtn.</u>
	(N=1000)	(n=404)	(n=213)	(n=94)	(n=88)	(n=104)	(n=96)
Faster response times for LC EMS ambulance service	7.9	7.9	7.5	8.5	7.4	7.8	8.4
Faster response times for LC Fire Service with the adequate number of fire fighters to safely respond to a structure fire	7.6	7.5	7.2	8.5	7.5	7.7	8.2
Faster response times for CIP law enforcement calls	7.5	7.6	7.2	8.1	7.3	7.6	7.5
Increased funding for paved road repairs	6.8	6.6	7.0	6.5	6.6	7.3	6.9

Prioritization of Issues by Area (2 of 2)

(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. [REFER TO SPECIFIC QUESTION WORDING ON PAGE 32.] (mean rating on 10-point scale, 2 of 2)

	<u>Total</u>	<u>Lexington</u>	<u>Cayce/ West Columbia</u>	<u>Irmo/ Dutch Fork</u>	<u>Western Lex. Cty.</u>	<u>Southeast Lex. Cty.</u>	<u>Chapin/ Little Mtn.</u>
	(N=1000)	(n=404)	(n=213)	(n=94)	(n=88)	(n=104)	(n=96)
Greater law enforcement presence throughout the County	6.7	6.6	6.2	7.1	6.9	7.6	6.6
Hiring more staff to operate the over-crowded jail	6.1	6.0	6.2	6.5	6.5	6.2	5.8
Increased funding for Stormwater Drainage Improvements	5.4	5.4	5.2	6.1	4.9	5.2	5.7
Increased funding for Dirt Road Paving	5.0	4.9	4.9	4.6	5.5	6.0	4.7
Public transportation	4.8	4.7	4.9	5.3	4.9	4.5	4.7

Prioritization of Issues by Key Demographics (1 of 2)

(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. [REFER TO SPECIFIC QUESTION WORDING ON PAGE 32.] (mean rating on 10-point scale, 1 of 2)

	<u>Total</u>	<u>Respondent Age</u>			<u>Respondent Gender</u>		<u>Live on a Dirt Road</u>
		<u>24-34</u>	<u>35-54</u>	<u>55+</u>	<u>Male</u>	<u>Female</u>	
	(N=1000)	(n=199)	(n=392)	(n=409)	(n=518)	(n=482)	(n=155)
Faster response times for LC EMS ambulance service	7.9	7.2	8.0	8.1	7.8	8.0	7.3
Faster response times for LC Fire Service with the adequate number of fire fighters to safely respond to a structure fire	7.6	6.4	7.9	8.0	7.6	7.6	7.1
Faster response times for CIP law enforcement calls	7.5	6.7	7.6	7.8	7.4	7.6	7.2
Increased funding for paved road repairs	6.8	6.9	6.9	6.6	6.8	6.8	7.0

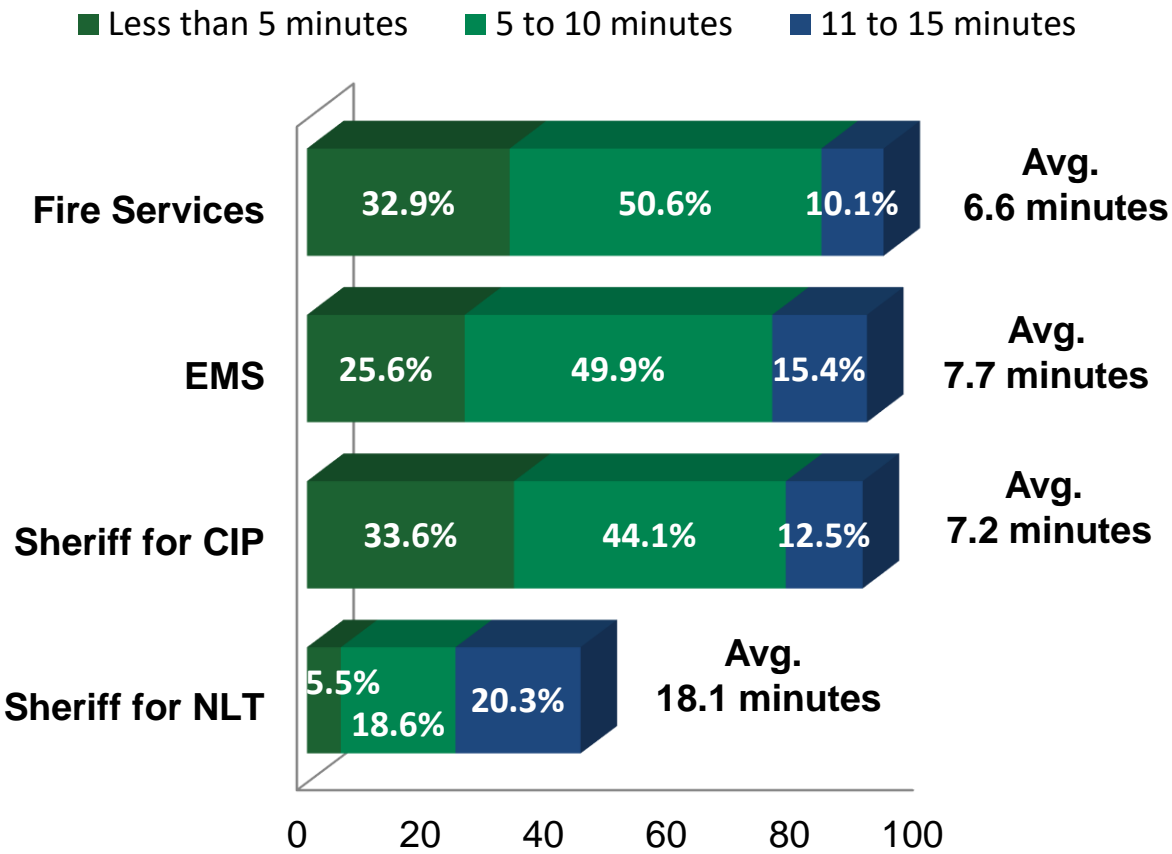
Prioritization of Issues by Key Demographics (2 of 2)

(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. [REFER TO SPECIFIC QUESTION WORDING ON PAGE 32.] (mean rating on 10-point scale, 2 of 2)

	Total	Respondent Age			Respondent Gender		Live on a Dirt Road
		24-34	35-54	55+	Male	Female	
	(N=1000)	(n=199)	(n=392)	(n=409)	(n=518)	(n=482)	(n=155)
Greater law enforcement presence throughout the County	6.7	5.4	6.9	7.2	6.5	6.9	6.7
Hiring more staff to operate the over-crowded jail	6.1	5.6	6.0	6.5	5.8	6.5	6.1
Increased funding for Stormwater Drainage Improvements	5.4	4.8	5.6	5.5	5.2	5.7	5.4
Increased funding for Dirt Road Paving	5.0	5.0	4.9	5.2	4.7	5.3	6.4
Public transportation	4.8	4.7	4.6	5.1	4.6	5.1	5.1

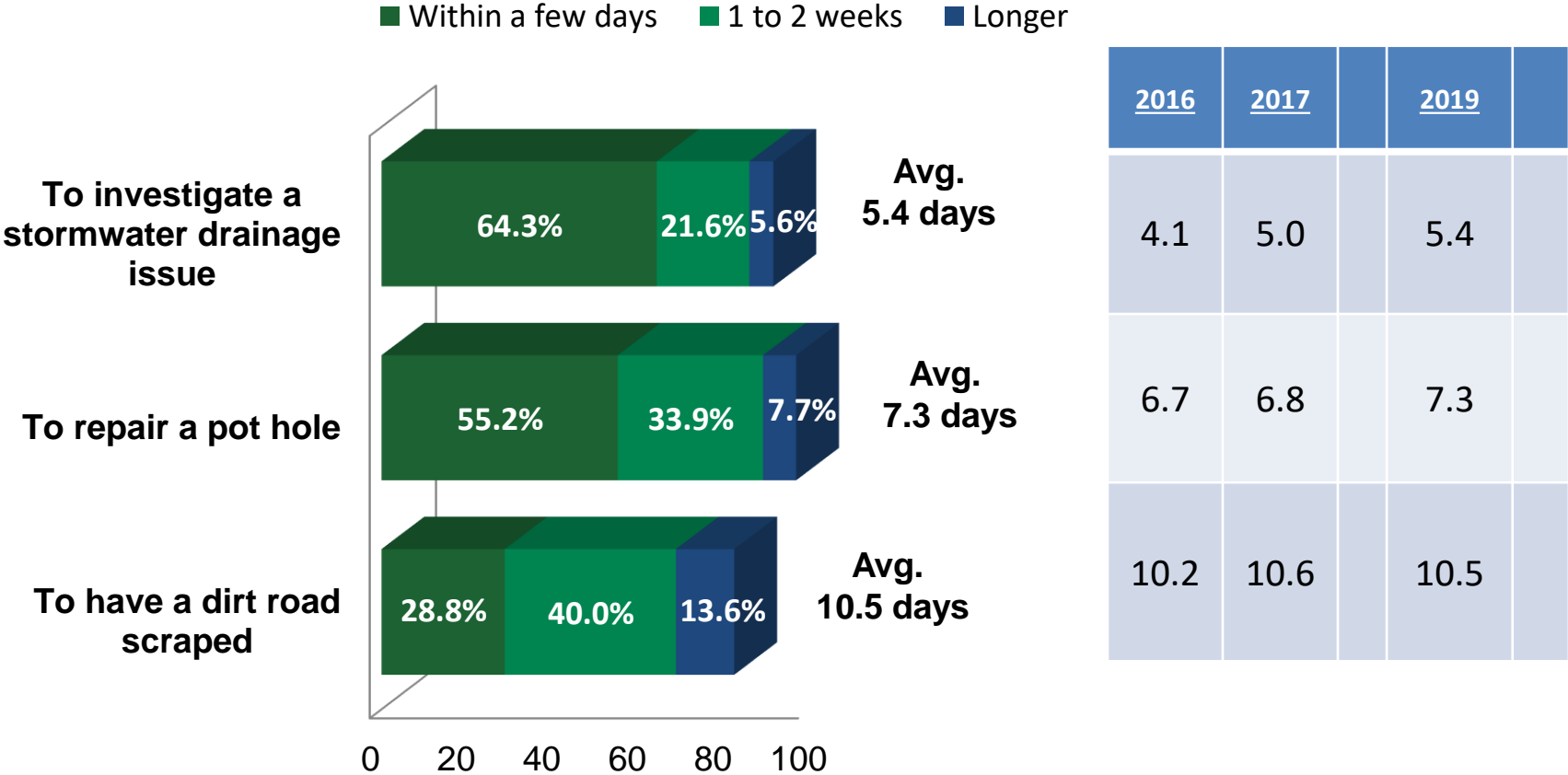
Expected Response Times for Emergency Response Calls



	2016	2017	2018	2019	2020
Fire Services	6.7	7.3	6.6		
EMS	8.1	7.8	7.7		
Sheriff for CIP	7.5	8.3	7.2		
Sheriff for NLT	18.0	17.2	18.1		

Q7: In general, when you make a call _____, what do you consider to be a reasonable length of time before they arrive?

