



**GILMORE
STRATEGY
GROUP**



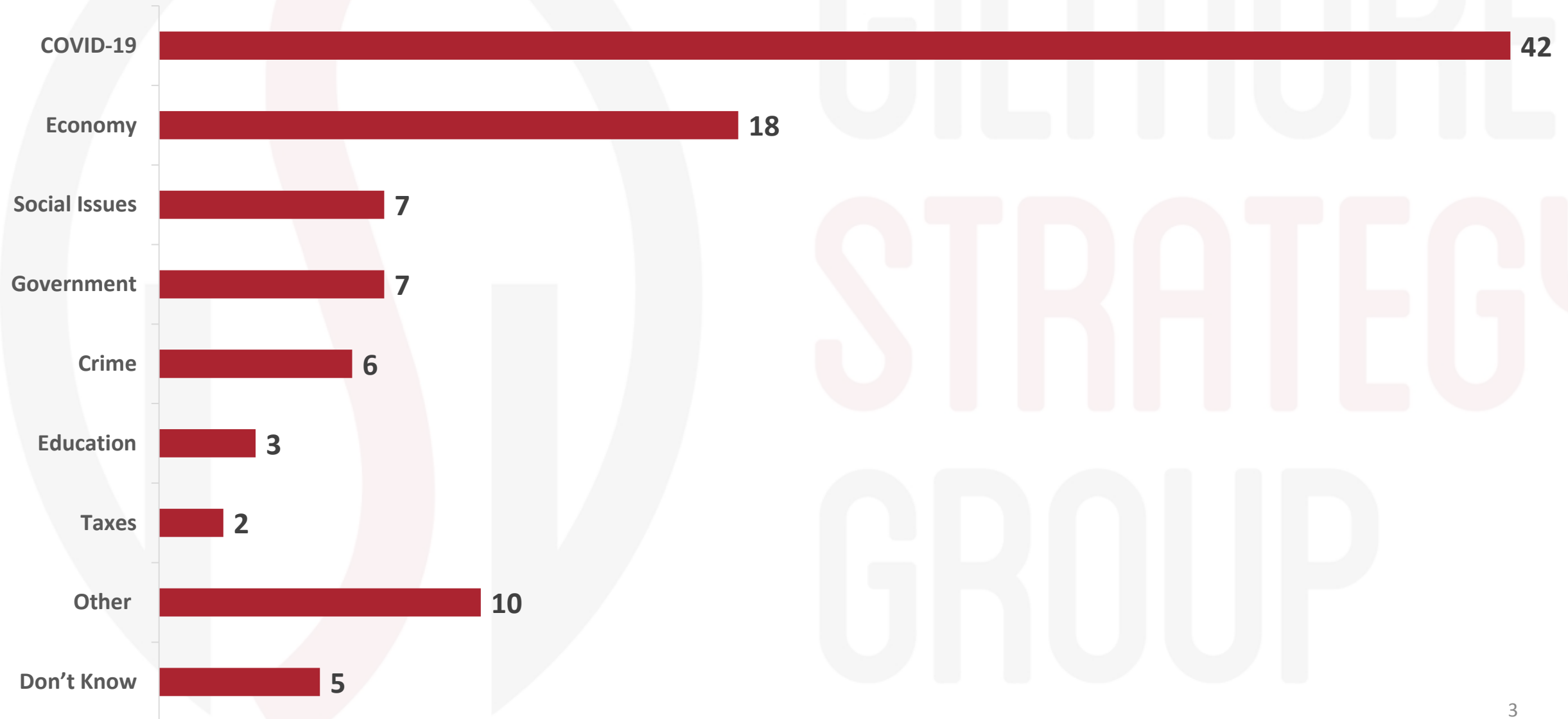
Arkansas Adult Survey

June 29-30, 2020

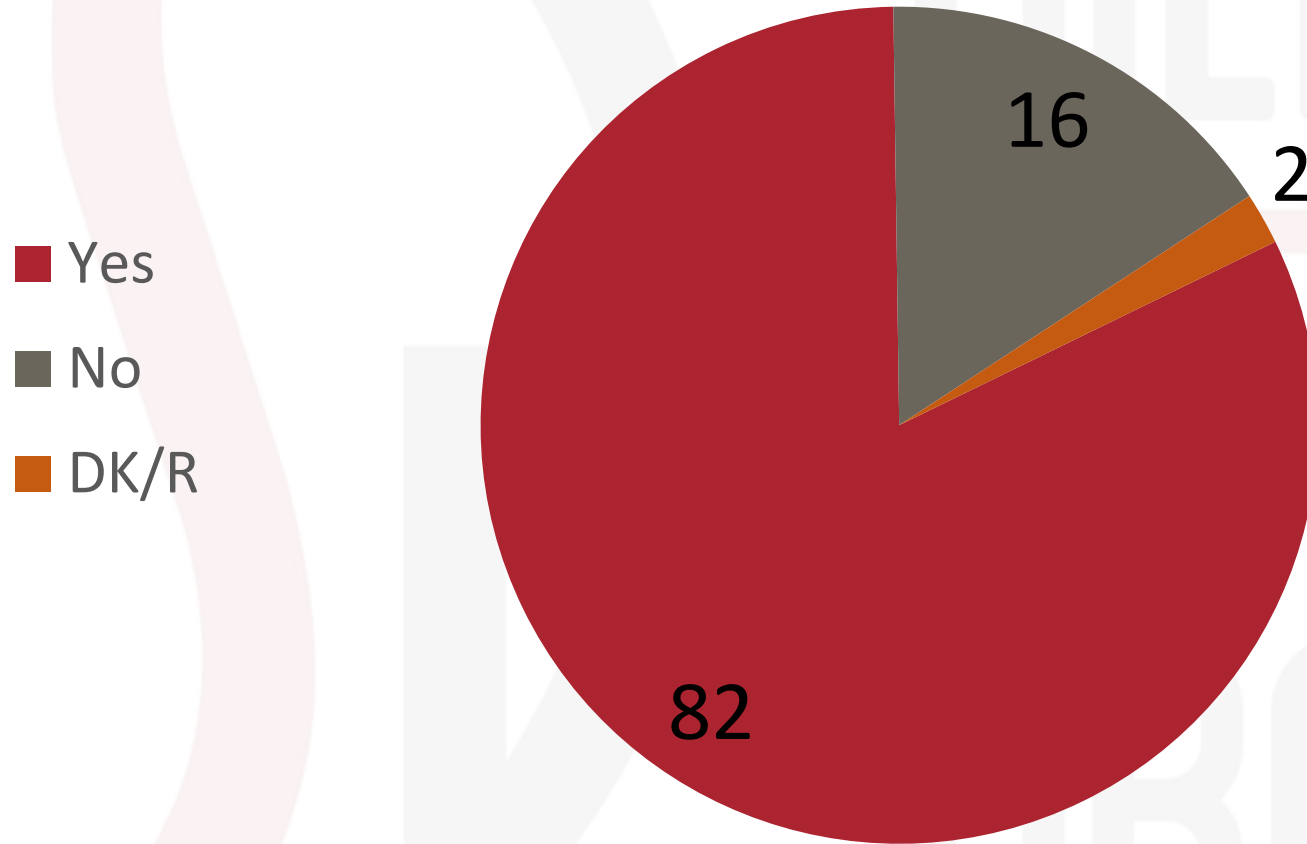
Methodology

The following statewide survey was conducted by Gilmore Strategy Group within Arkansas. Live telephone interviews were conducted June 29-30, 2020. This survey consists of 600 adult (age 18+) interviews (48% landline and 52% cell phone) and was stratified by county to reflect 2019 census estimates. The margin of error for this survey is $\pm 4.00\%$.

In your opinion, what is the most important issue facing Arkansas?



Do you wear personal protective equipment like a mask in public places?



