

Northeast Florida Association of Realtors Jacksonville Survey 2019



**NORTHEAST FLORIDA
ASSOCIATION OF REALTORS**

Prepared for:
The Northeast Florida Association of Realtors

Prepared by:
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Methodology

The Northeast Florida Association of Realtors (NEFAR) sponsored a poll conducted by the Public Opinion Research Lab (PORL) at the University of North Florida, from Monday, January 7 through Wednesday, January 9, by live callers via the telephone; calls were made from 4 p.m. to 9 p.m. daily, with a maximum of 3 callbacks attempted. Interviews were conducted in English by PORL interviewers. Data collection took place at the PORL facility with its 27-station Computer Assisted Telephone Interviewing (CATI) system. The phone numbers used for this survey were sourced from the October 2018 update of the Florida voter file.

The sample frame was comprised of Duval County likely voters. Likely voters were determined by whether an individual had voted in at least four of the following seven elections: 2012 general election, 2014 primary election, 2014 general election, 2016 primary election, 2016 general election, 2016 presidential preference primary election, or the 2018 primary election. Additionally, all voters who were 22 years of age and younger were included as potentially likely since they were ineligible to vote in enough of the previous elections to qualify as potentially likely. The voters who met these requirements were then randomly contacted by probability sampling. Overall, there were 519 completed surveys of Duval County likely voters.

The margin of sampling error for the total sample is +/- 4 percentage points. The breakdown of completed responses on a landline phone to a cell phone was 25 to 75 percent (<1 percent were unidentified). Through hand dialing, an interviewer upon reaching the individual as specified in the voter file asked that respondent to participate, regardless of landline telephone or cell phone. Data were weighted to sex, age, and education. Sex and age weights were computed with the Duval County Supervisor of Elections report of the March 2015 election results, and education weights were set to 40% of the sample having a college degree. All weighted demographic variables were applied using the SPSS version 23 rake weighting function. Party registration and race were not weighted due to consistencies in the sample with historical electoral turnout in Duval County. There were no statistical adjustments made due to design effects. This study had a 28.4% response rate. The American Association of Public Opinion Research (AAPOR) Response Rate 3 (RR3) calculation was used which consists of an estimate of what proportion of cases of unknown eligibility are truly eligible.

The PORL is a full-service survey research facility that provides tailored research to fulfill each client's individual needs from political, economic, social and cultural projects. The PORL opened in 2001 and is an independent, non-partisan center. As members of AAPOR, the PORL's goal is to support sound and ethical practices in the conduct of survey and public opinion research. Moreover, the PORL is a charter member of the AAPOR Transparency Initiative and a member of the Association of Academic Survey Research Organizations. For more information about methodology, contact Dr. Michael Binder at porl@unf.edu or at (904) 620-2784.



Survey Results¹

Generally speaking, do you think Jacksonville is headed in the right direction or the wrong direction?

	n=519
Right direction	60%
Wrong direction	24%
Don't Know	16%
Refusal	1%

What do you think is the most important issue or problem facing Jacksonville today?

	n=519
Reducing Crime	50%
Improving Schools	18%
Downtown Redevelopment	9%
Improving the Economy	5%
Improving Access to Healthcare	4%
Improving the Environment	3%
Improving Public Transportation	2%
Reducing Taxes	1%
All of them (Volunteered)	2%
Something Else	6%
Don't Know	<1%
Refusal	<1%

Thinking about the upcoming Jacksonville local elections in March, overall would you say you are:

	n=519
Not at all enthusiastic	26%
Somewhat enthusiastic	46%
Very enthusiastic	24%
Don't Know	4%
Refusal	<1%

If the 2019 election for Mayor of Jacksonville were held today, how would you vote if the candidates were:

	n=519
Lenny Curry, a Republican	50%
Anna Lopez Brosche, a Republican	13%
Someone Else	5%
Would not vote	4%
Don't Know	25%
Refusal	2%

¹ Due to rounding, percentages may total to greater than 100%

Do you approve or disapprove of the way that Lenny Curry is handling his job as Mayor of Jacksonville?

	n=519
Strongly approve	24%
Somewhat approve	41%
Somewhat disapprove	14%
Strongly disapprove	11%
Don't Know	9%
Refusal	1%

Do you approve or disapprove of the way Jacksonville City Council is handling its job?

	n=519
Strongly approve	7%
Somewhat approve	37%
Somewhat disapprove	17%
Strongly disapprove	17%
Don't Know	21%
Refusal	1%

Do you approve or disapprove of the way Jacksonville City Council is handling crime in Jacksonville?

	n=519
Strongly approve	6%
Somewhat approve	26%
Somewhat disapprove	21%
Strongly disapprove	30%
Don't Know	16%
Refusal	2%

Do you approve or disapprove of the way that Lenny Curry is handling crime in Jacksonville?

	n=519
Strongly approve	19%
Somewhat approve	30%
Somewhat disapprove	20%
Strongly disapprove	20%
Don't Know	11%
Refusal	2%

Do you approve or disapprove of the way that the Jacksonville Sheriff's Office is handling crime in Jacksonville?

	n=519
Strongly approve	24%
Somewhat approve	33%
Somewhat disapprove	15%
Strongly disapprove	21%
Don't Know	5%
Refusal	2%

Do you think that crime in Jacksonville is getting better, getting worse, or staying the same?

	n=519
Getting better	9%
Getting worse	58%
Staying the same	30%
Don't Know	3%
Refusal	-

Who is more responsible for crime getting better in Jacksonville?

	n=203
Mayor Lenny Curry	10%
City Council	9%
Jacksonville Sheriff's Office	48%
All three at fault	15%
Societal problems	7%
Something else	3%
Don't Know	8%
Refusal	<1%