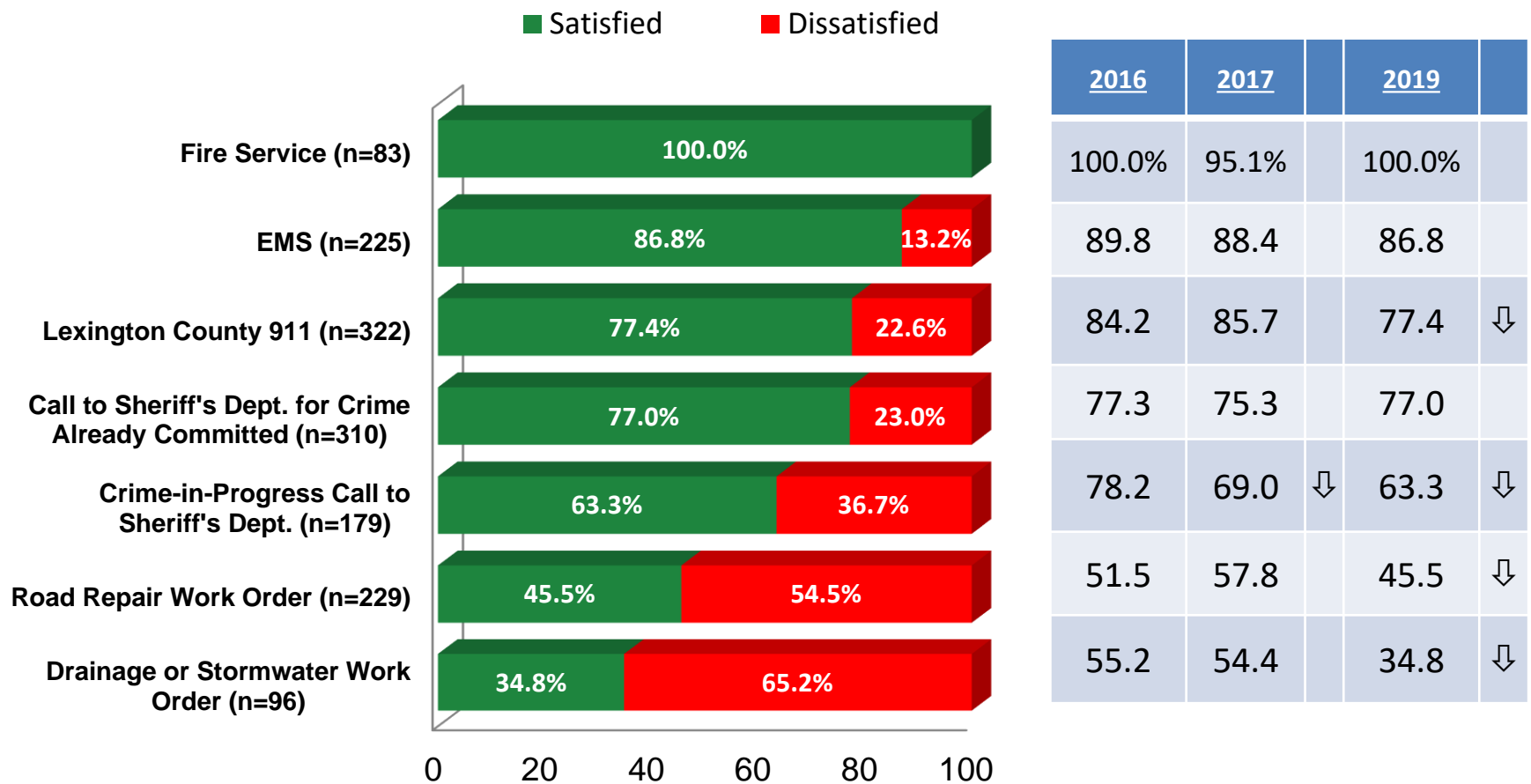
Expected Response Times for Work Order Calls to Public Works



Q8: And, when you make a call _____, what do you consider to be a reasonable length of time before they arrive?

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?



Lexington County Community Engagement Study

SUPPORT FOR ADDITIONAL LEVIES, FEES AND TAXES TO PAY FOR SERVICES



SUPPORT FOR ADDITIONAL LEVIES, FEES AND TAXES

Support for Additional Levies, Fees and Taxes to Pay for Services

✓ Consistent with their priorities, the majority of County voters say they would *support* additional levies, fees or taxes to fund public service enhancements for a number of services IF they were needed. Support tends to be strongest for:

- *Faster response time for fire services (86%);*
- *Faster response time for EMS/ambulance service (85%);*
- *Faster response time from the Sheriff's Department for crime-in-progress (82%);*
- *Increased funding for paved road repair (80%);*
- *Greater law enforcement presence (in general) throughout the County (70%).*

The majority of voters also say they would support additional levies, fees and taxes for:

- *Hiring more staff for the jail (68%);*
- *Increased funding for stormwater drainage (66%);*
- *Increased funding for dirt road paving (54%); and*
- *Public transportation (53%).*



SUPPORT FOR ADDITIONAL LEVIES, FEES AND TAXES

- ✓ As might be expected, support tends to be higher in areas most directly impacted by the services.

With a few exceptions, all segments are more likely to support than oppose additional funding for services they feel are needed. Men and voters between the ages of 35 and 54, however, are generally more likely than their demographic counterparts to be opposed.

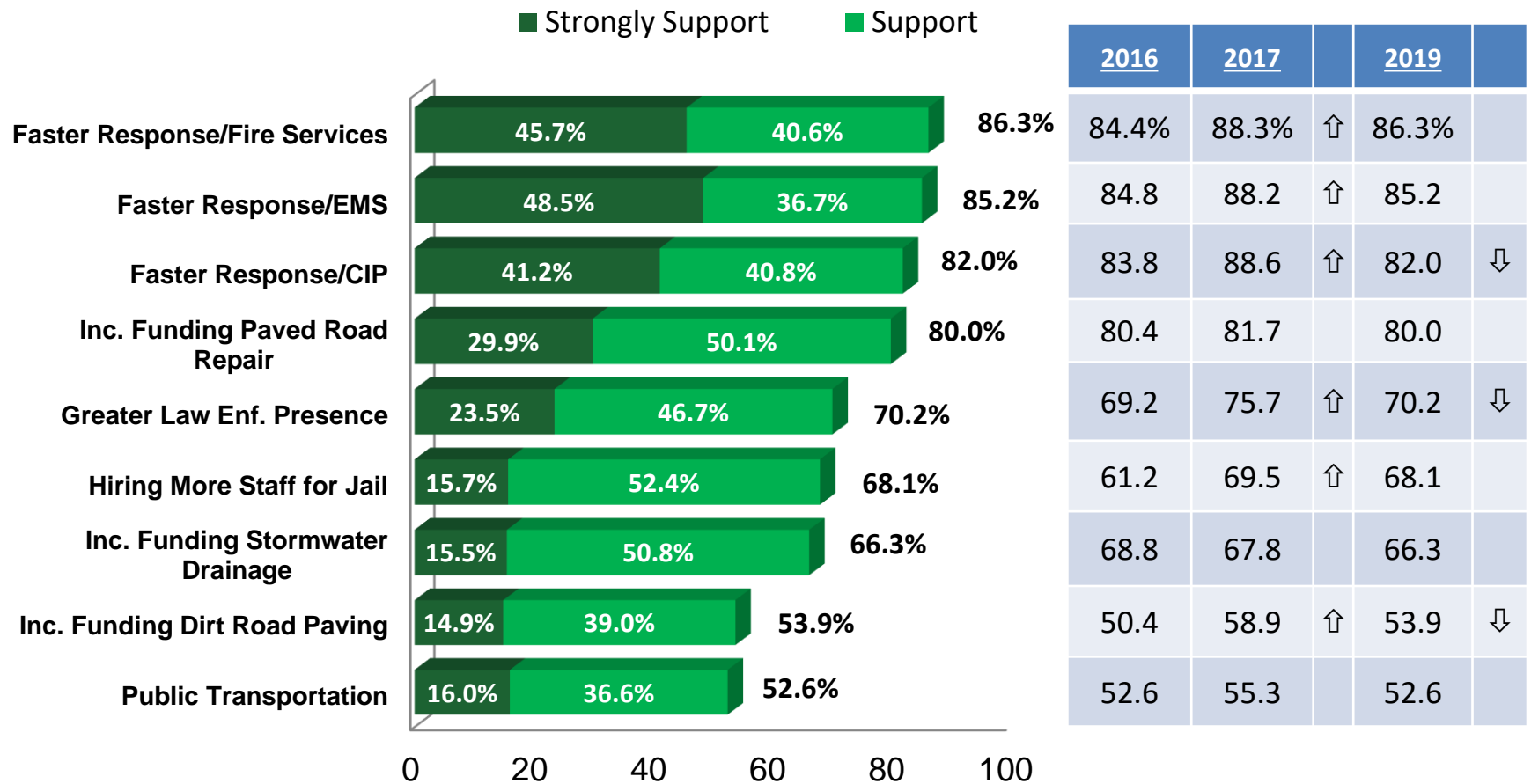
Preferred Means of Generating Additional Operating Funds

- ✓ Consistent with previous studies, an *increase in sales tax* is identified as the most acceptable means of generating additional operating funds for the County.

