

# Winnebago County Sales Tax Survey Results

Ending August 18, 2025

This presentation provides a basic analysis of my recent internet survey regarding public sentiment toward a proposed county sales tax in Winnebago County, Wisconsin. While not statistically significant, these findings offer valuable insights into community perspectives.

## **Disclaimer**

This survey was conducted informally for the purpose of gathering general feedback from community members. It does not represent a statistically significant sample in either size or structure, and results should not be interpreted as conclusive or representative of the broader population. This survey was independently created and administered by Bryan Stafford exclusively. It has not been commissioned, funded, reviewed, or endorsed by Winnebago County, any governmental entity, or any other organization.

Bryan Stafford

Winnebago County Board Supervisor, District 10

# Survey Methodology & Parameters

The Winnebago County Sales Tax Survey was conducted through an open-link digital platform accessible to county residents over a 10-day period.

1

Survey Period

August 8, 2025 - August 18, 2025

The survey was accessible for exactly 10 days, giving residents sufficient time to participate while maintaining relevance to current discussions.

2

Distribution Method

Open-link digital survey

The link was distributed through multiple channels including the county website, social media platforms, and community email lists to maximize reach across diverse demographics.

3

Participant Verification

Self-reported county residency

Participants confirmed their status as Winnebago County residents before proceeding with the survey questions.

4

Duplicate Prevention

IP address blocking

Technical measures were implemented to prevent multiple submissions from the same device, enhancing data integrity.

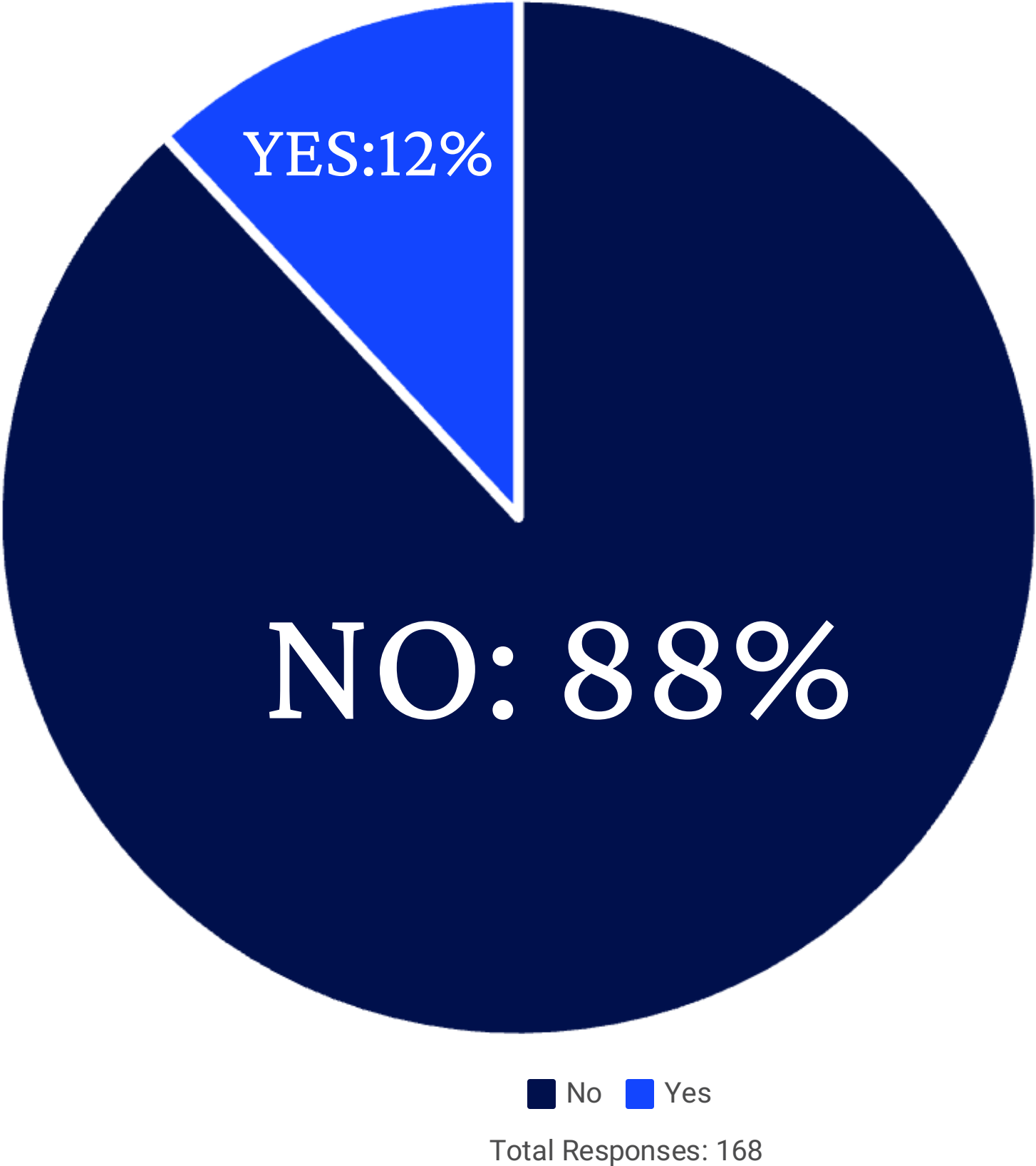
# Survey Results: Overall Response

The survey gathered a total of 168 responses from self-identified Winnebago County residents. While this sample size does not meet statistical significance thresholds for a population of approximately 171,000 residents, it provides preliminary insights into public sentiment regarding the proposed county sales tax.