Who is more responsible for crime getting worse in Jacksonville?

	n=301
Mayor Lenny Curry	11%
City Council	14%
Jacksonville Sheriff's Office	16%
All three at fault	11%
Societal problems	29%
Something else	7%
Don't Know	9%
Refusal	3%

Changing topics, a recent study has shown that Duval County Schools will need upwards of 1 billion dollars to repair or replace buildings that are in need of maintenance. If Duval County were to raise the funds to cover these expenses, would you prefer an increase in:

	n=519
Sales taxes	43%
Property taxes	16%
Impact fees	19%
Do not increase fees/taxes - reallocate	12%
Something else	3%
Don't Know	6%
Refusal	1%

This past year, officials discussed the possibility of selling JEA (the city's community owned utility company). In general, do you support or oppose the city selling all or parts of JEA?

	n=519
Support	18%
Oppose	66%
Don't Know	16%
Refusal	1%

Thinking about the housing market in Duval County, how concerned are you about the rising cost of housing in your area?

	n=519
Very concerned	29%
Somewhat concerned	25%
Not at all concerned	43%
Don't Know	2%
Refusal	<1%

Have you bought or sold a house in the last two years?

	n=519
Yes	19%
No	81%
Don't Know	<1%
Refusal	<1%

Did you use a realtor when buying or selling your house?

	n=110
Yes	72%
No	28%
Don't Know	-
Refusal	-

Do you agree or disagree that your realtor was trustworthy?

	n=79
Strongly agree	80%
Somewhat agree	15%
Somewhat disagree	3%
Strongly disagree	1%
Don't Know	1%
Refusal	-

Do you agree or disagree that your realtor was knowledgeable?

	n=79
Strongly agree	77%
Somewhat agree	17%
Somewhat disagree	2%
Strongly disagree	3%
Don't Know	1%
Refusal	-

Do you agree or disagree that your realtor was worth recommending to a friend?

	n=79
Strongly agree	76%
Somewhat agree	7%
Somewhat disagree	3%
Strongly disagree	12%
Don't Know	2%
Refusal	-

Do you agree or disagree that Realtors in general are community experts on the health of the housing market in your area?

	n=519
Strongly agree	24%
Somewhat agree	33%
Somewhat disagree	17%
Strongly disagree	17%
Don't Know	9%
Refusal	-

If your local Realtor Association vetted and carefully examined candidates for local political office to ensure they were suitable for office, and endorsed a certain candidate for local political office, would you be more or less likely to vote for that candidate, or would it make no difference?

	n=519
More likely	8%
Less likely	10%
No difference	77%
Don't Know	4%
Refusal	1%

Do you own or rent your home?

	n=519
Own	72%
Rent	22%
Something else	5%
Don't Know	1%
Refusal	<1%

Are we reaching you today on a landline or cell phone?

	n=519
Landline	25%
Cell phone	75%
Don't Know	<1%
Refusal	<1%

What is the highest grade in school or year of college you have completed?

	n=519
Less than high school	2%
High school graduate	15%
Some college	43%
College graduate	25%
Post graduate	15%
Don't Know	<1%
Refusal	<1%

What is the highest grade in school or year of college you have completed?

	n=519
18 – 24	4%
25 – 34	8%
35 – 44	12%
45 – 54	20%
55 – 64	25%
65+	31%

Party Registration of Respondent

	n=519
Democrat	45%
Republican	46%
NPA/Other	9%

Racial or Ethnic Background

	n=519
White	67%
Black	27%
Hispanic	3%
Other	3%

Sex of the Respondent

	n=519
Male	45%
Female	55%

What language was this survey completed in?

	n=519
English	100%
Spanish	-

If the 2019 election for Mayor of Jacksonville were held today, how would you vote if the candidates were:

N=519	Party				Sex		Education (College Degree)		Race/Ethnicity				Age					
	Total	Dem	Rep	NPA/Other	M	F	Yes	No	White	Afr Amer /Black	Hispanic	Other	18-24	25-34	35-44	45-54	55-64	65+
Lenny Curry, a Republican	47%	27%	74%	45%	52%	49%	46%	53%	59%	26%	57%	56%	22%	28%	36%	49%	57%	60%
Anna Lopez Brosche, a Republican	15%	19%	7%	15%	12%	14%	17%	10%	14%	11%	14%	13%	22%	23%	27%	8%	11%	10%
Someone Else	5%	10%	1%	2%	5%	6%	5%	5%	2%	14%	-	6%	-	5%	3%	6%	5%	7%
Would not vote	5%	6%	1%	9%	6%	3%	6%	3%	3%	9%	-	-	11%	8%	3%	3%	5%	3%
Don't Know	27%	34%	17%	28%	24%	26%	23%	27%	21%	36%	21%	25%	39%	38%	31%	31%	21%	18%
Refusal	3%	4%	<1%	2%	1%	3%	2%	2%	1%	6%	7%	-	6%	-	-	4%	2%	3%

Do you approve or disapprove of the way that Lenny Curry is handling his job as Mayor of Jacksonville?