Overall, 38% say a *sales tax increase* is the most amenable option, compared to 27% preferring an *increase in user fees*, and 7% preferring an *increase in property tax*. Fully 21% say *none* of the options is acceptable, up significantly over time from 15% in 2016 and 17% in 2017.

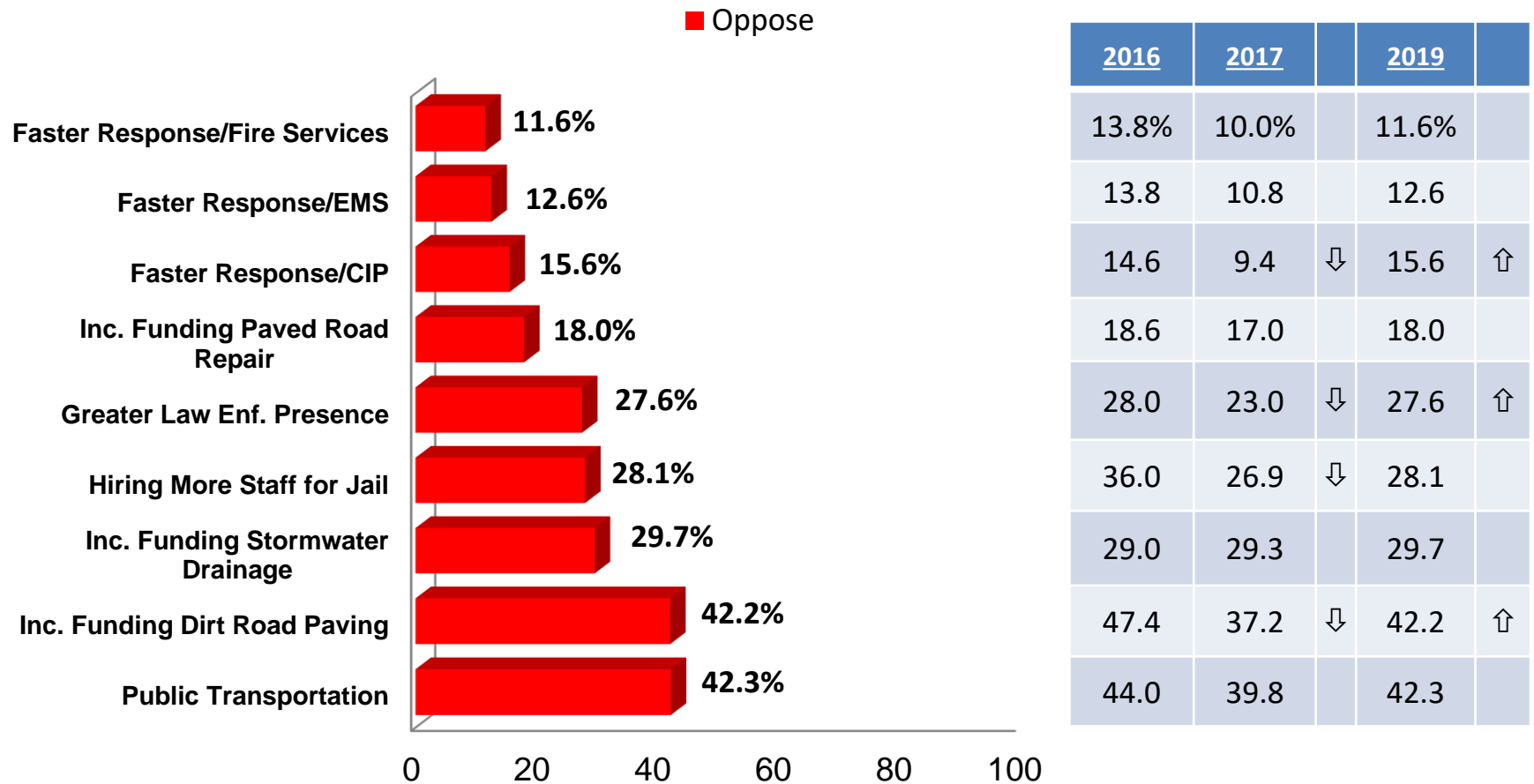
Intensity of preference varies somewhat by area and demographic segment, but the fundamental result is consistent.

Support for Additional Levies, Fees, or Taxes for Specific Services



Q10: To what degree do you support or oppose additional levies, fees or taxes for each of the following?

Support for Additional Levies, Fees, or Taxes for Specific Services



Q10: To what degree do you support or oppose additional levies, fees or taxes for each of the following?

Support for Additional Levies, Fees, or Taxes for Specific Services by Area (1 of 3)

Q10: To what degree do you support or oppose additional levies, fees or taxes for each of the following? (1 of 3)

	Total	Lexington	Cayce/ West Columbia	Irmo/ Dutch Fork	Western Lex. Cty.	Southeast Lex. Cty.	Chapin/ Little Mtn.
	(N=1000)	(n=404)	(n=213)	(n=94)	(n=88)	(n=104)	(n=96)
Faster response/LC Fire Service with adequate number of Fire Fighters							
Strongly support	45.7%	43.3%	36.5%	63.1%	50.7%	48.8%	51.3%
Support	40.6	40.4	52.4	26.8	42.0	33.9	35.2
Oppose	11.6	14.6	10.3	10.1	7.3	6.9	11.8
Faster response/LC EMS/ ambulance service							
Strongly support	48.5%	46.8%	41.4%	63.0%	51.8%	51.1%	51.7%
Support	36.7	36.3	46.2	25.2	40.1	30.5	31.9
Oppose	12.6	15.2	11.5	10.9	8.1	8.0	14.7
Faster response/CIP calls to LC Sheriff's Department							
Strongly support	41.2%	40.9%	38.4%	43.4%	52.5%	33.1%	44.5%
Support	40.8	41.8	36.0	46.1	40.4	47.0	35.5
Oppose	15.6	15.2	24.2	9.6	7.1	9.1	18.6

Support for Additional Levies, Fees, or Taxes for Specific Services by Area (2 of 3)

Q10: To what degree do you support or oppose additional levies, fees or taxes for each of the following? (2 of 3)

	Total	Lexington	Cayce/ West Columbia	Irmo/ Dutch Fork	Western Lex. Cty.	Southeast Lex. Cty.	Chapin/ Little Mtn.
	(N=1000)	(n=404)	(n=213)	(n=94)	(n=88)	(n=104)	(n=96)
Increased funding for paved road repair							
Strongly support	29.9%	28.9%	28.9%	20.1%	38.8%	30.4%	37.2%
Support	50.1	48.1	51.4	64.9	47.6	47.9	46.3
Oppose	18.0	21.6	19.5	13.7	11.9	11.3	16.5
Greater law enforcement presence throughout the County							
Strongly support	23.5%	21.6%	21.7%	32.4%	33.6%	19.6%	21.6%
Support	46.7	46.9	42.4	44.9	54.4	45.0	52.6
Oppose	27.6	29.8	35.3	21.5	12.1	23.6	25.8
Hiring more staff for the over-crowded jail							
Strongly support	15.7%	14.7%	24.5%	10.4%	12.5%	11.0%	13.8%
Support	52.4	50.3	47.1	64.7	61.0	56.8	47.9
Oppose	28.1	31.9	25.9	22.6	21.2	19.5	37.8

Support for Additional Levies, Fees, or Taxes for Specific Services by Area (3 of 3)

Q10: To what degree do you support or oppose additional levies, fees or taxes for each of the following? (3 of 3)

	Total	Lexington	Cayce/ West Columbia	Irmo/ Dutch Fork	Western Lex. Cty.	Southeast Lex. Cty.	Chapin/ Little Mtn.
	(N=1000)	(n=404)	(n=213)	(n=94)	(n=88)	(n=104)	(n=96)
Increased funding for stormwater drainage improvements							
Strongly support	15.5%	12.3%	21.4%	15.8%	6.9%	12.4%	27.2%
Support	50.8	48.4	47.8	60.8	68.7	54.8	36.5
Oppose	29.7	35.7	28.0	20.6	21.6	21.6	33.6
Increased funding for dirt road paving							
Strongly support	14.9%	11.5%	14.3%	5.7%	24.7%	27.9%	16.6%
Support	39.0	36.1	39.3	55.2	39.2	38.1	35.4
Oppose	42.2	49.2	43.2	34.1	33.8	22.8	47.0
Public transportation							
Strongly support	16.0%	17.8%	19.5%	6.1%	13.9%	15.1%	13.9%
Support	36.6	31.9	43.3	55.9	35.8	27.6	33.2
Oppose	42.3	46.9	33.1	32.0	44.8	42.6	51.2

Support for Additional Levies, Fees, or Taxes for Specific Services by Key Demographics (1 of 3)

Q10: To what degree do you support or oppose additional levies, fees or taxes for each of the following? (1 of 3)

	Total	Respondent Age			Respondent Gender		Live on a Dirt Road
		24-34	35-54	55+	Male	Female	
	(N=1000)	(n=199)	(n=392)	(n=409)	(n=518)	(n=482)	(n=155)
Faster response/LC Fire Service with adequate number of Fire Fighters							
Strongly support	45.7%	41.7%	45.8%	47.7%	37.7%	54.4%	52.3%
Support	40.6	45.8	37.4	41.2	46.8	34.0	37.4
Oppose	11.6	8.3	15.4	9.5	12.9	10.2	8.8
Faster response/LC EMS/ ambulance service							
Strongly support	48.5%	54.2%	47.4%	46.9%	44.8%	52.5%	46.6%
Support	36.7	33.3	33.7	41.2	37.8	35.5	41.5
Oppose	12.6	8.3	17.4	10.0	14.7	10.3	10.4
Faster response/CIP calls to LC Sheriff's Department							
Strongly support	41.2%	33.3%	41.7%	44.4%	33.6%	49.3%	41.3%
Support	40.8	41.7	37.8	43.2	42.8	38.6	48.5
Oppose	15.6	20.8	18.6	10.1	20.1	10.8	7.8