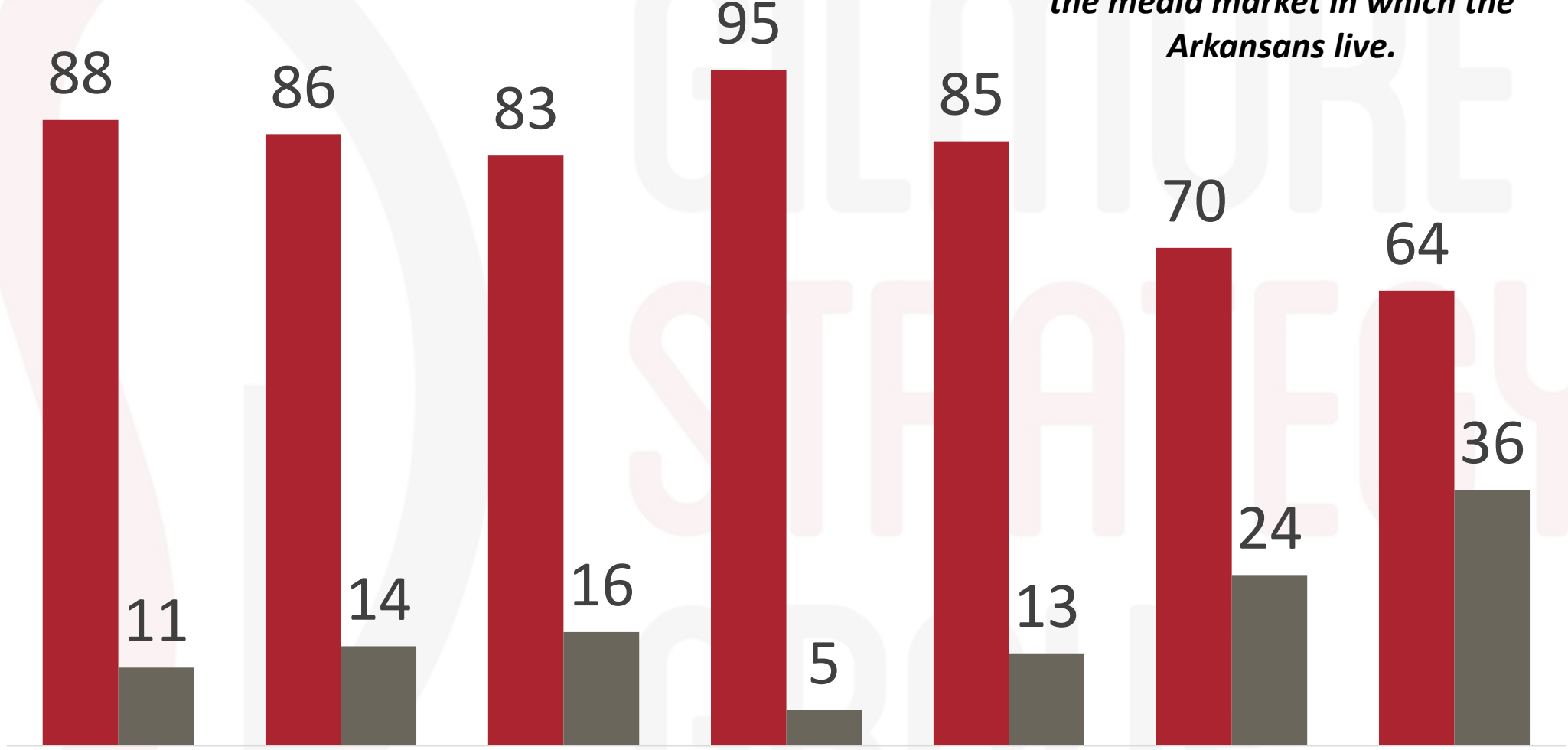
Please keep in mind, the reference to personal protective equipment could be interpreted by Arkansans to include things like gloves or hand sanitizer.

Mask / PPE

Area - DMA

Please keep in mind, only Arkansans were interviewed. These labels reflect the media market in which the Arkansans live.

■ Yes ■ No



NWA

Jonesboro

Little Rock

Pulaski Co.