N=519	Party				Sex		Education (College Degree)		Race/Ethnicity				Age					
	Total	Dem	Rep	NPA/Other	M	F	Yes	No	White	Afr Amer /Black	Hispanic	Other	18-24	25-34	35-44	45-54	55-64	65+
Strongly Approve	22%	9%	40%	19%	24%	25%	20%	27%	30%	9%	20%	22%	11%	15%	17%	22%	29%	29%
Somewhat Approve	39%	40%	41%	49%	48%	36%	41%	41%	41%	46%	33%	17%	39%	22%	34%	47%	45%	44%
Somewhat Disapprove	14%	21%	8%	9%	12%	15%	15%	13%	12%	17%	13%	11%	11%	29%	23%	11%	11%	11%
Strongly Disapprove	11%	18%	5%	9%	8%	14%	17%	7%	10%	13%	13%	12%	6%	17%	15%	12%	9%	10%
Don't Know	12%	10%	6%	15%	9%	9%	6%	10%	6%	12%	13%	28%	28%	17%	11%	5%	6%	8%
Refusal	3%	2%	-	-	-	2%	1%	1%	-	3%	7%	-	6%	-	-	4%	-	-

Do you approve or disapprove of the way Jacksonville City Council is handling its job?

N=519	Party				Sex		Education (College Degree)		Race/Ethnicity				Age					
	Total	Dem	Rep	NPA/Other	M	F	Yes	No	White	Afr Amer /Black	Hispanic	Other	18-24	25-34	35-44	45-54	55-64	65+
Strongly Approve	7%	9%	5%	2%	5%	8%	5%	8%	5%	12%	-	6%	11%	2%	2%	14%	8%	5%
Somewhat Approve	38%	38%	36%	43%	38%	37%	40%	36%	37%	37%	33%	44%	33%	29%	46%	39%	35%	38%
Somewhat Disapprove	17%	20%	13%	17%	16%	17%	20%	15%	16%	18%	13%	13%	17%	27%	25%	14%	11%	17%
Strongly Disapprove	17%	17%	17%	19%	20%	14%	18%	16%	18%	16%	27%	6%	11%	17%	14%	14%	24%	15%
Don't Know	21%	15%	27%	15%	19%	22%	15%	24%	22%	17%	27%	31%	28%	20%	13%	17%	21%	25%
Refusal	2%	<1%	2%	4%	1%	2%	1%	2%	2%	1%	-	-	-	5%	-	2%	2%	1%

Do you approve or disapprove of the way Jacksonville City Council is handling crime in Jacksonville?

N=519	Party				Sex		Education (College Degree)		Race/Ethnicity				Age					
	Total	Dem	Rep	NPA/Other	M	F	Yes	No	White	Afr Amer /Black	Hispanic	Other	18-24	25-34	35-44	45-54	55-64	65+
Strongly Approve	7%	6%	5%	9%	5%	6%	4%	7%	4%	9%	7%	12%	11%	3%	8%	9%	2%	6%
Somewhat Approve	26%	22%	30%	21%	25%	27%	22%	29%	27%	25%	-	29%	22%	28%	17%	35%	27%	23%
Somewhat Disapprove	21%	22%	19%	23%	23%	19%	24%	19%	23%	15%	27%	24%	17%	23%	29%	12%	23%	22%
Strongly Disapprove	31%	34%	26%	28%	31%	29%	31%	29%	26%	37%	47%	24%	28%	28%	34%	27%	34%	28%
Don't Know	15%	13%	19%	15%	15%	17%	17%	15%	18%	12%	12%	12%	22%	15%	12%	15%	20%	
Refusal	3%	2%	1%	4%	1%	3%	1%	2%	1%	3%	7%	-	-	5%	-	5%	-	1%

Do you approve or disapprove of the way that Lenny Curry is handling crime in Jacksonville?

N=519	Party				Sex		Education (College Degree)		Race/Ethnicity				Age					
	Total	Dem	Rep	NPA/Other	M	F	Yes	No	White	Afr Amer /Black	Hispanic	Other	18-24	25-34	35-44	45-54	55-64	65+
Strongly Approve	18%	13%	23%	23%	20%	17%	15%	21%	20%	17%	-	25%	11%	8%	20%	25%	14%	21%
Somewhat Approve	29%	20%	38%	34%	28%	31%	28%	31%	34%	22%	-	25%	28%	26%	14%	28%	38%	32%
Somewhat Disapprove	21%	24%	15%	15%	25%	15%	20%	19%	20%	15%	60%	13%	11%	18%	27%	20%	22%	16%
Strongly Disapprove	20%	30%	11%	11%	17%	22%	25%	16%	15%	31%	20%	19%	17%	28%	28%	16%	19%	18%
Don't Know	13%	10%	12%	13%	9%	12%	11%	11%	11%	11%	13%	19%	28%	18%	11%	5%	7%	14%
Refusal	3%	2%	1%	4%	1%	2%	1%	2%	1%	4%	7%	-	6%	3%	-	6%	-	-

Do you approve or disapprove of the way that the Jacksonville Sheriff's Office is handling crime in Jacksonville?

N=519	Party				Sex		Education (College Degree)		Race/Ethnicity				Age					
	Total	Dem	Rep	NPA/Other	M	F	Yes	No	White	Afr Amer /Black	Hispanic	Other	18-24	25-34	35-44	45-54	55-64	65+
Strongly Approve	22%	16%	33%	19%	20%	28%	18%	28%	28%	16%	21%	18%	16%	10%	21%	25%	25%	29%
Somewhat Approve	31%	25%	39%	45%	39%	28%	21%	35%	37%	27%	7%	29%	32%	32%	18%	39%	34%	36%
Somewhat Disapprove	16%	19%	11%	9%	18%	12%	20%	11%	14%	15%	21%	18%	21%	24%	27%	9%	12%	13%
Strongly Disapprove	23%	34%	10%	15%	19%	24%	24%	20%	16%	34%	36%	18%	21%	24%	30%	19%	22%	18%
Don't Know	7%	5%	5%	9%	4%	6%	6%	5%	4%	4%	14%	18%	11%	7%	5%	5%	5%	4%
Refusal	2%	1%	2%	4%	1%	2%	1%	2%	1%	3%	-	-	-	2%	-	3%	2%	1%

Do you think that crime in Jacksonville is getting better, getting worse, or staying the same?