Support for Additional Levies, Fees, or Taxes for Specific Services by Key Demographics (2 of 3)

Q10: To what degree do you support or oppose additional levies, fees or taxes for each of the following? (2 of 3)

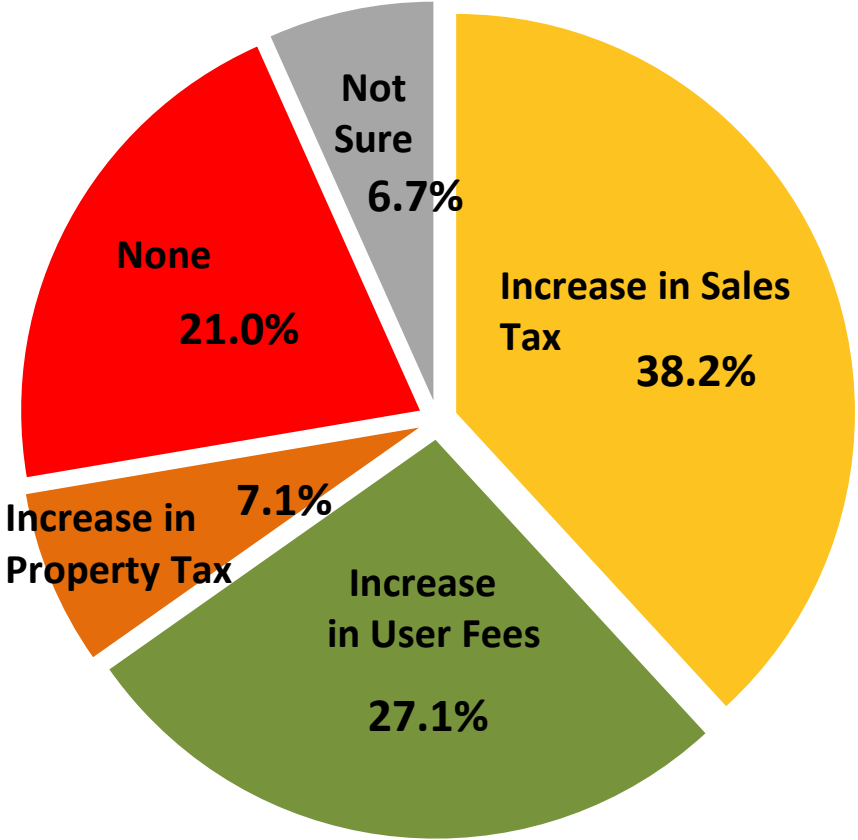
	Total	Respondent Age			Respondent Gender		Live on a Dirt Road
		24-34	35-54	55+	Male	Female	
	(N=1000)	(n=199)	(n=392)	(n=409)	(n=518)	(n=482)	(n=155)
Increased funding for paved road repair							
Strongly support	29.9%	29.2%	28.2%	31.8%	23.8%	36.4%	34.1%
Support	50.1	54.2	44.9	53.3	55.0	44.9	54.7
Oppose	18.0	12.5	25.4	13.6	18.8	17.2	10.4
Greater law enforcement presence throughout the County							
Strongly support	23.5%	12.5%	25.1%	27.3%	18.1%	29.3%	32.9%
Support	46.7	50.0	42.2	49.5	45.1	48.5	49.4
Oppose	27.6	33.3	31.1	21.4	34.5	20.2	16.1
Hiring more staff for the over-crowded jail							
Strongly support	15.7%	8.3%	14.7%	20.3%	12.2%	19.6%	17.9%
Support	52.4	62.5	47.7	52.0	50.0	54.9	57.2
Oppose	28.1	25.0	33.5	24.4	33.5	22.3	19.2

Support for Additional Levies, Fees, or Taxes for Specific Services by Key Demographics (3 of 3)

Q10: To what degree do you support or oppose additional levies, fees or taxes for each of the following? (3 of 3)

	Total	Respondent Age			Respondent Gender		Live on a Dirt Road
		24-34	35-54	55+	Male	Female	
	(N=1000)	(n=199)	(n=392)	(n=409)	(n=518)	(n=482)	(n=155)
Increased funding for stormwater drainage improvements							
Strongly support	15.5%	25.0%	13.1%	13.3%	9.4%	22.2%	11.1%
Support	50.8	45.8	47.8	56.0	51.4	50.1	61.7
Oppose	29.7	25.0	35.7	26.3	35.5	23.5	22.5
Increased funding for dirt road paving							
Strongly support	14.9%	20.8%	12.1%	14.7%	11.7%	18.3%	42.0%
Support	39.0	29.2	40.2	42.7	32.7	45.8	33.3
Oppose	42.2	45.8	44.3	38.4	51.4	32.3	24.1
Public transportation							
Strongly support	16.0%	20.8%	12.5%	17.1%	11.9%	20.6%	12.6%
Support	36.6	41.7	31.6	39.0	34.7	38.7	41.1
Oppose	42.3	33.3	51.7	37.8	49.4	34.8	41.2

Most Acceptable Means of Generating Additional Operating Funds for Lexington County



	<u>2016</u>	<u>2017</u>	<u>2019</u>	
Increase in Sales Tax	45.2%	42.8%	38.2%	↓
Increase in User Fees	25.6	25.3	27.1	
Increase in Property Tax	10.6	9.0	7.1	
None	14.6	16.5	21.0	↑
Not Sure	4.0	6.4	6.7	

Q11: For the most part, no one wants higher taxes or fees. However, if you felt the need was warranted, which do you feel is the most acceptable means of generating additional operating funds for the County of Lexington?

Most Acceptable Means of Generating Additional Operating Funds for Lexington County

Q11: For the most part, no one wants higher taxes or fees. However, if you felt the need was warranted, which do you feel is the most acceptable means of generating additional operating funds for the County of Lexington?

	<u>Total</u>	<u>Lexington</u>	<u>Cayce/ West Columbia</u>	<u>Irmo/ Dutch Fork</u>	<u>Western Lex. Cty.</u>	<u>Southeast Lex. Cty.</u>	<u>Chapin/ Little Mtn.</u>
	(N=1000)	(n=404)	(n=213)	(n=94)	(n=88)	(n=104)	(n=96)
An Increase in Sales Tax	38.2%	35.5%	40.8%	40.8%	31.0%	38.0%	48.0%
An Increase in User Fees	27.1	31.5	25.9	18.6	28.8	22.0	23.8
An Increase in Property Tax	7.1	6.5	7.1	14.1	5.0	8.3	3.2
None	21.0	21.9	19.6	16.4	26.6	22.8	17.6
Not Sure	6.7	4.7	6.6	10.1	8.6	8.9	7.4

Most Acceptable Means of Generating Additional Operating Funds for Lexington County

Q11: For the most part, no one wants higher taxes or fees. However, if you felt the need was warranted, which do you feel is the most acceptable means of generating additional operating funds for the County of Lexington?

	Total	Respondent Age			Respondent Gender		Live on a Dirt Road
		24-34	35-54	55+	Male	Female	
	(N=1000)	(n=199)	(n=392)	(n=409)	(n=518)	(n=482)	(n=155)
An Increase in Sales Tax	38.2%	41.7%	37.0%	37.6%	38.4%	37.9%	41.7%
An Increase in User Fees	27.1	33.3	25.9	25.3	27.8	26.4	37.2
An Increase in Property Tax	7.1	4.2	7.9	7.8	5.1	9.2	4.1
None	21.0	20.8	24.4	17.8	22.9	18.9	13.3
Not Sure	6.7	0.0	4.9	11.6	5.7	7.7	3.6



Lexington County Community Engagement Study

GENERAL PERCEPTIONS OF LEXINGTON COUNTY COUNCIL



GENERAL PERCEPTIONS OF LEXINGTON COUNTY COUNCIL

Familiarity with Lexington County Council Representatives

- ✓ Overall, only 18% of voters indicate they know who their County Councilperson is. This is down significantly from 24% in 2017.

Familiarity is highest in Chapin/Little Mountain (35%)[↑], the Southeast (28%)[↓], and Western Lexington County (21%)[↓].

In general, familiarity tends to increase with age of the resident – 8% among those between the ages of 24 and 34, 18% among those between the ages of 35 and 54, and 24% among those 55 and over.