Memphis

Shreveport

Springfield

29%

9%

42%

12%

6%

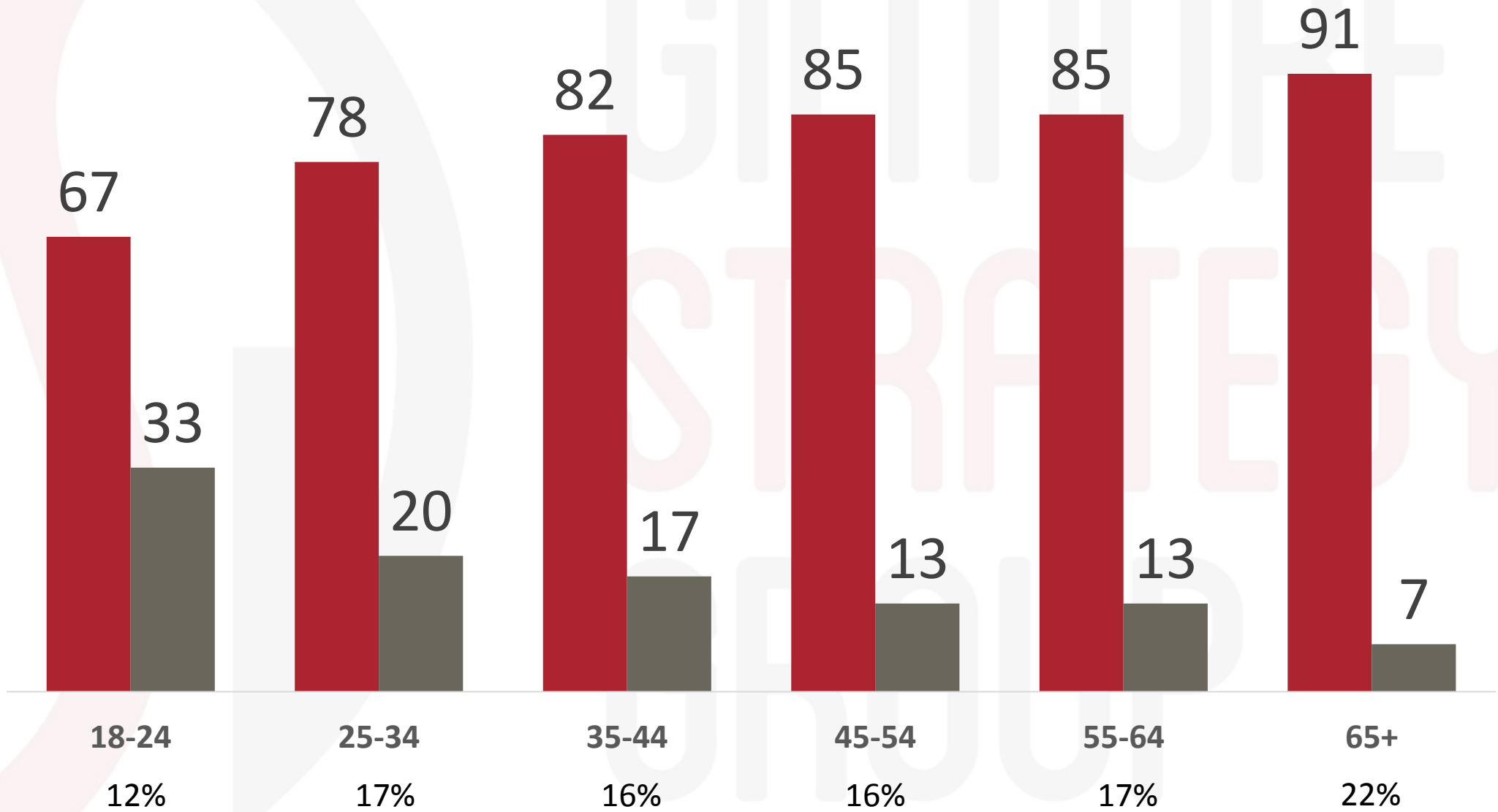
9%

5%

Mask / PPE

Age

Yes No



18-24

25-34

35-44

45-54

55-64

65+

12%