N=519	Party				Sex		Education (College Degree)		Race/Ethnicity				Age					
	Total	Dem	Rep	NPA/Other	M	F	Yes	No	White	Afr Amer /Black	Hispanic	Other	18-24	25-34	35-44	45-54	55-64	65+
Getting Better	10%	5%	10%	20%	9%	9%	7%	10%	9%	8%	6%	13%	17%	10%	5%	11%	10%	8%
Getting Worse	56%	63%	58%	37%	49%	66%	57%	59%	54%	68%	69%	50%	44%	38%	59%	56%	62%	61%
Staying the same	32%	30%	29%	44%	40%	23%	34%	28%	34%	22%	19%	38%	39%	45%	34%	28%	25%	31%
Don't Know	4%	3%	3%	-	3%	3%	3%	3%	3%	2%	6%	-	-	8%	2%	6%	3%	-
Refusal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Who is more responsible for crime getting better in Jacksonville?

N=203	Party				Sex		Education (College Degree)		Race/Ethnicity				Age					
	Total	Dem	Rep	NPA/Other	M	F	Yes	No	White	Afr Amer /Black	Hispanic	Other	18-24	25-34	35-44	45-54	55-64	65+
Mayor Lenny Curry	16%	14%	8%	7%	9%	11%	7%	12%	8%	17%	-	29%	10%	13%	8%	5%	16%	10%
City Council	15%	9%	10%	10%	9%	9%	10%	9%	8%	12%	50%	-	20%	13%	21%	-	11%	5%
Jacksonville Sheriff's Office	17%	43%	48%	62%	50%	46%	51%	45%	50%	41%	50%	43%	50%	30%	42%	69%	40%	49%
All three at fault	16%	19%	15%	3%	13%	18%	16%	15%	14%	19%	-	14%	10%	22%	4%	10%	20%	15%
Societal problems	15%	8%	7%	7%	10%	3%	8%	6%	7%	2%	-	14%	-	13%	8%	3%	9%	7%
Something Else	9%	-	7%	-	4%	2%	1%	5%	5%	-	-	-	-	4%	-	5%	-	7%
Don't Know	15%	9%	7%	10%	5%	11%	7%	9%	8%	10%	-	-	10%	4%	15%	8%	4%	8%
Refusal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Who is more responsible for crime getting worse in Jacksonville?

N=301	Party				Sex		Education (College Degree)		Race/Ethnicity				Age					
	Total	Dem	Rep	NPA/Other	M	F	Yes	No	White	Afr Amer /Black	Hispanic	Other	18-24	25-34	35-44	45-54	55-64	65+
Mayor Lenny Curry	12%	17%	5%	18%	10%	12%	14%	10%	10%	17%	-	-	-	7%	23%	10%	15%	5%
City Council	15%	7%	22%	12%	20%	10%	18%	12%	19%	7%	-	-	29%	-	13%	19%	18%	9%
Jacksonville Sheriff's Office	21%	21%	10%	24%	16%	15%	20%	14%	12%	20%	20%	57%	43%	27%	23%	12%	11%	17%
All three at fault	14%	13%	9%	12%	9%	13%	9%	12%	8%	14%	50%	-	14%	-	3%	10%	11%	19%
Societal problems	30%	26%	34%	18%	27%	30%	27%	30%	30%	26%	20%	43%	-	60%	18%	31%	28%	29%
Something Else	7%	7%	8%	6%	8%	7%	5%	9%	10%	4%	-	-	-	-	8%	9%	11%	5%
Don't Know	9%	8%	10%	12%	10%	9%	5%	12%	9%	10%	-	-	14%	7%	10%	3%	7%	12%
Refusal	4%	2%	4%	-	1%	4%	3%	3%	3%	2%	10%	-	-	-	3%	5%	-	4%

Changing topics, a recent study has shown that Duval County Schools will need upwards of 1 billion dollars to repair or replace buildings that are in need of maintenance. If Duval County were to raise the funds to cover these expenses, would you prefer an increase in:

N=519	Party				Sex		Education (College Degree)		Race/Ethnicity				Age					
	Total	Dem	Rep	NPA/Other	M	F	Yes	No	White	Afr Amer /Black	Hispanic	Other	18-24	25-34	35-44	45-54	55-64	65+
Sales taxes	42%	45%	41%	46%	41%	45%	47%	41%	43%	45%	33%	41%	28%	38%	55%	50%	38%	40%
Property taxes	20%	20%	13%	15%	14%	18%	16%	17%	15%	17%	27%	35%	44%	24%	17%	13%	12%	17%
Impact fees	18%	19%	19%	24%	21%	18%	18%	21%	21%	18%	13%	12%	11%	14%	22%	19%	25%	16%
Don't increase any/reallocate	11%	6%	17%	9%	14%	10%	10%	12%	12%	10%	20%	6%	6%	12%	5%	10%	14%	15%
Something Else	3%	3%	3%	2%	5%	2%	3%	3%	3%	4%	-	-	-	5%	2%	3%	3%	4%
Don't Know	6%	5%	7%	4%	5%	6%	4%	6%	6%	5%	-	6%	11%	5%	-	5%	6%	8%
Refusal	2%	2%	1%	-	1%	1%	2%	1%	1%	1%	7%	-	-	2%	-	1%	2%	1%

This past year, officials discussed the possibility of selling JEA (the city's community owned utility company). In general, do you support or oppose the city selling all or parts of JEA?