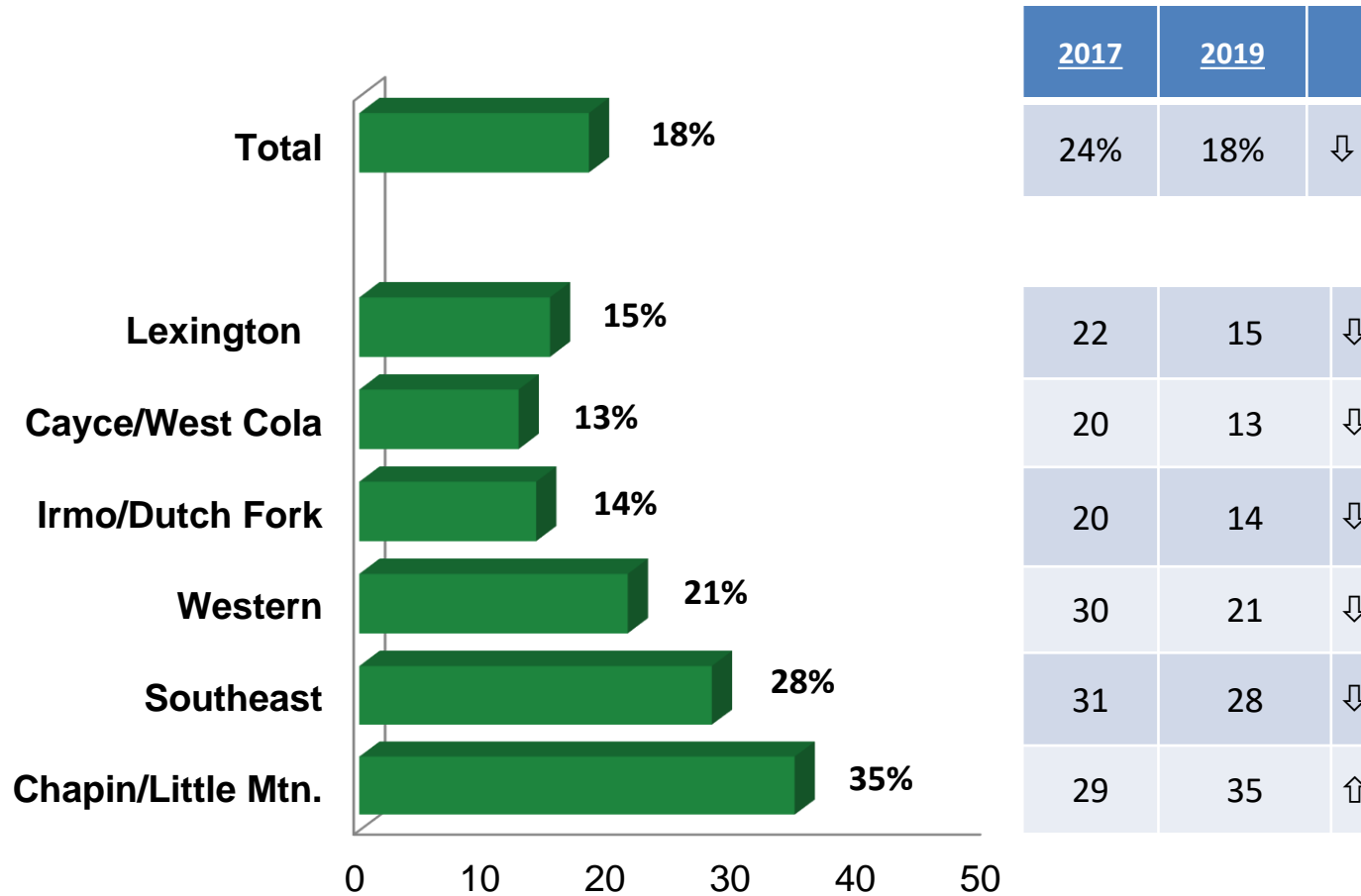
Impressions of Lexington County Council Leadership

- ✓ The majority of voters *trust Lexington County Council* (55% agree, 28% disagree) and feel they *make good use of public service tax dollars* (51% agree, 32% disagree). These levels, however, have weakened since 2017.

Perceptions vary greatly by area. Perceptions of County Council are most positive in the Irmo/Dutch Fork and Chapin/Little Mountain areas and least positive (more negative than positive) in Western Lexington County.

Know Who their Lexington County Council Representative Is

(% answering “yes”)



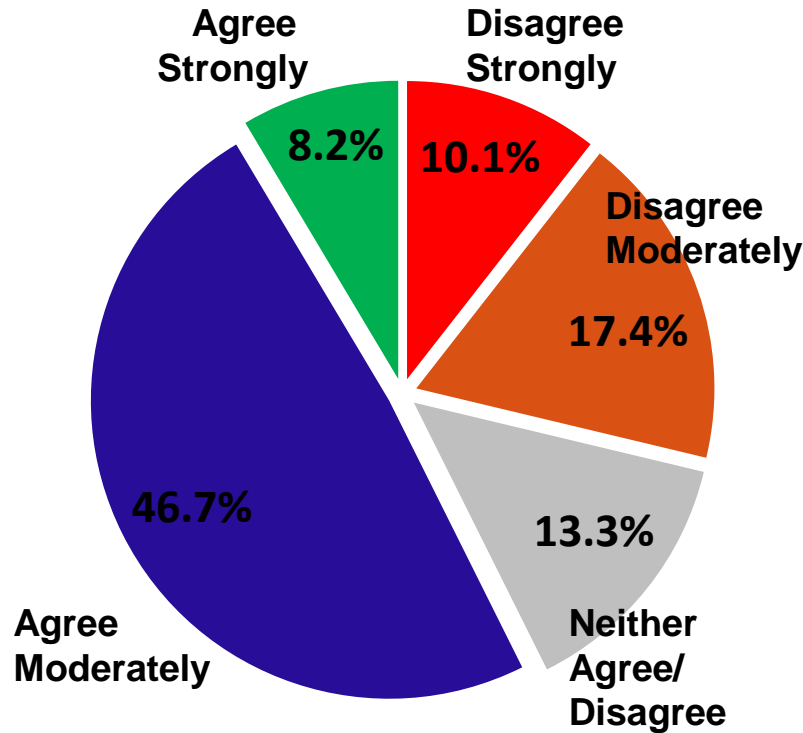
Q2c: Do you know who your Lexington County Council representative is?

Know Who their Lexington County Council Representative Is (% answering “yes”)

Q2c: Do you know who your Lexington County Council representative is?

	Total	Respondent Age			Respondent Gender		Live on a Dirt Road
		24-34	35-54	55+	Male	Female	
	(N=1000)	(n=199)	(n=392)	(n=409)	(n=518)	(n=482)	(n=155)
Yes	18.3%	8.3%	17.7%	23.7%	18.4%	18.2%	22.3%
No	81.7	91.7	82.3	76.3	81.6	81.8	77.7

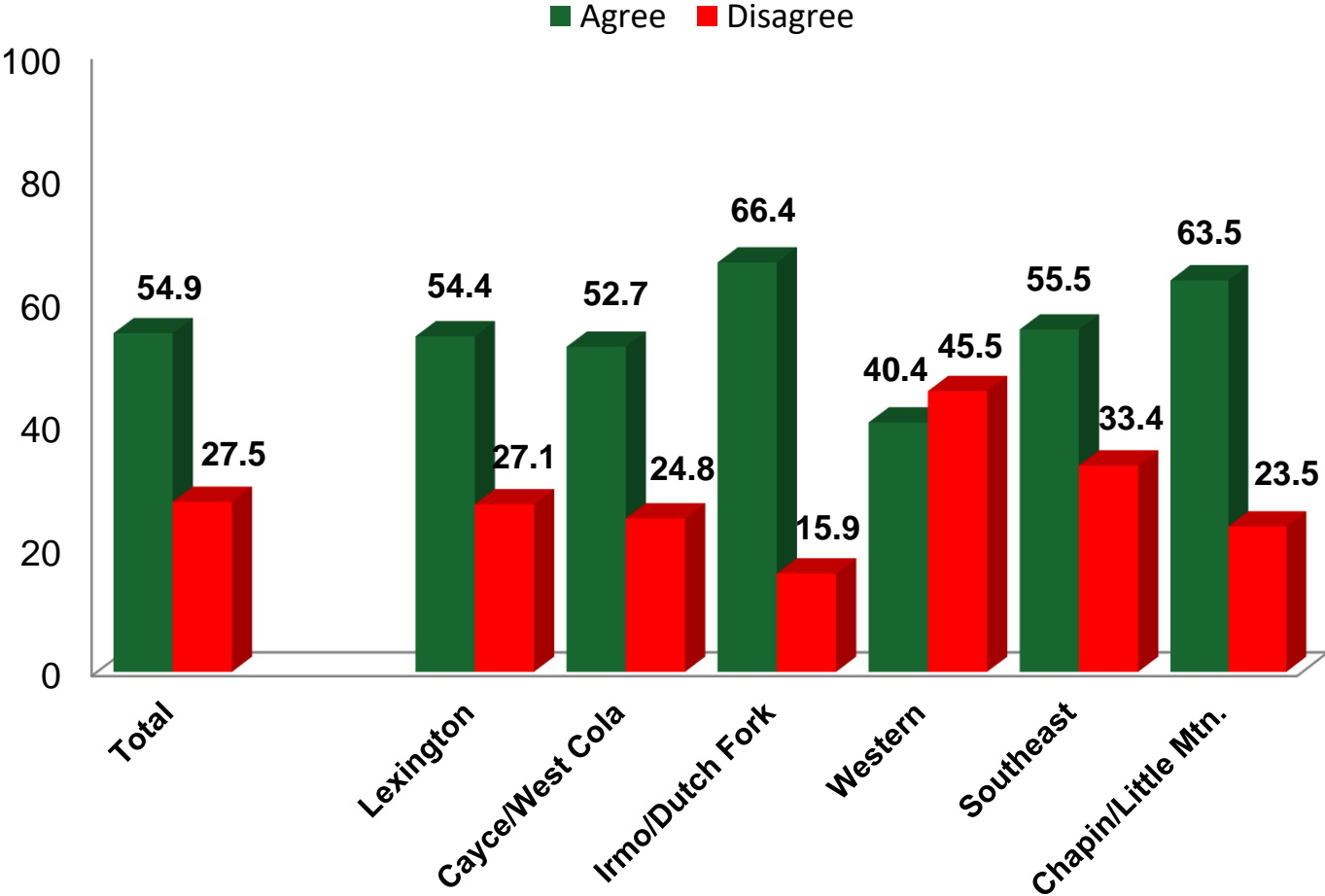
“I trust Lexington County Council – their leadership, direction, plans and decisions.”