17%

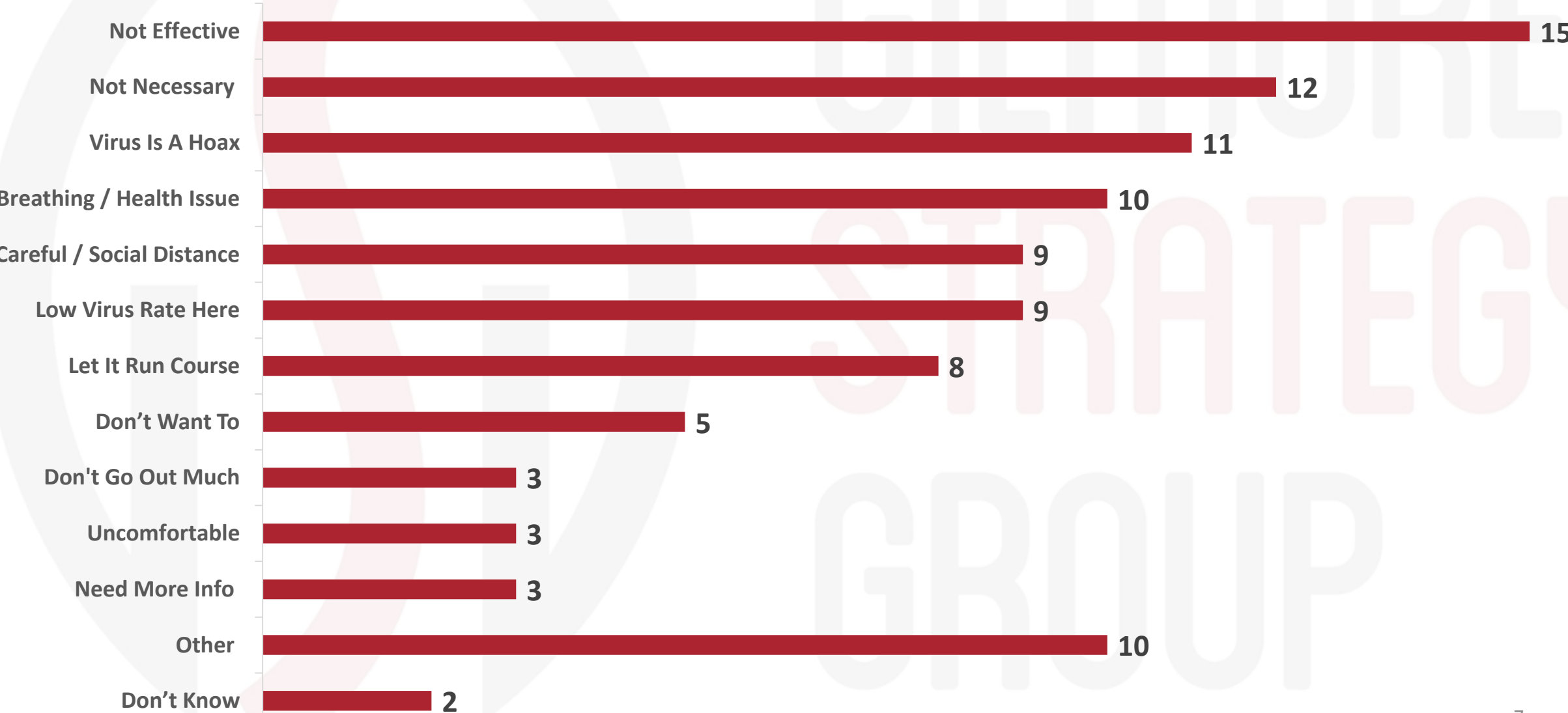
16%

16%

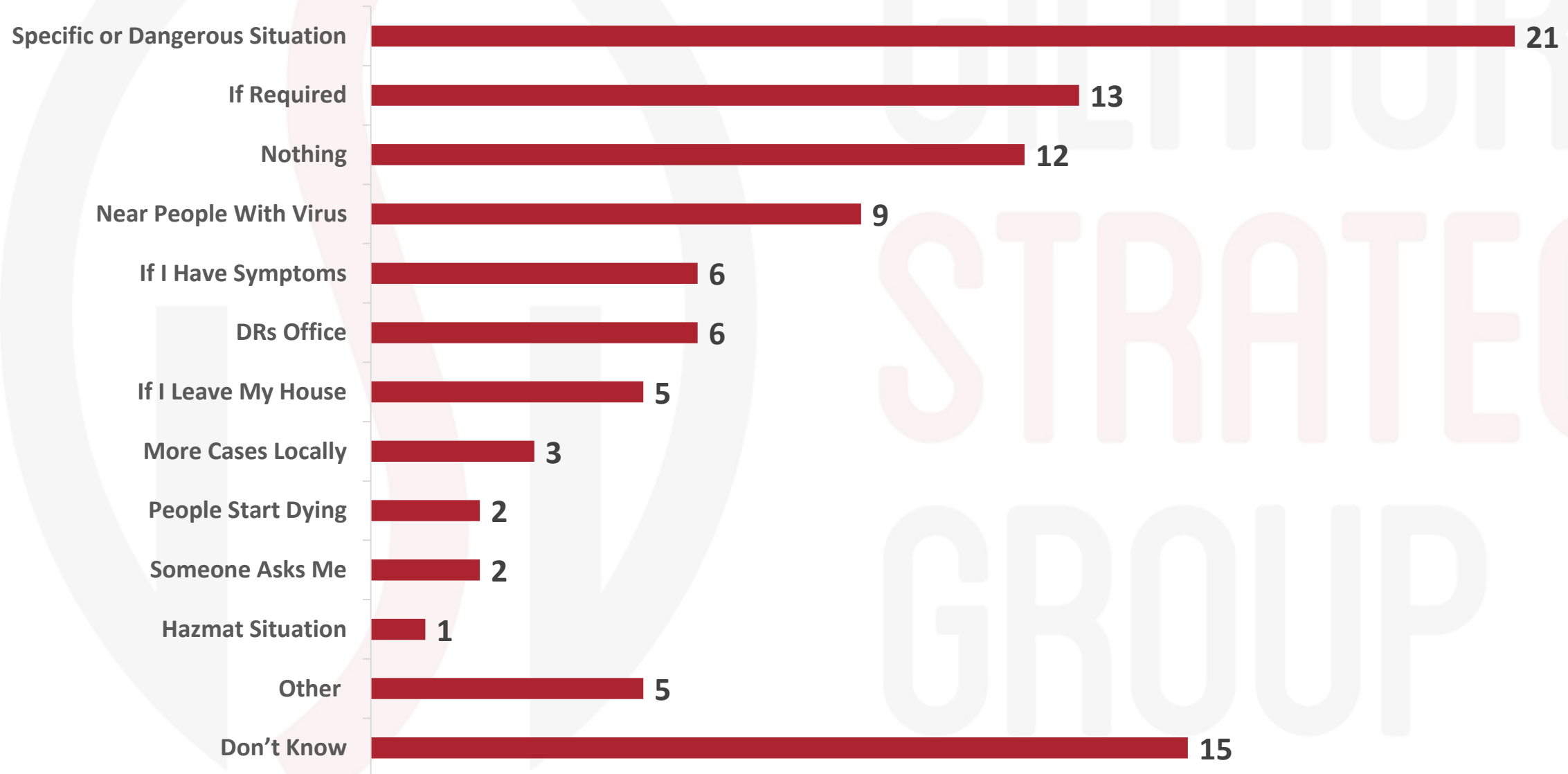
17%

22%

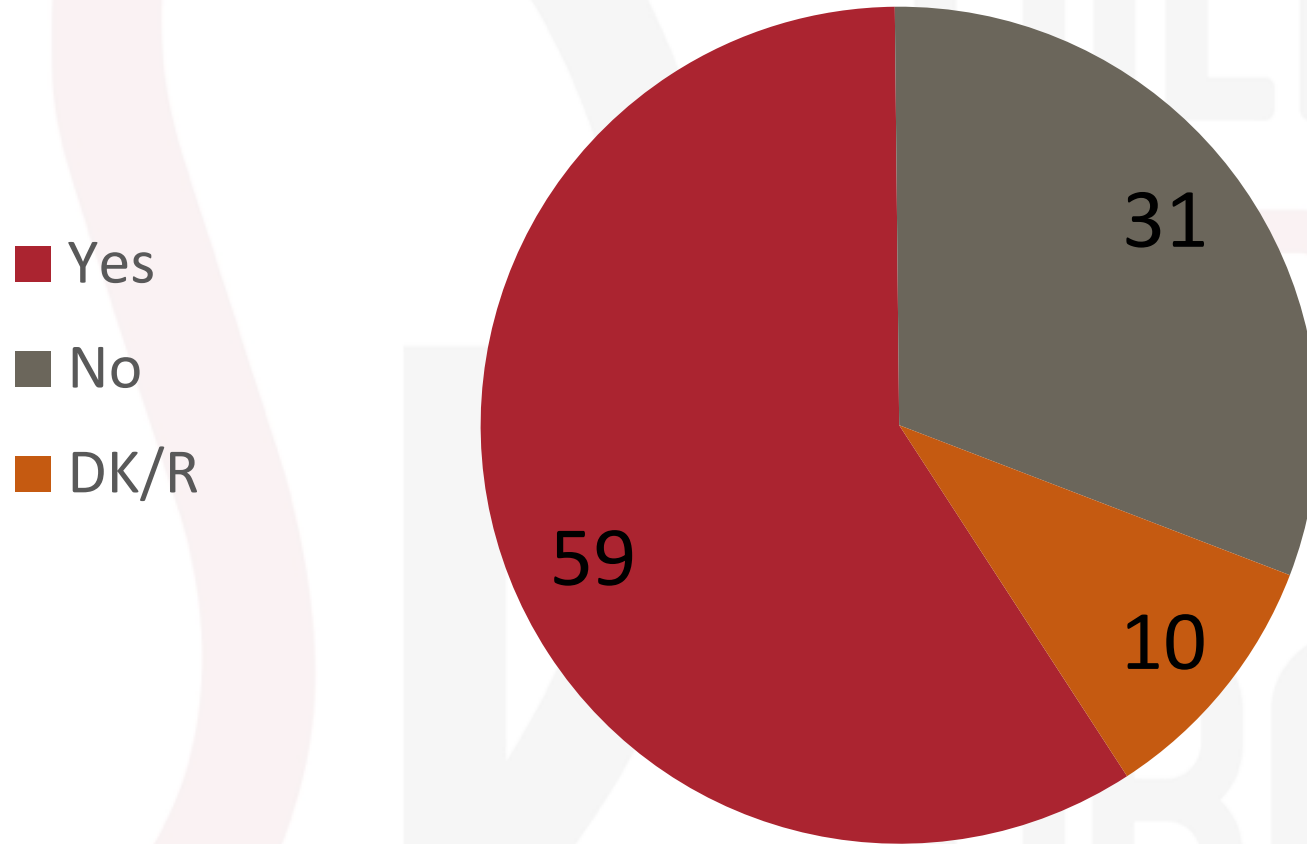
***If No (16%):* Being as specific as possible, why do you not wear a mask?**



***If No (16%):* Being as specific as possible, what situation or circumstance would make you more likely to wear a mask?**