N=519	Party				Sex		Education (College Degree)		Race/Ethnicity				Age					
	Total	Dem	Rep	NPA/Other	M	F	Yes	No	White	Afr Amer /Black	Hispanic	Other	18-24	25-34	35-44	45-54	55-64	65+
Support	20%	15%	22%	15%	19%	17%	16%	20%	15%	23%	25%	24%	28%	20%	23%	15%	24%	12%
Oppose	65%	72%	59%	70%	69%	63%	71%	62%	68%	60%	56%	71%	50%	65%	70%	64%	63%	69%
Don't Know	15%	12%	20%	15%	12%	19%	13%	18%	16%	16%	13%	6%	22%	15%	6%	16%	14%	19%
Refusal	2%	2%	-	-	-	1%	1%	1%	<1%	1%	6%	-	-	-	-	4%	-	-

Thinking about the housing market in Duval County, how concerned are you about the rising cost of housing in your area?

N=519	Party				Sex		Education (College Degree)		Race/Ethnicity				Age					
	Total	Dem	Rep	NPA/Other	M	F	Yes	No	White	Afr Amer /Black	Hispanic	Other	18-24	25-34	35-44	45-54	55-64	65+
Very Concerned	32%	39%	22%	22%	22%	35%	20%	36%	21%	45%	56%	41%	28%	45%	22%	31%	33%	24%
Somewhat Concerned	26%	30%	22%	22%	22%	28%	27%	25%	25%	28%	25%	24%	39%	18%	30%	22%	27%	26%
Not at all Concerned	40%	30%	55%	50%	53%	35%	52%	37%	53%	23%	19%	35%	28%	30%	48%	48%	39%	47%
Don't Know	3%	2%	1%	7%	3%	1%	1%	3%	1%	4%	-	-	6%	8%	-	-	2%	3%
Refusal	1%	<1%	-	-	-	<1%	1%	-	-	1%	-	-	-	-	-	-	-	1%

Have you bought or sold a house in the last two years?

N=519	Party				Sex		Education (College Degree)		Race/Ethnicity				Age					
	Total	Dem	Rep	NPA/Other	M	F	Yes	No	White	Afr Amer /Black	Hispanic	Other	18-24	25-34	35-44	45-54	55-64	65+
Yes	18%	19%	20%	17%	24%	15%	27%	14%	22%	14%	13%	18%	6%	15%	31%	28%	17%	13%
No	81%	81%	80%	83%	77%	84%	73%	86%	78%	86%	87%	82%	94%	85%	67%	72%	83%	87%
Don't Know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refusal	1%	<1%	-	-	-	<1%	1%	-	-	1%	-	-	-	-	2%	-	-	-

Do you own or rent your home?

N=519	Party				Sex		Education (College Degree)		Race/Ethnicity				Age					
	Total	Dem	Rep	NPA/Other	M	F	Yes	No	White	Afr Amer /Black	Hispanic	Other	18-24	25-34	35-44	45-54	55-64	65+
Own	67%	70%	74%	72%	69%	74%	79%	67%	75%	66%	44%	82%	28%	28%	77%	74%	71%	85%
Rent	26%	25%	20%	20%	21%	23%	18%	25%	20%	25%	50%	12%	44%	65%	18%	16%	24%	14%
Something Else	6%	3%	6%	7%	8%	3%	3%	7%	5%	6%	6%	6%	22%	5%	5%	10%	3%	1%
Don't Know	2%	<1%	-	2%	1%	<1%	-	1%	-	2%	-	-	6%	3%	-	-	1%	-
Refusal	1%	1%	<1%	-	1%	<1%	1%	1%	<1%	1%	-	-	-	-	-	-	2%	-

Nature of the Sample	
Duval County voters 18+	n=519
Sex	
Male	45%
Female	55%
Education (College Degree)	
No College	60%
College graduate	40%
Race/Ethnicity	
White	67%
African American/Black	27%
Hispanic	3%
Other	3%
Age	
18-24	4%
25-34	8%
35-44	12%
45-54	20%
55-64	25%
65+	31%

QOL Open Ends

What is the most important issue to you, personally, that your local leaders should focus on to improve the quality of life in your community?

	n=458
a more open attitude	Improving schools
access to insurance and healthcare	improving schools in the community
affordable insurance	improving the environment
All of previous question responses	improving the environment, specifically pollution pertaining to the trash and littering issue in Riverside.
Another Democratic mayor	Improving the littering
anything related to crime	Improving the police department, improving tolerance for social diversity, improving the education system in general
Attention to down town area	Improving the roads - potholes
beaches allow 4-wheel drive	improving the roads and pedestrian safety
Being fair and honest	Improving the school systems
better access jobs and employment	Improving the schools
better access to healthcare	Improving the water conservation
better accommodation for epilepsy and things like that	improving traffic and better schools
better health care	Inclusiveness
Better job of planning neighborhood developments and business placement.	increase funding for education
better k-12 education	Increasing education
Better police	Increasing police presence
Better public transportation.	Infrastructure/roads
Better school curriculum; absolute school choice to parents	involvement in community
Better school system	job creation
Brainstorming groups within districts to come up with ideas. People who aren't elected in office also have good ideas.	jobs
Bring the Lord back into our lives	Jobs for teenagers
Bringing people together in Jacksonville	jobs, crime
Build the wall	JSO
charter schools. kids need more resources in school.	keep beaches open (don't let land ownership stop people for using the beach)
clean it up, dirty	Keep taxes low
Communication about events before things happen	Keeping crime, improving access to government services
condition of the woes	keeping families together
continue making Jacksonville a more pleasant place to live, such as by reducing crime	Keeping management of development of high cost houses. Not enough middle priced housing available.
continue to focus on homeless people	keeping our community clean (done timely manner)
Continuing to expand and make Jacksonville a major city	law more enforcement making the city safer
control real estate development	Leaders should make more of a presence in communities, for example visiting schools at gatherings
corruption	leadership
Cost of healthcare, including prescription drugs	Legalizing Marijuana
crack down on crime	less regulations
Crime	less Tax, more affordable housing and health care
Crime	listening to ideas, actually being present
Crime	Local leaders need to clean up the neighborhoods
Crime	lower crime
Crime	lower crime
Crime	Lower crime rate
Crime	Lower property taxes
Crime	Making downtown more attractive