	<u>2016</u>	<u>2017</u>		<u>2019</u>	
Agree Strongly	9.2%	8.3%		8.2%	
Agree Moderately	44.8	44.9		46.7	
Neither	15.4	20.2	↑	13.3	↓
Disagree Moderately	16.8	12.9		17.4	↑
Disagree Strongly	10.0	10.0		10.1	
Not Sure	3.8	3.8		0.0	↓

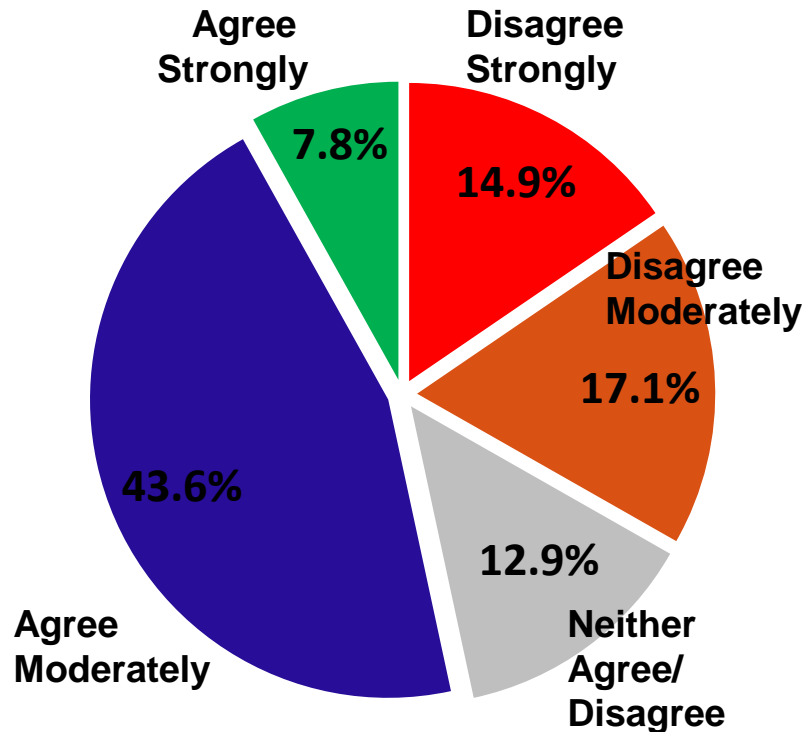
Q2a: “I trust Lexington County Council – their leadership, direction, plans and decisions.”

“I trust Lexington County Council – their leadership, direction, plans and decisions.”



Q2a: “I trust Lexington County Council – their leadership, direction, plans and decisions.”

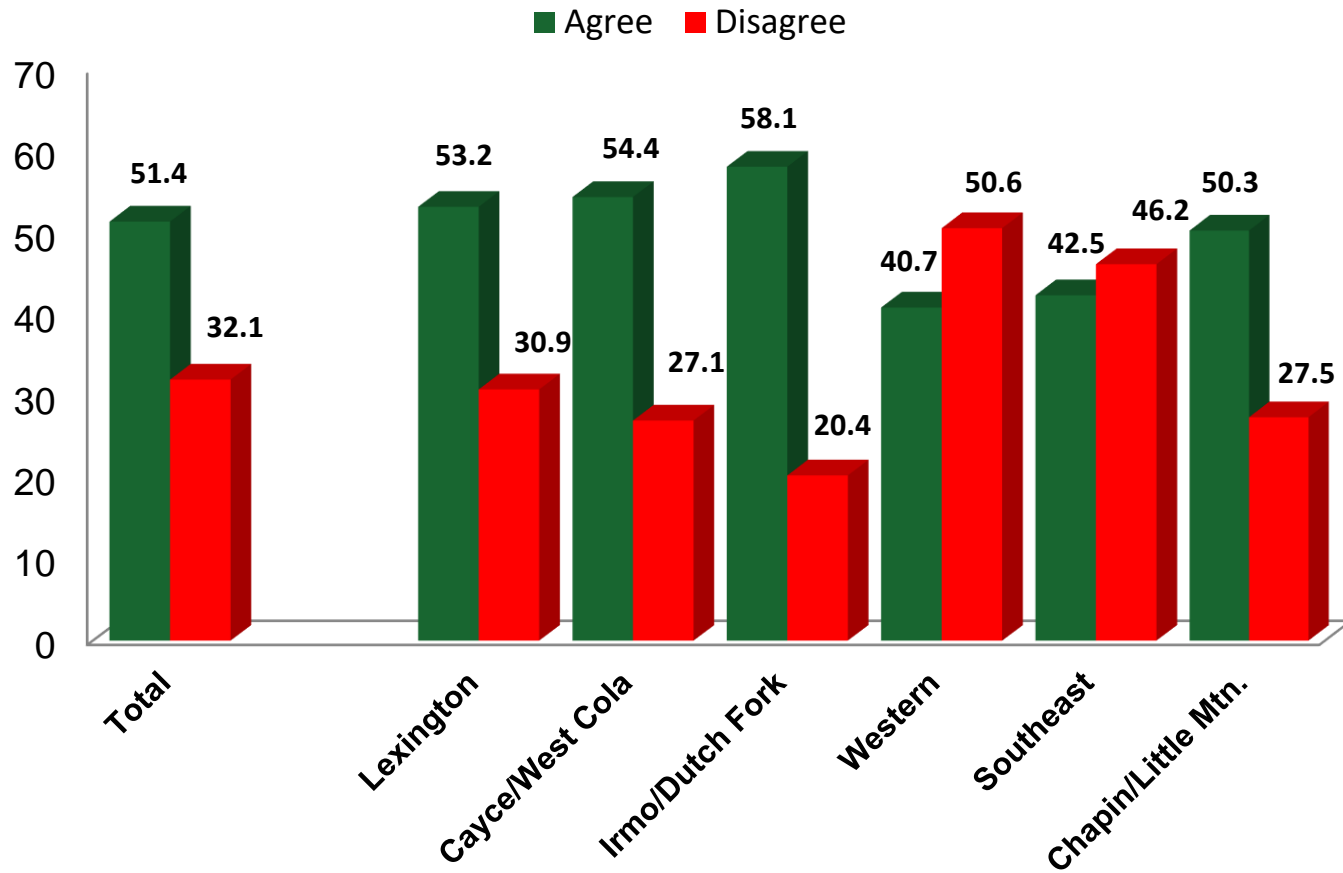
“I feel Lexington County Council makes good use of public service tax dollars.”



	<u>2016</u>	<u>2017</u>		<u>2019</u>	
Agree Strongly	9.0%	10.6%		7.8%	
Agree Moderately	35.0	43.7	↑	43.6	
Neither	18.4	14.4		12.9	
Disagree Moderately	19.2	15.6	↓	17.1	
Disagree Strongly	15.4	11.2	↓	14.9	↑
Not Sure	3.0	4.5		0.0	↓

Q2b: “I feel Lexington County Council makes good use of public service tax dollars.”

“I feel Lexington County Council makes good use of public service tax dollars.”



Q2b: “I feel Lexington County Council makes good use of the public service tax dollars for which they are responsible.”



Lexington County Community Engagement Study

RESIDENT ENGAGEMENT AND SOURCES OF INFORMATION



RESIDENT ENGAGEMENT AND SOURCES OF INFORMATION

How Informed Do Residents Feel They Are?

- About 60% of County voters feel they are *informed* about Lexington County, its direction, and what's going on in terms of public services. Only 10%, however, describe themselves as *very well-informed* (down from 18% in 2016).

More than one out of ten (12%) says they are *not informed at all*; this level has doubled since 2016.

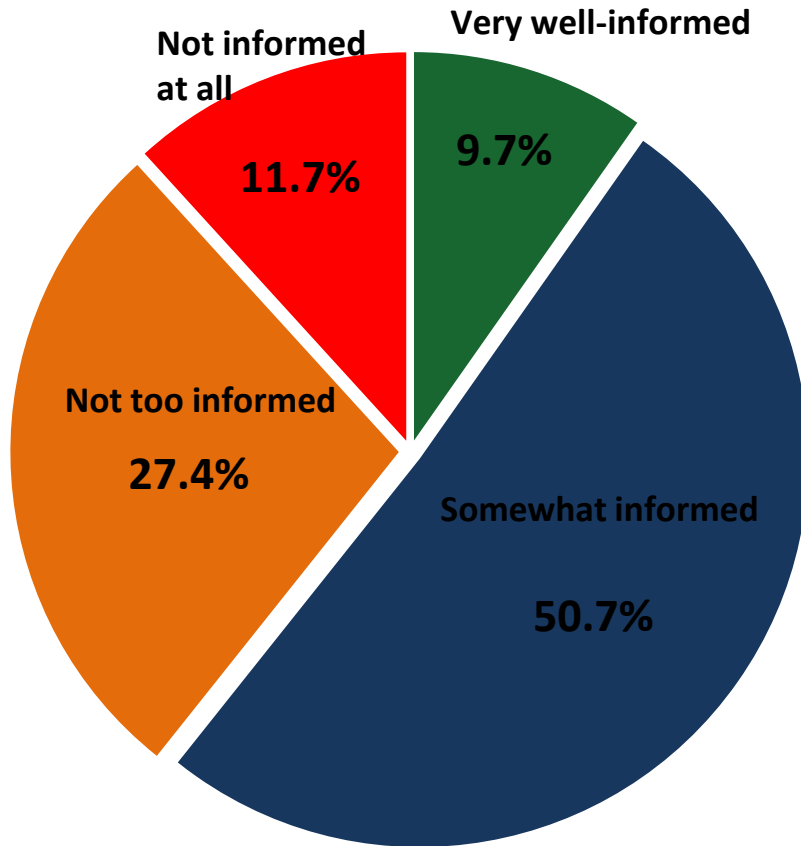
Younger voters (under 34 years of age) tend to feel the least informed (42%) while those 55 and over tend to feel the most informed (68%).

Sources of Information on Lexington County

- *Local TV news* (82%), *friends and relatives* (74%), *social media* (71%), and the *Lexington County website* (65%) tend to be the primary sources of information about the County.

Sources vary significantly by age and gender.

How Well-Informed Do Residents Feel They Are?



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

Q12: 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?

Q12: 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?

