
Executive Summary

Amendment 3 gives the Seminole County Chamber Board a decision to make: support it, oppose it or stay neutral. To make an informed decision, the board has rightly called for as much information as possible.

The Chamber conducted this survey to hear directly from members and the broader community before the Board decides whether to support, oppose or remain neutral on Amendment 3. The results are one piece of information for the Board to consider. They are not intended to predict how Seminole County will vote.

A St. Pete Polls survey released Sept. 17 found 45 percent support for Amendment 3, 30 percent opposed and 25 percent undecided among likely Florida voters. Constitutional amendments need 60 percent approval to pass. Gov. Ron DeSantis has continued to support property tax relief, but has said the Legislature's final proposal was not what he originally sought. After the poll was released, he said he did not know whether Amendment 3 would reach 60 percent.

Business organizations are taking different positions. Florida Realtors is actively supporting Amendment 3, citing homeowner relief and the lower assessment cap for non-homestead property. The Florida Economic Development Council, Orlando Economic Partnership, Tampa Bay Chamber and other business and economic-development groups have opposed it.

The survey is intended to give the Board another source of information as it considers the Chamber's position.

Who Responded

The survey was open from Sept. 14-21 and was promoted widely through Seminole County Chamber marketing programs. Three emails went to just under 12,000 recipients each, with a 30 percent open rate and a 2.75 percent click rate average for all emails. The social post generated 10,036 views from 4,733 viewers, along with 1,168 engagements, 169 reactions, 178 comments, 17 shares and 853 clicks. Of those views, 87.5 percent — 8,780 — came from people who do not follow the Seminole County Chamber on Facebook or Instagram. This shows we reached well beyond the Chamber's existing social audience.

The Chamber also spent \$95.60 to boost the post, producing 3,478 in reach, 7,537 impressions and 447 post engagements at 21 cents per engagement. Email, organic social media and the paid boost put the survey in front of far more people than those who ultimately completed it.

Frankly, it was an intentionally long survey. The people who took it are the most engaged in the issue and will be the loudest critics or supporters of any direction the chamber moves.

The Chamber received 220 responses. Among respondents, 96.8 percent said they plan to vote Nov. 3. Nearly four out of five respondents are registered in Seminole County (79.1 percent), 78.2 percent live in Seminole County and 89.5 percent own a homesteaded property. Business owners and executives made up 33.2 percent of all respondents and 62.5 percent of verified-member respondents.

Eighty respondents said their business or employer is a Seminole County Chamber member, about 10 percent of the Chamber's current membership. Forty-nine supplied a member business that could be verified. Separately, we heard from some respondents who were reluctant to provide their company name even though the survey stated that the field would remain anonymous. Because of that, this summary shows the results in three ways: verified members, all 80 self-reported members, and all 220 respondents.

How to Read These Results

This was not a scientific poll, and it should not be read as one. We did not try to match the demographics of Seminole County or the local business community, and you cannot use the results to say that a specific percentage of Seminole County residents hold a particular view. Every percentage in this report describes the people who responded to the survey.

This advocacy and engagement survey was meant to show trends and offer a glimpse into members' and the broader community's views. View the results as the perspective of people who chose to engage on the issue, not as a projection of countywide public opinion.

Key Results from the Survey

The same general trends appear among verified members, all self-reported members and all respondents, with the strongest opinions among verified members. This summary discusses five important questions, but full results and crosstabs for every closed-ended question are in an appendix to this report. A visual interpretation of the results follows on the next page.

Familiarity with Amendment 3: Respondents were already familiar with the issue. Every verified member said they were very or somewhat familiar with Amendment 3. That was also true of 98.8 percent of all self-reported members and 96.8 percent of all respondents.

Economic impact concerns with Amendment 3: Members expressed strong concern about the economic impact. Among verified members, 95.9 percent expect a somewhat or significantly negative impact on Seminole County's economy. That figure was 91.2 percent among all self-reported members and 78.2 percent among all respondents. Only four of the 80 self-reported members expected a positive impact.

Opinions on Amendment 3: When asked more broadly about the proposal, 93.9 percent of verified members selected one of three negative descriptions: 'This is a horrible idea,' 'I want property tax relief, but this is not the solution,' or 'The potential drawbacks outweigh the potential benefits.' The comparable figures were 87.5 percent among all self-reported members and 71.8 percent among all respondents.

Support/Oppositions on Amendment 3: On the direct support-or-oppose question, 89.8 percent of verified members were somewhat or strongly opposed to Amendment 3, including 81.6 percent who were strongly opposed. Opposition was 82.5 percent among all self-reported members and 71.4 percent among all respondents. Support was 8.2 percent among verified members, 10.0 percent among all self-reported members and 24.1 percent among all respondents.

The Chamber's role with Amendment 3: The Chamber's role produced a much closer result. Among verified members, 25 want the Chamber to oppose Amendment 3, and 24 want the Chamber to provide neutral educational information. Among all 80 self-reported members, 41 favor opposition, 36 favor neutral education, two favor support and one wants the Chamber to stay out of the issue. Members were much more unified in their personal opposition to Amendment 3 than in whether the Chamber should formally oppose it.

The survey gives the board two things to weigh: strong opposition to Amendment 3 among respondents, and a nearly even split among verified members over whether the Chamber should oppose the amendment or provide neutral education.

The comments that follow provide more detail on those views. For those who want to dig further into the numbers, the appendix includes the full results and crosstabs for every closed-ended question in the survey.

Key Survey Results