Crime	making healthcare more affordable
Crime	Making sure the community is kept up, grass is edged, potholes, trash on streets
Crime	Making sure women have access to health care
Crime	Market within felons that want to do better
Crime	Medical
Crime	mentoring inner city youth
Crime	more benefits towards veterans and senior citizens.
Crime	More community involvement in regard to safety issues
Crime	More employment opportunities
Crime	more funding
Crime	More jobs
Crime	more jobs with decent wages
crime	More law enforcement
crime	More police in the community
crime	more police on the streets
crime	More police presence
crime	More resources for jobs, training, schooling etc.. to make us better people and workers
crime	More safety
crime	more vocational training for current and future students (k-12, but especially 1-12)
crime	moving forward and getting people working
crime	moving JEA to Caesar field
crime	no opinion
crime	not up to the politicians
crime	nothing
crime	organized events
crime	parks and rec
crime	people should focus on schools
crime	police do a better job of fighting the crime in your area
crime	Political leaders should work together and overall perspective rather than their own
crime	prevent criminal activity and improve lifestyle of community
crime	Preventing crime
crime	Proper treatment of all citizens
crime	Protecting the environment
crime	Protecting the tree canopy, reducing tree removal
crime	Providing more funding for education
crime	Public Education
crime	Public Safety
crime	Public school system in Duval county
crime	Putting more money into drug prevention
crime	Racism
crime	Road construction
crime	rebuild the pier
crime	redevelopment
crime	Redevelopment
crime	Reduce Crime
Crime and education	Reduce crime
crime and respect	Reduce crime
crime control	Reduce crime
crime control	Reduce crime
Crime generally	reduce crime
crime improvement	reduce crime
crime in city, environment	reduce crime
Crime in Jacksonville.	reduce crime
crime in my surrounding area	reduce crime

crime is bad. get rid of the crime	Reduce crime, more patrols in the neighborhoods, more visible police presence
Crime is terrible in Jacksonville.	reduce discrimination
Crime levels	reduce taxes
crime more police activity	reduce the level of violence, gun violence in particular
Crime rate	reduced crime
crime rate	reduced taxes
crime rate	Reducing Crime
Crime reduction	Reducing crime
crime reduction	Reducing crime
crime, education, downtown redevelopment	Reducing crime
Crime, taxes	Reducing crime
Crime; gangs	Reducing crime
crime rate	Reducing crime
crooked politicians	Reducing crime
crowds	Reducing crime
Curving illegal immigration	reducing Crime
Decreasing crime	reducing crime
Decreasing the homeless population and helping them	reducing crime
Desegregation	reducing crime
dissatisfied with crime and behavior of democrats	reducing crime
doesn't know	reducing crime
doesn't think the leaders can improve the community	reducing crime
Down Town Redevelopment	reducing crime
downtown	reducing crime
Downtown development	reducing crime
Downtown development	reducing crime
downtown development	reducing crime
downtown redevelopment	reducing crime
downtown supervision by more police	reducing crime
drug addiction	reducing crime
drug problems	reducing crime
Early voting	reducing crime
easier to find good healthcare	reducing crime
Economic development	Reducing Crime and create a safer environment for children
economic opportunity	Reducing crime and putting more officers on the street
Economy	reducing crime and taxes
economy	Reducing crime rates
economy	Reducing crime.
economy	Reducing crime.
economy	Reducing crime.
Educate the children early on respecting authority	Reducing crime.
Education	Reducing overdevelopment and congestion
Education	Reducing pollution such as plastic in the water system
Education	Reducing Taxes
Education	reducing taxes.
education	reducing traffic/better roads
education	Reducing violent crime
education	reduction in crime
education	reduction in crimes
Education on a local level.	reduction of crime. help w/ local leaders for getting problem resolved.
Education system	refurnish the whole of Jax beach
Education system	Regular traffic, lessen accidents
Ending cooperate welfare large businesses inclusion sports team	religion/churches
Energy Conservatism	Remove the drugs and the people who are not citizens of the U.S.