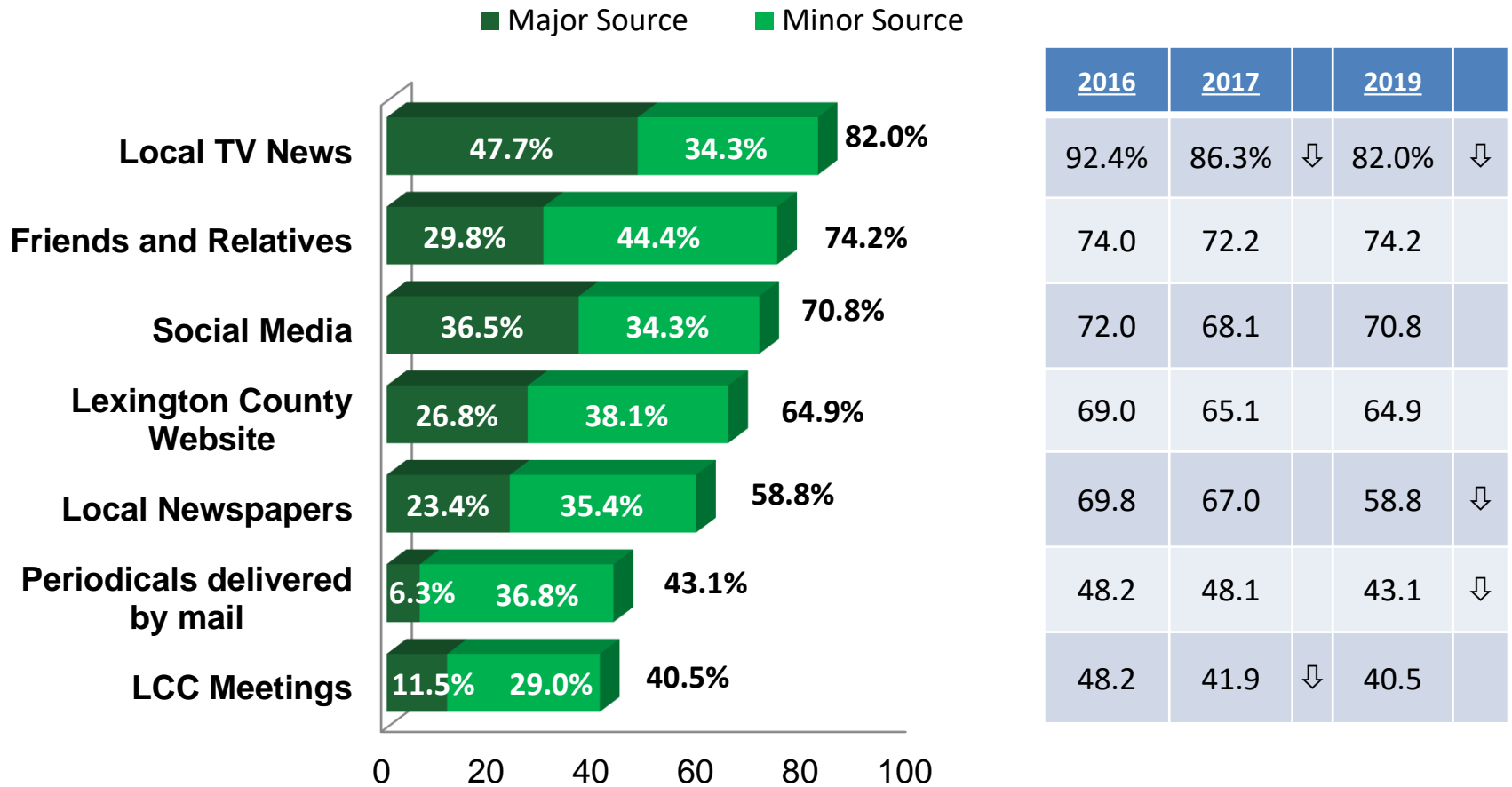
	<u>Total</u>	<u>Lexington</u>	<u>Cayce/ West Columbia</u>	<u>Irmo/ Dutch Fork</u>	<u>Western Lex. Cty.</u>	<u>Southeast Lex. Cty.</u>	<u>Chapin/ Little Mtn.</u>
	(N=1000)	(n=404)	(n=213)	(n=94)	(n=88)	(n=104)	(n=96)
Very Well-Informed	9.7%	8.4%	9.2%	7.8%	12.5%	13.6%	11.4%
Somewhat Informed	50.7	53.7	51.9	53.5	47.0	43.0	44.6
Not Too Informed	27.4	29.3	27.7	19.6	25.9	28.4	26.9
Not Informed At All	11.7	8.5	11.0	17.9	12.8	14.6	16.2
Not Sure	0.5	0.1	0.2	1.2	1.8	0.4	0.8

How Well-Informed Do Residents Feel They Are?

Q12: 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?

	Total	Respondent Age			Respondent Gender		Live on a Dirt Road
		24-34	35-54	55+	Male	Female	
	(N=1000)	(n=199)	(n=392)	(n=409)	(n=518)	(n=482)	(n=155)
Very Well-Informed	9.7%	0.0%	13.4%	10.9%	10.2%	9.2%	8.8%
Somewhat Informed	50.7	41.7	48.6	57.1	50.0	51.5	52.7
Not Too Informed	27.4	41.7	25.5	22.3	29.4	25.3	24.6
Not Informed At All	11.7	16.7	12.1	8.9	10.2	13.3	13.5
Not Sure	0.5	0.0	0.4	0.8	0.2	0.8	0.3

Reliance on Specific Sources For Information on Lexington County



Q13: To what degree do you rely on _____ for information about Lexington County?

Reliance on Specific Sources For Information on Lexington County by Area (1 of 3)

Q13: To what degree do you rely on _____ for information about Lexington County? (1 of 3)							
	Total	Lexington	Cayce/ West Columbia	Irmo/ Dutch Fork	Western Lex. Cty.	Southeast Lex. Cty.	Chapin/ Little Mtn.
	(N=1000)	(n=404)	(n=213)	(n=94)	(n=88)	(n=104)	(n=96)
Local TV News							
Major Source	47.7%	44.0%	48.6%	52.7%	65.1%	32.8%	56.0%
Minor Source	34.3	36.9	35.7	29.2	23.9	41.5	27.1
Not a Source	17.9	18.9	15.7	18.0	10.6	25.7	16.8
Friends and Relatives							
Major Source	29.8%	30.6%	28.8%	31.2%	29.6%	36.1%	20.8%
Minor Source	44.4	41.1	51.9	34.6	46.5	42.6	51.5
Not a Source	25.0	27.4	19.0	34.2	20.3	20.9	27.7
Social Media							
Major Source	36.5%	38.2%	31.8%	34.2%	48.8%	37.8%	29.4%
Minor Source	34.3	32.9	36.1	33.1	26.4	40.9	37.2
Not a Source	28.6	28.9	31.2	32.2	20.6	20.8	33.4

Reliance on Specific Sources For Information on Lexington County by Area (2 of 3)

Q13: To what degree do you rely on _____ for information about Lexington County? (2 of 3)							
	Total	Lexington	Cayce/ West Columbia	Irmo/ Dutch Fork	Western Lex. Cty.	Southeast Lex. Cty.	Chapin/ Little Mtn.
	(N=1000)	(n=404)	(n=213)	(n=94)	(n=88)	(n=104)	(n=96)
Lexington County Website							
Major Source	26.8%	21.9%	24.8%	32.2%	38.8%	34.8%	27.5%
Minor Source	38.1	41.5	32.4	36.1	40.8	27.5	47.1
Not a Source	34.3	36.3	41.4	31.2	19.9	36.8	24.2
Local Newspapers							
Major Source	23.4%	21.6%	22.7%	40.8%	22.4%	17.8%	22.3%
Minor Source	35.4	35.6	34.0	29.4	40.9	28.8	45.8
Not a Source	40.8	42.4	42.6	29.8	36.2	53.4	31.4
Periodicals Delivered by Mail							
Major Source	6.3%	8.3%	4.7%	5.8%	2.9%	3.2%	8.8%
Minor Source	36.8	38.9	36.7	22.6	35.5	40.7	38.8
Not a Source	56.7	52.7	58.4	71.6	61.7	56.0	51.6

Reliance on Specific Sources For Information on Lexington County by Area (3 of 3)

Q13: To what degree do you rely on _____ for information about Lexington County? (3 of 3)							
	<u>Total</u>	<u>Lexington</u>	<u>Cayce/ West Columbia</u>	<u>Irmo/ Dutch Fork</u>	<u>Western Lex. Cty.</u>	<u>Southeast Lex. Cty.</u>	<u>Chapin/ Little Mtn.</u>
	(N=1000)	(n=404)	(n=213)	(n=94)	(n=88)	(n=104)	(n=96)
Lexington County Council Meetings (in person or televised)							
Major Source	11.5%	12.1%	9.4%	8.2%	14.8%	14.2%	10.6%
Minor Source	29.0	26.8	31.4	23.4	42.9	19.2	36.3
Not a Source	58.9	60.1	58.6	67.9	41.8	66.1	53.1

Reliance on Specific Sources For Information on Lexington County (1 of 3)

Q13: To what degree do you rely on _____ for information about Lexington County? (1 of 3)

	Total	Respondent Age			Respondent Gender		Live on a Dirt Road
		24-34	35-54	55+	Male	Female	
	(N=1000)	(n=199)	(n=392)	(n=409)	(n=518)	(n=482)	(n=155)
Local TV News							
Major Source	47.7%	37.5%	44.8%	55.3%	36.4%	59.8%	45.5%
Minor Source	34.3	33.3	36.7	32.5	42.6	25.4	26.8
Not a Source	17.9	29.2	18.5	11.9	20.8	14.8	27.7
Friends and Relatives							
Major Source	29.8%	41.7%	29.2%	24.7%	28.5%	31.3%	26.0%
Minor Source	44.4	50.0	41.9	44.0	47.9	40.6	49.7
Not a Source	25.0	8.3	27.8	30.4	22.5	27.6	24.0
Social Media							
Major Source	36.5%	66.7%	34.9%	23.3%	26.3%	47.4%	38.0%
Minor Source	34.3	20.8	36.7	38.4	40.6	27.5	39.4
Not a Source	28.6	12.5	27.3	37.6	31.9	25.0	22.3

Reliance on Specific Sources For Information on Lexington County (2 of 3)

Q13: To what degree do you rely on _____ for information about Lexington County? (2 of 3)

