

Topline Survey Results

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|----|---|--|
| Q1 | Do you consider yourself a Democrat, a Republican, or an Independent? | Democrat..... 40% Republican..... 26 Independent..... 35 |
| Q2 | (If Democrat/Republican) Do you consider yourself to be a strong (Democrat/Republican) or a not so strong (Democrat/Republican)? (If Independent/Other) Do you lean more towards the Republican Party or the Democratic Party? | Strong Democrat..... 19% Weak Democrat..... 21 Independent Democrat..... 10 Independent..... 14 Independent Republican..... 11 Weak Republican..... 9 Strong Republican..... 17 |
| Q3 | All in all, do you think things in Arkansas are on the right track, or are things on the wrong track? | Right track..... 48% Wrong track..... 34 Not Sure..... 17 |
| Q4 | What do think is the most important issue facing America? [Volunteered – Open-Ended] | War/Terrorism..... 32% Economy..... 18 Morals/Family Values..... 13 Education..... 12 Health Care..... 6 Medicare/Social Security..... 6 Crime/Drugs..... 5 Jobs..... 2 Children's Issues..... 1 Energy/Oil..... 1 Environment..... * Other..... 2 Not Sure..... 1 |
| Q5 | What do you think is the most important issue facing the state of Arkansas? [Volunteered – Open-Ended] | Education..... 44% Health care..... 11 State budget..... 14 Taxes/Govt spending..... 7 Crime/Drugs..... 7 Morals/Family values..... 5 Environment..... 2 Medicaid..... 1 Child health care..... * Children's issues..... * Other..... 4 Not Sure..... 3 |
| Q6 | Are you a parent? | Yes..... 85% No..... 15 |

Q7 (Asked of Parents Only) Are you a parent of a child under 18? Yes..... 42%
 No..... 58

Q8 (Asked of Parents Only) Which of the following is the biggest daily challenge that you face as a parent?
 Balancing work and family ... 26%
 Moral values 18
 Child safety 15
 Making ends meet..... 14
 Child's future 13
 Child's education 7
 Child day care 5
 Other/DK..... 1

Q9 Other than education, what do you think is the most important issue facing working families and children in Arkansas?
 Living wage/Jobs 24%
 Health care..... 18
 Morals/Family values..... 18
 Economy..... 12
 Drugs/Alcohol 11
 Child care..... 7
 Taxes 6
 Other 2
 Not Sure 3

[Volunteered – Open-Ended]

Q10 I'm going to read a list of issues that people consider when voting for a candidate. After I read each one, please tell me how important a consideration that issue is to you when you vote. Please tell me if the issue is very important, somewhat important, not too important, or not at all important a consideration in your decision to vote for a candidate. [ROTATE]

| Sorted by 'Total Important' | Total Important | Very Important | Somewhat Important | Not Too Important | Not at All Important | (Not Sure) |
|--|-----------------|----------------|--------------------|-------------------|----------------------|------------|
| o Preventing child abuse and neglect..... | 97% | 85% | 12 | 3 | * | * |
| o Crime..... | 97% | 75% | 22 | 2 | 1 | * |
| o Improving the economy and creating jobs..... | 96% | 78% | 17 | 3 | 1 | * |
| o Helping working families..... | 96% | 61% | 34 | 4 | * | * |
| o Fighting Terrorism..... | 95% | 80% | 15 | 4 | 1 | * |
| o Adding a prescription drug plan for seniors to Medicare..... | 94% | 69% | 25 | 5 | 1 | * |
| o Promoting Family Values & Morals..... | 93% | 80% | 13 | 6 | 1 | * |
| o Expanding access to health care for children..... | 93% | 64% | 29 | 6 | 1 | * |
| o Education..... | 92% | 87% | 11 | 2 | 1 | * |
| o Funding children's programs, like Head-Start and child care assistance for working families..... | 92% | 57% | 35 | 7 | 1 | * |
| o Protecting the environment..... | 88% | 49% | 39 | 11 | 1 | * |
| o Expanding after school programs to help keep children out of trouble..... | 85% | 49% | 36 | 13 | 2 | * |
| o Reducing taxes..... | 81% | 46% | 34 | 18 | 1 | * |