Ensure teachers are valued and school boards are running effectively to help the future of Jacksonville.	Resources for youth, decreasing crime and education, help downtown
environment	restricting illegal immigration
environment	Roads
Environmental concerns	Roads
environment	Roads
environment	Roads and facilities
environment	Roadways
environment and crime rate	Safer to walk down the street
environment, St. John's river, mass transit	safety
equal opportunity	safety
equal rights	safety
equality	Safety for senior citizens
Equality for LGBT.	safety
Equity resources amongst in the communities. More development beyond downtown.	Satisfied
Fair wages	school safety
Financial Aid transparency	school system
Finding jobs for homeless	School system needs to be fixed.
Fixing high homelessness	Schools
Fixing roads, sidewalks, streets, and infrastructure	Schools
fixing roadways	Schools
Fixing the streets and roads	Schools
Focus on crime	schools
Focus on crime issues	schools in community
Focus on doing their jobs that the people elected them to do	security (crime)
Focus on high schools.	segregation
for the community to develop more job skills	senior citizen program
free Healthcare	Showing more importance to homeless people and people in need
funding schools and public housing. people have trouble w/ access.	Small businesses should have more help to grow
funding of public education	Stances on personal liberty and how they issue it in Florida
get a handle on crime and shootings	state school funding-financial aid
Get better at taking care of community	strong economy/more jobs
get rid of crime	sunshine law, no under the table stuff. more college football games. more beach access
Getting rid of drug dealers.	Supporting small business to generate a better economy
getting the homeless off the street - helping them	Supporting the president
Getting young kids off the streets	tackle gang and drug issues
give jobs to people who want them and find out why the ones who don't have jobs and aren't looking, help them get one (training, motivation, etc.)	Taking a look at the older neighborhoods and remodel them to be more modern
greater police activity especially at night	Taking care of the beach.
Gun control	The bible
Gun control	the biggest issue to me is pollution. the drug problem here is pretty bad. reduce crimes
Gun control	the cost of housing and transportation
Gun control and improve the economy	The crime
gun violence	The development in the community
gun violence issues	The economy
Having more jobs available so that there are less people doing crimes or being homeless	The environment
Health Care	the environment- better water
Healthcare	The environment
healthcare	The fundamental needs of the community such as safety, education, health

healthcare	the people the government
healthcare coverage	They need to do more to give the young people in the low-income areas opportunities for jobs so they don't commit crimes
healthcare: trips to hospitals. lack of insurance	They need to hire more police officers to focus on gun crime.
helping police officers.	They should focus on getting more law enforcement on the streets
Helping the homeless	To make sure that transportation roads are keeping up with population growth
Helping the homeless	Too much construction.
Hire more police	Too much profiling and harassing from police officers
hire more police	Traffic
homeless population	Traffic
homelessness	traffic
Homelessness and economic redevelopment and education	traffic
homelessness and poverty	traffic
homework	traffic
honest and forth coming	Traffic, killings and gang activity
improve communication and transportation	Transparency it what's going on. Be interested in everyday people. Focus on the people
improve environment	Transportation
improve public education	Transportation
Improve school system	Transportation
improve the crime/gang problem	transportation
improve the employment rates, help the unemployed	transportation and healthcare
improve the sidewalks in riverside	transportation infrastructure
improving bus transportation/economy	True racial inclusion
Improving crime	underfunded for child welfare. lack of quality jobs to support a family
Improving economy	urban development
Improving economy and Education Funding	urban revitalization
improving education to reduce crime	very happy with community
Improving educational level of students.	Violence
Improving infrastructure with transportation	violence
Improving local schools and leadership in classrooms for students, making schools safer, giving parents more of a role in schools	violence and healthcare
Improving public schools	Working on getting more jobs
Improving racial relations	Yard grow up and police
Improving roads and infrastructure	youth needs to a priority

Survey Instrument

Spring 2019 NEFAR Duval County Political Survey

Intro: Hi, my name is _____. I'm a student at the University of North Florida. May I please speak to _____?

We're conducting public opinion research on local issues in Florida. May I speak with you for a few minutes?

Consent:

Thank you for your time. This survey should take less than 5 minutes to complete, your responses are completely confidential. You may terminate the call at any time. If there are any questions you do not wish to answer, please let me know, and we will move on to the next one.

[All "Don't Know" and "Refusal" choices are not read to respondent]

DIRECTION. Generally speaking, do you think Jacksonville is headed in the right direction or the wrong direction?

1. Right Direction
2. Wrong Direction
8. Don't Know
9. Refusal

ISSUE. What do you think is the most important issue or problem facing Jacksonville?

[ROTATE CHOICES 1- 8]

1. Improving Schools
2. Improving the Economy
3. Improving Access to Healthcare
4. Reducing Crime
5. Downtown Redevelopment
6. Reducing Taxes
7. Improving Public Transportation
8. Improving the Environment
9. Something Else _____
88. Don't Know
99. Refusal

QOL. What is the most important issue to you, personally, that your local leaders should focus on to improve the quality of life in your community?

1. _____
8. Don't Know
9. Refusal

ENTHUS. Thinking about the upcoming Jacksonville local elections in March, overall would you say you are:

1. Not at all enthusiastic
2. Somewhat enthusiastic
3. Very enthusiastic
8. Don't Know
9. Refusal

MAYOR. If the 2019 election for Mayor of Jacksonville were held today, how would you vote if the candidates were If unsure, well which way would you lean? **[DO NOT ROTATE ANSWERS]**

1. Lenny Curry, a Republican
2. Anna Lopez Brosche, A Republican Anna Lopez BRO – Shay
3. Someone Else (specify) _____
4. Would not vote
8. Don't Know
9. Refusal

CURRY. Do you approve or disapprove of the way that Lenny Curry is handling his job as Mayor of Jacksonville? **[if approve/disapprove, ask:] would you say strongly or somewhat?**

1. Strongly Approve
2. Somewhat Approve
3. Somewhat Disapprove
4. Strongly Disapprove
8. Don't Know
9. Refusal

COUNCIL. Do you approve or disapprove of the way Jacksonville City Council is handling its job? **[if approve/disapprove, ask:] would you say strongly or somewhat?**

1. Strongly Approve
2. Somewhat Approve
3. Somewhat Disapprove
4. Strongly Disapprove
8. Don't Know
9. Refusal

ROTATE CRIMEC - CRIMEJ

CRIMEC. Do you approve or disapprove of the way Jacksonville City Council is handling crime in Jacksonville? **[if approve/disapprove, ask:] would you say strongly or somewhat?**

1. Strongly Approve
2. Somewhat Approve
3. Somewhat Disapprove
4. Strongly Disapprove
8. Don't Know
9. Refusal

CRIMEM. Do you approve or disapprove of the way that Mayor Lenny Curry is handling crime in Jacksonville? **[if approve/disapprove, ask:] would you say strongly or somewhat?**

1. Strongly Approve
2. Somewhat Approve
3. Somewhat Disapprove
4. Strongly Disapprove
8. Don't Know
9. Refusal

CRIMEJ. Do you approve or disapprove of the way that the Jacksonville Sheriff's Office is handling crime in Jacksonville? **[if approve/disapprove, ask:] would you say strongly or somewhat?**

1. Strongly Approve
2. Somewhat Approve
3. Somewhat Disapprove
4. Strongly Disapprove
8. Don't Know
9. Refusal

CRIME. Do you think that crime in Jacksonville is getting better, getting worse, or staying the same?