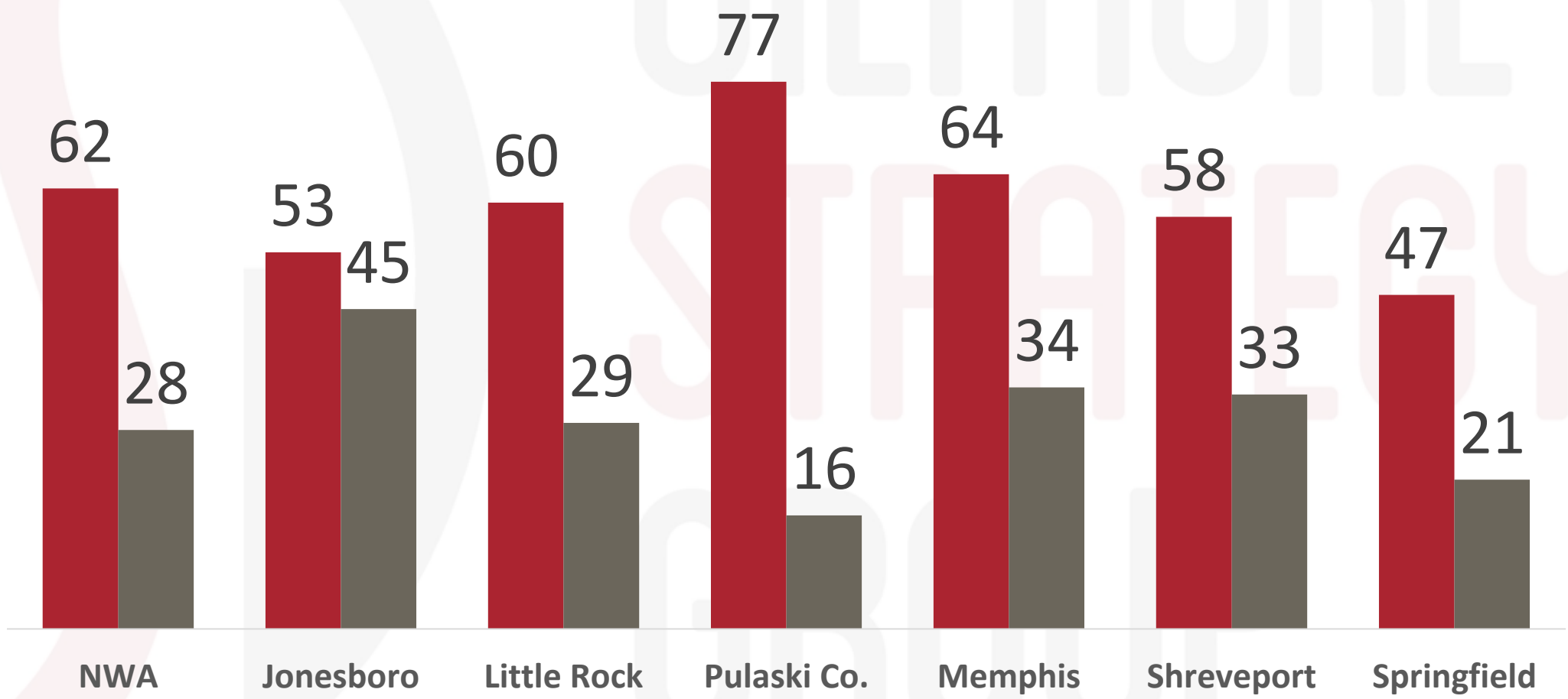
If schools do reopen this fall, do you think kids should be required to wear face masks at school?