The results show a strong trend in one direction, with a significant majority of respondents expressing opposition to the implementation of a county sales tax. This clear preference may indicate broader community concerns that merit further investigation through additional research methods.

Key factors that may have influenced participation include:

- Digital accessibility (potential underrepresentation of residents with limited internet access)
- Self-selection bias (participants with stronger opinions may have been more motivated to respond)
- Awareness of the survey's availability
- Timing during the summer month of August when some residents may have been on vacation



# Breakdown of Survey Results

168

Total Responses

Self-identified Winnebago County residents who participated in the online survey during the 10-day period.

148

Opposed to Sales Tax

Number of respondents who indicated they do not support the implementation of a county sales tax in Winnebago County.

20

Support Sales Tax

Number of respondents who indicated they would support the implementation of a county sales tax in Winnebago County.

88%

Opposition Percentage

The percentage of total respondents who expressed opposition to the proposed county sales tax, indicating a strong trend in public sentiment based on this sample.

12%

Support Percentage

The percentage of total respondents who expressed support for the proposed county sales tax, representing a minority viewpoint in this sample.

While these percentages present a clear trend in the data collected, it's important to remember the limitations of the sample size when considering broader county sentiment.

# Breakdown of Survey Results



## 168 Total Responses

Self-identified Winnebago County residents participated in the online survey over 10 days.



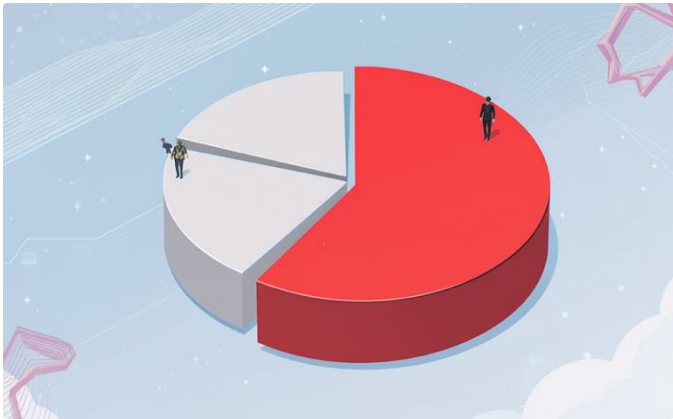
## 148 Opposed to Sales Tax

A significant majority of respondents indicated they do not support the implementation of a county sales tax.



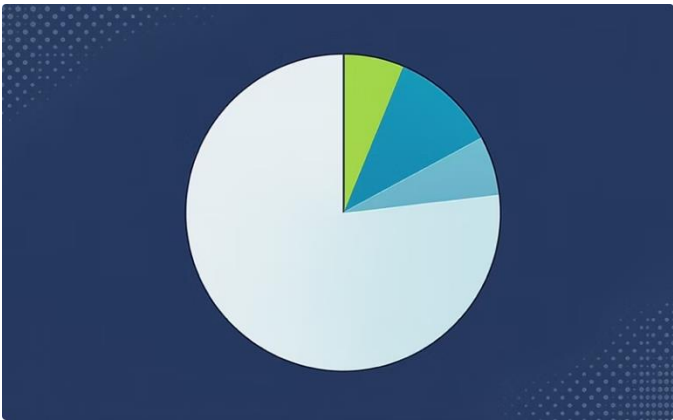
## 20 Support Sales Tax

A smaller segment of respondents expressed support for the proposed county sales tax.



## 88% Opposition Percentage

This indicates a strong trend in public sentiment against the tax based on this sample.



## 12% Support Percentage

This represents a minority viewpoint within the collected survey data.

While these percentages present a clear trend in the data collected, it's important to remember the limitations of the sample size when considering broader county sentiment.

# Statistical Context & Limitations

When interpreting the survey results, several important statistical considerations must be acknowledged:

## Not Statistically Significant

With 168 responses from a county population of approximately 173,000, this sample represents less than 0.1% of residents. For a 95% confidence level with a 5% margin of error, approximately 384 responses would be needed for statistical significance.

Additional limitations to consider:

- **Self-Selection Bias:** Respondents chose to participate and may not represent the broader population. Those with stronger opinions on the issue may have been more motivated to complete the survey.
- **Digital Divide:** Online-only methodology may have excluded residents without reliable internet access or digital literacy, particularly elderly residents and those in lower socioeconomic groups.
- **Verification Limitations:** While IP blocking prevented multiple submissions from the same device, self-reported residency could not be independently verified.
- **Question Framing:** The binary yes/no format did not capture nuanced opinions or the reasons behind respondents' positions.

These factors should be considered when using this data to inform policy discussions.

# Potential Factors Influencing Opposition

While the survey did not collect data on the reasoning behind respondents' positions, several factors may contribute to the strong opposition to a county sales tax in Winnebago County:

## Economic Concerns

Residents may be concerned about increased costs of goods and services, particularly as many households continue to face financial pressures from inflation and economic uncertainty.

## Tax Burden Perception

Residents may perceive their overall tax burden as already high, with Wisconsin ranking among the states with higher property tax rates nationwide.

## Regressivity

Sales taxes are generally considered regressive, placing a proportionally higher burden on lower-income households who spend a greater percentage of their income on taxable goods.

## Transparency Concerns

Some opposition may stem from uncertainty about how additional tax revenue would be allocated and whether it would effectively address county needs.

## Demographic Factors

Winnebago County's demographic composition, including age distribution, income levels, and political leanings, may influence attitudes toward taxation differently than in other Wisconsin counties.