	Total	Respondent Age			Respondent Gender		Live on a Dirt Road
		24-34	35-54	55+	Male	Female	
	(N=1000)	(n=199)	(n=392)	(n=409)	(n=518)	(n=482)	(n=155)
Lexington County Website							
Major Source	26.8%	25.0%	32.4%	22.4%	25.4%	28.4%	29.0%
Minor Source	38.1	37.5	40.3	36.3	36.9	39.4	36.5
Not a Source	34.3	37.5	27.4	39.5	37.0	31.4	34.0
Local Newspapers							
Major Source	23.4%	25.0%	18.3%	27.5%	24.1%	22.7%	17.7%
Minor Source	35.4	37.5	36.2	33.7	36.4	34.4	35.3
Not a Source	40.8	37.5	45.5	37.9	39.1	42.6	46.9
Periodicals Delivered by Mail							
Major Source	6.3%	4.2%	5.4%	8.3%	5.3%	7.4%	5.3%
Minor Source	36.8	37.5	33.6	39.5	36.7	36.9	36.9
Not a Source	56.7	58.3	61.0	51.9	57.9	55.4	57.3

Reliance on Specific Sources For Information on Lexington County (3 of 3)

Q13: To what degree do you rely on _____ for information about Lexington County? (3 of 3)

	Total	Respondent Age			Respondent Gender		Live on a Dirt Road
		24-34	35-54	55+	Male	Female	
	(N=1000)	(n=199)	(n=392)	(n=409)	(n=518)	(n=482)	(n=155)
Lexington County Council Meetings (in person or televised)							
Major Source	11.5%	4.2%	11.4%	15.1%	9.0%	14.2%	11.2%
Minor Source	29.0	29.2	26.6	31.3	29.9	28.0	25.8
Not a Source	58.9	66.7	61.6	52.4	60.3	57.4	62.7



Lexington County Community Engagement Study

RESPONDENT PROFILE

Respondent Age

Q21: Into which of the following categories does your age fall?							
	<u>Total</u>	<u>Lexington</u>	<u>Cayce/ West Columbia</u>	<u>Irmo/ Dutch Fork</u>	<u>Western Lex. Cty.</u>	<u>Southeast Lex. Cty.</u>	<u>Chapin/ Little Mtn.</u>
	(N=1000)	(n=404)	(n=213)	(n=94)	(n=88)	(n=104)	(n=96)
24 to 34	19.9%	22.6%	23.3%	8.8%	18.9%	23.9%	8.6%
35 to 44	19.0	17.3	17.0	20.7	25.5	18.8	23.2
45 to 54	20.2	24.0	16.1	14.9	19.6	21.1	17.9
55 to 64	16.0	15.4	15.3	16.9	15.7	12.5	23.3
65 or Older	24.9	20.7	28.2	38.7	20.3	23.6	26.9
AVERAGE AGE (calculated)	51.2	49.7	51.2	56.9	49.5	49.7	54.2

Respondent Gender

Q22. Gender							
	<u>Total</u>	<u>Lexington</u>	<u>Cayce/ West Columbia</u>	<u>Irmo/ Dutch Fork</u>	<u>Western Lex. Cty.</u>	<u>Southeast Lex. Cty.</u>	<u>Chapin/ Little Mtn.</u>
	(N=1000)	(n=404)	(n=213)	(n=94)	(n=88)	(n=104)	(n=96)
Male	51.8%	51.0%	56.6%	49.8%	59.5%	51.5%	40.2%
Female	48.2	49.0	43.4	50.2	40.5	48.5	59.8

Length of Time Living in Lexington County

Q14. How long have you lived in Lexington County?							
	<u>Total</u>	<u>Lexington</u>	<u>Cayce/ West Columbia</u>	<u>Irmo/ Dutch Fork</u>	<u>Western Lex. Cty.</u>	<u>Southeast Lex. Cty.</u>	<u>Chapin/ Little Mtn.</u>
	(N=1000)	(n=404)	(n=213)	(n=94)	(n=88)	(n=104)	(n=96)
1 Year or Less	1.5%	3.2%	0.2%	0.0%	0.0%	0.4%	1.6%
2 to 5 Years	11.0	14.8	9.1	18.5	0.0	0.4	13.1
6 to 10 Years	10.8	10.8	6.9	13.4	5.8	11.8	20.4
11 to 20 Years	20.5	21.4	22.0	18.9	20.4	15.7	20.9
More than 20 Years	56.1	49.9	61.8	49.1	73.8	71.2	44.0
Not Sure	0.0	0.0	0.0	0.0	0.0	0.4	0.0

Area of Residence

Q15. Would you describe the area in which you live as urban, suburban or rural?							
	<u>Total</u>	<u>Lexington</u>	<u>Cayce/ West Columbia</u>	<u>Irmo/ Dutch Fork</u>	<u>Western Lex. Cty.</u>	<u>Southeast Lex. Cty.</u>	<u>Chapin/ Little Mtn.</u>
	(N=1000)	(n=404)	(n=213)	(n=94)	(n=88)	(n=104)	(n=96)
Suburban	53.7%	65.3%	67.4%	70.7%	8.7%	6.6%	49.8%
Rural	31.5	16.5	13.5	12.7	87.8	88.2	40.4
Urban	12.9	15.6	17.3	16.6	1.6	2.4	9.3
Not Sure/No Answer	1.9	2.6	1.8	0.0	1.8	2.8	0.5

Live on a Dirt Road

Q16. Do you live on a dirt road or does access to your primary residence involve traveling on a dirt road?

	<u>Total</u>	<u>Lexington</u>	<u>Cayce/ West Columbia</u>	<u>Irmo/ Dutch Fork</u>	<u>Western Lex. Cty.</u>	<u>Southeast Lex. Cty.</u>	<u>Chapin/ Little Mtn.</u>
	(N=1000)	(n=404)	(n=213)	(n=94)	(n=88)	(n=104)	(n=96)
Yes	15.5%	10.0%	7.3%	0.5%	43.1%	34.4%	25.7%
No	84.5	90.0	92.7	99.5	56.9	65.6	74.3

Own or Rent Home?

Q17. Do you rent or own your home?

	<u>Total</u>	<u>Lexington</u>	<u>Cayce/ West Columbia</u>	<u>Irmo/ Dutch Fork</u>	<u>Western Lex. Cty.</u>	<u>Southeast Lex. Cty.</u>	<u>Chapin/ Little Mtn.</u>
	(N=1000)	(n=404)	(n=213)	(n=94)	(n=88)	(n=104)	(n=96)
Own	88.7%	93.0%	76.5%	87.0%	92.4%	90.1%	94.7%
Rent	10.0	6.9	19.6	12.5	5.8	9.9	2.9
Neither	1.3	0.1	3.9	0.5	1.8	0.0	2.4
Prefer Not to Answer	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Size of Household

Q18. Including yourself, how many people currently live in your household?

	<u>Total</u>	<u>Lexington</u>	<u>Cayce/ West Columbia</u>	<u>Irmo/ Dutch Fork</u>	<u>Western Lex. Cty.</u>	<u>Southeast Lex. Cty.</u>	<u>Chapin/ Little Mtn.</u>
	(N=1000)	(n=404)	(n=213)	(n=94)	(n=88)	(n=104)	(n=96)
One	11.5%	10.7%	14.2%	14.0%	11.3%	10.6%	7.5%
Two	33.7	32.0	31.9	40.0	27.7	33.2	44.2
Three	17.2	15.5	21.5	11.6	13.7	22.3	17.6
Four	18.1	21.4	12.8	12.5	17.6	17.8	22.1
Five to six	15.4	16.5	13.7	13.0	27.2	14.6	6.9
Seven or more	2.6	1.4	4.1	8.8	0.8	1.5	1.6
Prefer Not to Answer	1.6	2.5	1.7	0.0	1.8	0.0	0.0

Ethnicity

Q19. Which of the following best describes your primary ethnicity?

	<u>Total</u>	<u>Lexington</u>	<u>Cayce/ West Columbia</u>	<u>Irmo/ Dutch Fork</u>	<u>Western Lex. Cty.</u>	<u>Southeast Lex. Cty.</u>	<u>Chapin/ Little Mtn.</u>
	(N=1000)	(n=404)	(n=213)	(n=94)	(n=88)	(n=104)	(n=96)
Caucasian	82.6%	83.0%	79.2%	74.2%	88.2%	88.6%	84.8%
African American	5.7	5.4	6.2	10.3	2.8	6.9	2.4
Hispanic	0.5	0.3	1.5	0.0	0.8	0.0	0.0
Asian/Pacific Islander	0.5	0.4	0.0	0.0	0.0	0.0	3.4
A Combination	3.6	3.9	4.2	7.6	3.6	0.4	0.8
Something Else	1.9	2.0	0.6	4.3	2.8	0.9	2.4
Not sure/Prefer not to answer	5.2	5.0	8.2	3.8	1.8	3.2	6.3

Household Income

Q20. Into which of the following does your annual household income fall?

	<u>Total</u>	<u>Lexington</u>	<u>Cayce/ West Columbia</u>	<u>Irmo/ Dutch Fork</u>	<u>Western Lex. Cty.</u>	<u>Southeast Lex. Cty.</u>	<u>Chapin/ Little Mtn.</u>
	(N=1000)	(n=404)	(n=213)	(n=94)	(n=88)	(n=104)	(n=96)
Under \$35,000	11.0%	10.0%	18.2%	7.4%	12.5%	11.6%	0.9%
\$35,000 to \$49,999	12.7	10.4	12.2	11.8	27.6	15.2	7.8
\$50,000 to \$74,999	21.9	19.6	24.9	26.9	28.0	16.2	20.7
\$75,000 to \$99,999	13.2	14.7	9.3	19.7	5.2	5.5	24.9
\$100,000 to \$149,999	14.3	14.4	21.4	12.9	8.5	8.3	11.0
\$150,000 or More	12.5	14.5	3.7	8.3	8.7	19.0	24.5
Prefer not to say	14.4	16.4	10.3	12.9	9.6	24.2	10.2
AVERAGE HHI (calculated)	\$85.4k	\$90.2k	\$74.3k	\$82.2k	\$69.4k	\$89.6k	\$105.7k



MarketSearch
2721 Devine Street
Columbia, SC 29205
803.254.6958