| | |
|--|--|
| <p>Q11 How would you rate the condition of children in Arkansas? By that I mean consider the conditions of Arkansas' children from around the state and their access to a good education, nutrition, health care, proper childcare, adult supervision and the opportunity for a good start in life. Would you rate the condition for children in Arkansas as excellent, good, only fair, or poor?</p> | <p>Excellent..... 2%</p> <p>Good 37</p> <p>Only fair 50</p> <p>Poor 11</p> <p>(Don't Know) *</p> <p>Total Excellent/Good 38%</p> <p>Total Only Fair/Poor 61</p> |
| <p>Q12 Over the past 5 years or so, would say that the conditions of children in Arkansas have improved, deteriorated, or stayed about the same?</p> | <p>Improved..... 32%</p> <p>Deteriorated 18</p> <p>Same..... 48</p> <p>(Don't Know) 2</p> |
| <p>Q13 Generally, how familiar are you with a candidate's position on specific children's issues like government funding for pre-school, child care, health insurance for children of low-income working families, and programs to prevent child abuse and neglect?</p> | <p>Very Familiar 8%</p> <p>Somewhat Familiar 36</p> <p>Not Too Familiar 38</p> <p>Not at All Familiar 4</p> <p>(Don't Know) 14</p> <p>Total Familiar 44%</p> <p>Total Not Familiar/DK 56</p> |

Q14 Now, here's a list of specific children's issues. Please tell me if the candidates position on these specific issues are very important, somewhat important, not too important, or not at all important a consideration in your decision to vote for a candidate. [ROTATE]

| Sorted by 'Total Important' | Total Important | Very Important | Somewhat Important | Not Too Important | Not at All Important | (Not Sure) |
|--|------------------------|-----------------------|---------------------------|--------------------------|-----------------------------|-------------------|
| o Providing programs to protect children from neglect and physical and sexual abuse..... | 97% | 82% | 15 | 3 | 1 | * |
| o Reducing the number of child deaths caused by preventable disease, accidents, neglect and abuse..... | 96% | 79% | 17 | 3 | 1 | * |
| o Providing health care coverage for all children | 90% | 69% | 21 | 9 | 1 | * |
| o Providing after-school programs to keep children out of trouble..... | 86% | 46% | 41 | 12 | 1 | * |
| o Assisting working families with child care | 87% | 43% | 44 | 11 | 1 | 1 |
| o Providing early childhood education programs for children under five | 86% | 42% | 44 | 12 | 2 | * |

Q15 Now, I'm going to read two brief descriptions of different approaches to assisting Arkansas' children and working families. After I read each, Please tell me which approach you favor:

- Some people believe the best way to help Arkansas' children and working families is to keep taxes as low as possible so that parents can spend their own hard earned money on their own children. They believe that charitable and faith based organizations, not government, should take the lead in assisting children and low-income working families.
- Other people believe that, while charitable and faith based organizations need to play a role, they also believe that government should help working families succeed by providing access to quality child health care, pre school education, and after school programs as well as protect innocent children from abuse and neglect.

If you had to choose, which approach do you favor, the first or second? **(if choice)** Do you strongly or only somewhat agree with that approach?

| | |
|-----------------------------------|-----|
| Less Government – Strong..... | 22% |
| Less Government – Somewhat..... | 18 |
| Active Government – Somewhat..... | 23 |
| Active Government – Strong..... | 30 |
| (Don't Know)..... | 7 |
| | |
| Total Less Government | 40% |
| Total Active Government | 53 |

Q16 Now I'm going to read you some statements about the **specific** conditions facing children and families in Arkansas. For each one, I want you to tell me how important a candidate's position on that issue would be when you're deciding whom to vote for. **(Read Item)** How important would a candidate's specific position on that issue be when deciding who to vote for - very important, somewhat important, not too important, or not important at all? **[ROTATE]**