1. Getting Better
2. Getting Worse (SKIP to WORSE)
3. Staying the same (SKIP to BETTER)
8. Don't Know (SKIP TO SCHOOLS)
9. Refusal (SKIP TO SCHOOLS)

[IF CRIME = 1 or 3]

BETTER. Who is more responsible for crime getting better in Jacksonville? **[ROTATE ANSWERS]**

1. Mayor Lenny Curry (SKIP TO SCHOOLS)
2. City Council (SKIP TO SCHOOLS)
3. Jacksonville Sheriff's Office (SKIP TO SCHOOLS)
4. All three at fault (SKIP TO SCHOOLS)
5. Societal Problems (the criminals) (SKIP TO SCHOOLS)
6. Something else _____ (SKIP TO SCHOOLS)
8. Don't Know (SKIP TO SCHOOLS)
9. Refusal (SKIP TO SCHOOLS)

[IF CRIME = 2]

WORSE. Who is more responsible for crime getting worse in Jacksonville? **[ROTATE ANSWERS]**

1. Mayor Lenny Curry
2. City Council
3. Jacksonville Sheriff's Office
4. All three at fault
5. Societal Problems (the criminals)
6. Something else _____
8. Don't Know
9. Refusal

SCHOOLS. Changing topics, a recent study has shown that Duval County Schools will need upwards of 1 billion dollars to repair or replace buildings that are in need of maintenance. If Duval County were to raise the funds to cover these expenses, would you prefer an increase in: **[ROTATE ANSWERS]**

1. Sales taxes
2. Property taxes
3. Impact fees (fees paid by new developments for the purpose of funding facilities required to serve that development.)
4. Do not increase fees/taxes – reallocate existing resources
5. Something else _____
8. Don't Know
9. Refusal

JEA. This past year, officials discussed the possibility of selling JEA (the city's community owned utility company). In general, do you support or oppose the city selling all or parts of JEA?

1. Support
2. Oppose
8. Don't Know
9. Refusal

MARKET. Thinking about the housing market in Duval County, how concerned are you about the rising cost of housing in your area?

1. Very Concerned
2. Somewhat Concerned
3. Not at all Concerned
8. Don't Know
9. Refusal

BOUGHT. Have you bought or sold a house in the last two years?

1. Yes
2. No (Skip to EXPERT)
8. Don't Know (Skip to EXPERT)
9. Refusal (Skip to EXPERT)

IF BOUGHT = 1

REALTOR. Did you use a realtor when buying or selling your house?

1. Yes
2. No (Skip to EXPERT)
8. Don't Know (Skip to EXPERT)
9. Refusal (Skip to EXPERT)

IF REALTOR = 1

TRUST. Do you agree or disagree that your realtor was trustworthy? [if approve/disapprove, ask:] would you say strongly or somewhat?

1. Strongly Agree
2. Somewhat agree
3. Somewhat disagree
4. Strongly disagree
8. Don't Know
9. Refusal

IF REALTOR = 1

KNOWLEDGE. Do you agree or disagree that your realtor was knowledgeable? [if approve/disapprove, ask:] would you say strongly or somewhat?

1. Strongly Agree
2. Somewhat agree
3. Somewhat disagree
4. Strongly disagree
8. Don't Know
9. Refusal

IF REALTOR = 1

RECOMMEND. Do you agree or disagree that your realtor was worth recommending to a friend? [if approve/disapprove, ask:] would you say strongly or somewhat?

1. Strongly Agree
2. Somewhat agree
3. Somewhat disagree
4. Strongly disagree
8. Don't Know
9. Refusal

EXPERT. Do you agree or disagree that Realtors in general are community experts on the health of the housing market in your area?

1. Strongly Agree
2. Somewhat agree
3. Somewhat disagree
4. Strongly disagree
8. Don't Know
9. Refusal

ENDORSE. If your local Realtor Association vetted and carefully examined candidates for local political office to ensure they were suitable for office, and endorsed a certain candidate for local political office, would you be more or less likely to vote for that candidate, or would it make no difference?

1. More likely
2. Less likely
3. No difference
8. Don't Know
9. Refusal

A few last questions for statistical purposes only.

HOME. Do you own or rent your home?

1. Own
2. Rent
3. Something Else _____
8. Don't Know
9. Refusal

LLCELL. Are we reaching you today on landline or cell phone?

1. Landline
2. Cell phone
8. Don't Know
9. Refusal

EDU. What is the highest grade in school or year of college you have completed?

1. Less than High School degree
2. High School Graduate
3. Some college (2-year degree or less)
4. College Graduate
5. Post Graduate
8. Don't Know
9. Refusal

LANG. What language was this survey completed in? [Interviewer Identify]

1. English
2. Spanish

Thank

Thank you for your time, if you have questions or concerns about this survey, you can contact the main researcher on this project Dr. Michael Binder by calling (904) 620-1205.