| Sorted by 'Total Important' | Total Important | Very Important | Somewhat Important | Not Too Important | Not at All Important | (Not Sure) |
|--|------------------------|-----------------------|---------------------------|--------------------------|-----------------------------|-------------------|
| o Prevent child abuse and neglect. There were more than 40,000 reported cases of child abuse and neglect in Arkansas last year. | 97% | 82% | 15 | 2 | * | * |
| o Increasing access to health insurance. More than 135,000 Arkansas children, or one-in-5, have no health insurance coverage. | 96% | 74% | 21 | 4 | * | * |
| o Reduce infant and child death rates. Everyday two infants, young children, or teenagers in Arkansas die from disease, preventable accidents, suicide, neglect and abuse. | 94% | 74% | 20 | 5 | 1 | * |
| o Reduce the number of children living in poverty. Nearly 200,000 Arkansas children, or one-in-four, live in poverty, most are children working parent who earnings are at or below the poverty line. | 93% | 70% | 23 | 6 | * | * |
| o Reducing the dropout rate. More than twenty thousand (20,000) Arkansas teens dropout of high school, a rate that is thirty-percent higher than the national average. | 89% | 64% | 24 | 10 | 1 | * |
| o Increase access to after school programs. More than 350,000 Arkansas children live in households with both parents working. Many of these working parents struggle to provide proper supervision in the after-school hours. | 84% | 48% | 36 | 14 | 1 | 1 |
| o Increase access to quality pre-school and childcare. One hundred-twenty thousands (120,000) or two-out-of-every-three Arkansas children under 5 have a mother who works and are in need of quality child care. | 83% | 57% | 26 | 15 | 1 | * |

Q16 Now I'm going to read you some statements about the **specific** conditions facing children and families in Arkansas. For each one, I want you to tell me how important a candidate's position on that issue would be when you're deciding whom to vote for. **(Read Item)** How important would a candidate's specific position on that issue be when deciding who to vote for - very important, somewhat important, not too important, or not important at all? [ROTATE]

| Sorted by 'Total Government Role' | Total Role | Major Role | Minor Role | No Role At All | (Don't Know) |
|--|------------|------------|------------|----------------|--------------|
| o Prevent child abuse and neglect. There were more than 40,000 reported cases of child abuse and neglect in Arkansas last year. | 98% | 78% | 20 | 1 | * |
| o Increasing access to health insurance. More than 95,000 Arkansas children, or one-in-7, have no health insurance coverage. | 91% | 68% | 23 | 8 | 1 |
| o Reduce infant and child death rates. Everyday two infants, young children, or teenagers in Arkansas die from disease, preventable accidents, suicide, neglect and abuse. | 91% | 59% | 32 | 9 | 1 |
| o Reduce the number of children living in poverty. Nearly 200,000 Arkansas children, or one-in-four, live in poverty, most are children working parent who earnings are at or below the poverty line. | 93% | 63% | 30 | 7 | * |
| o Reducing the dropout rate. More than twenty thousand (20,000) Arkansas teens dropout of high school, a rate that is thirty-percent higher that the national average. | 90% | 46% | 44 | 9 | 1 |
| o Increase access to quality pre-school and childcare. One hundred-twenty thousands (120,000) or two-out-of-every-three Arkansas children under 5 have a mother who works and are in need of quality child care. | 88% | 47% | 42 | 11 | 1 |
| o Increase access to after school programs. More than 350,000 Arkansas children live in households with both parents working. Many of these working parents struggle to provide proper supervision in the after-school hours. | 85% | 35% | 50 | 13 | 1 |

Q17 How would you rate the condition of children in Arkansas? By that I mean consider the conditions of Arkansas' children from around the state and their access to a good education, nutrition, health care, proper childcare, adult supervision and the opportunity for a good start in life. Would you rate the condition for children in Arkansas as excellent, good, only fair, or poor?

| | First Choice | Total Choice |
|---|--------------|--------------|
| o Reduce the more than 40,000 annual reported cases of child abuse and neglect. | 25% | 50% |
| o Expand access to health care for the more than 95,000 Arkansas children whose parent can not afford to pay for health insurance. | 23 | 42 |
| o Increase the minimum wage so low-income parents can better provide for the more than 200,000 Arkansas children living in families of the working poor. | 17 | 29 |
| o Reduce the number of the more than 20,000 Arkansas teenage high school dropouts. ... | 12 | 24 |
| o Reduce the more than 700 infant, young children, and teenage deaths caused each year in Arkansas from disease, preventable accidents, suicide, neglect and abuse. | 10 | 23 |
| o Expand childcare access to low- and moderate-income families to benefit the more than 120,000 Arkansas children under 5 with working parents. | 8 | 17 |
| o Expand effective after-school programs to for the more than 350,000 Arkansas children who are left unsupervised during after-school hours. These programs keep kids out of trouble and improve their school grades and behavior. | 6 | 15 |

Q18 Now I'm going to read a list of statements and please tell me if you agree or disagree with each. The first is [ROTATE]

| | Total Agree | Strongly Agree | Somewhat Agree | Somewhat Disagree | Strongly Agree | (DK/ Refused) |
|--|-------------|----------------|----------------|-------------------|----------------|---------------|
| Sorted by 'Total Agree' | | | | | | |
| o I would support reduced tax cuts for programs to reduce child abuse and neglect. | 73% | 45% | 29 | 17 | 9 | 1 |
| o I would support reduced tax cuts to provide needed health care for children of low-income working parents. | 68% | 33% | 34 | 20 | 11 | 1 |
| o I would support reduced tax cuts to expand childcare access to working low- and moderate income working families. | 67% | 30% | 37 | 18 | 15 | * |
| o I would support reduced tax cuts to provide after school programs for at risk youths. | 61% | 32% | 29 | 23 | 16 | * |
| o Compared to the rest of the country, the health, education and wellbeing of Arkansas' children ranks near the bottom. Improving the health, education and wellbeing of Arkansas children should be the highest priority of our elected officials. | 86% | 55% | 31 | 12 | 1 | * |
| o (If Parent) Since I became a parent, the issues I care about have changed. | 81% | 54% | 27 | 13 | 5 | 1 |
| o (If Parent) I don't think public officials care much about what parents like me think. | 66% | 38% | 27 | 21 | 13 | 1 |
| o Groups that bring attention to the conditions of children in Arkansas are just a bunch of out-of-state liberals looking to exploit children for their own political purposes. | 40% | 12% | 28 | 32 | 26 | 2 |

Q19 For each of the following people or groups, please tell me how much you would trust their opinion on issues facing children and families? (Read Item) How much would you trust their opinion on issues facing children and families – a great deal, a fair amount, not too much, or not at all? [ROTATE]

| Sorted by 'Total Agree' | <u>Great Deal/ Fair Amount</u> | <u>A Great Deal</u> | <u>A Fair Amount</u> | <u>Not too Much</u> | <u>Not at All</u> | <u>(Don't Know)</u> |
|--|------------------------------------|-------------------------|--------------------------|-------------------------|-----------------------|-------------------------|
| o A Local Doctor | 88 | 43 | 45 | 5 | 3 | 4 |
| o A Local Teacher | 82 | 39 | 43 | 6 | 5 | 7 |
| o A Local Nurse | 82 | 38 | 43 | 5 | 6 | 7 |
| o The Arkansas Chapter of the American Academy of Pediatrics..... | 81 | 43 | 38 | 8 | 2 | 8 |
| o A Local Minister..... | 80 | 40 | 40 | 8 | 7 | 5 |
| o The Arkansas Parent Teacher's Association... | 77 | 39 | 37 | 10 | 7 | 6 |
| o Arkansas Nurses Association..... | 76 | 39 | 37 | 8 | 6 | 10 |
| o A Policeman..... | 76 | 35 | 42 | 6 | 10 | 7 |
| o The Arkansas Education Association..... | 67 | 33 | 34 | 15 | 10 | 7 |
| o Arkansas Advocates for Children and Families..... | 63 | 26 | 37 | 16 | 4 | 17 |
| o The Christian Coalition..... | 62 | 29 | 33 | 14 | 14 | 9 |
| o A Local Librarian..... | 62 | 27 | 35 | 11 | 16 | 11 |
| o The Southern Baptist Convention..... | 60 | 29 | 31 | 14 | 15 | 10 |
| o A non partisan organization advocating on behalf of children..... | 59 | 22 | 37 | 18 | 10 | 12 |
| o The Chamber of Commerce..... | 50 | 18 | 32 | 22 | 19 | 9 |

Thank you for taking the time to do this survey and have a great evening.