Kids Wear Mask

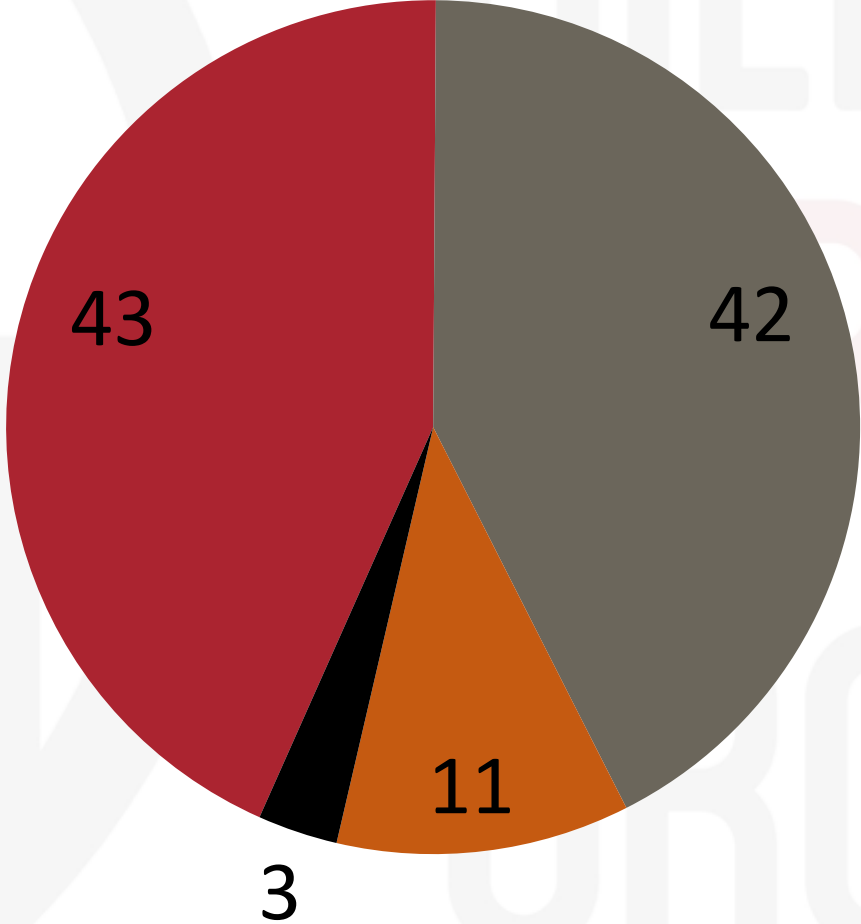
Area - DMA

Yes No



As you may know, COVID-19 cases in Arkansas have increased daily over the month of June. Hospitalizations have continued to increase, as well as the number of deaths related to COVID-19. Despite those numbers, Governor Asa Hutchinson made the decision to move the state into Phase 2 of economic reopening, which allows all businesses, including restaurants and bars, to operate at two-thirds capacity. Do you believe the Governor moved...?

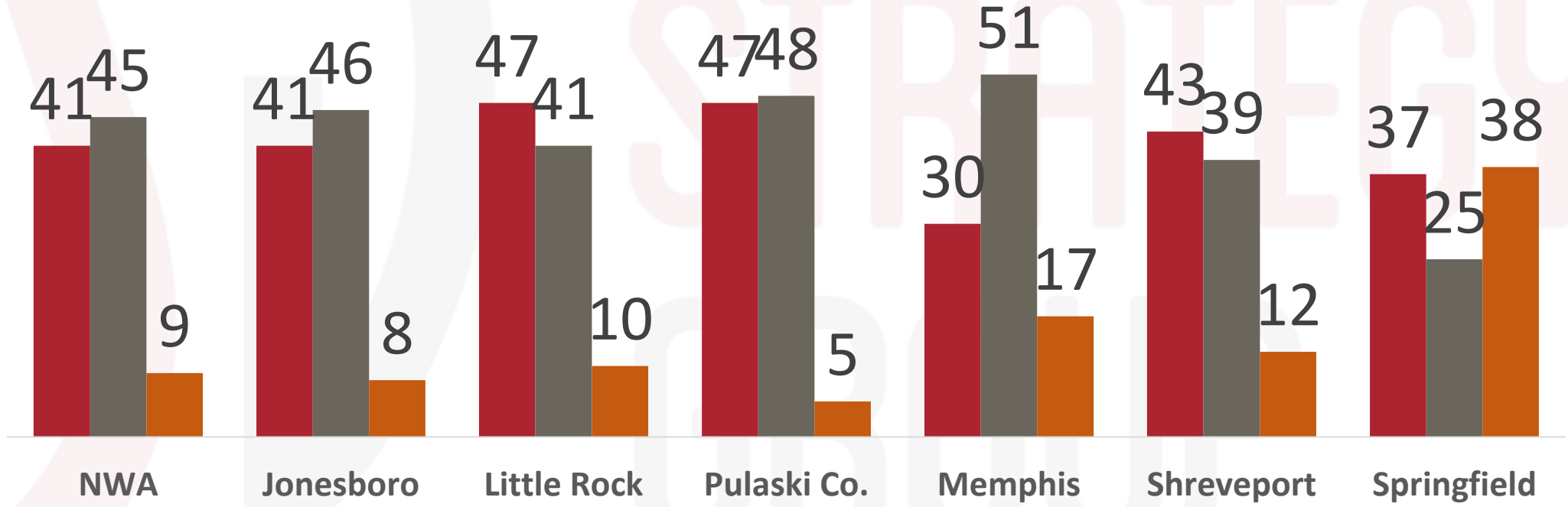
- Too Quickly
- About The Right Speed
- Too Slowly
- DK/R



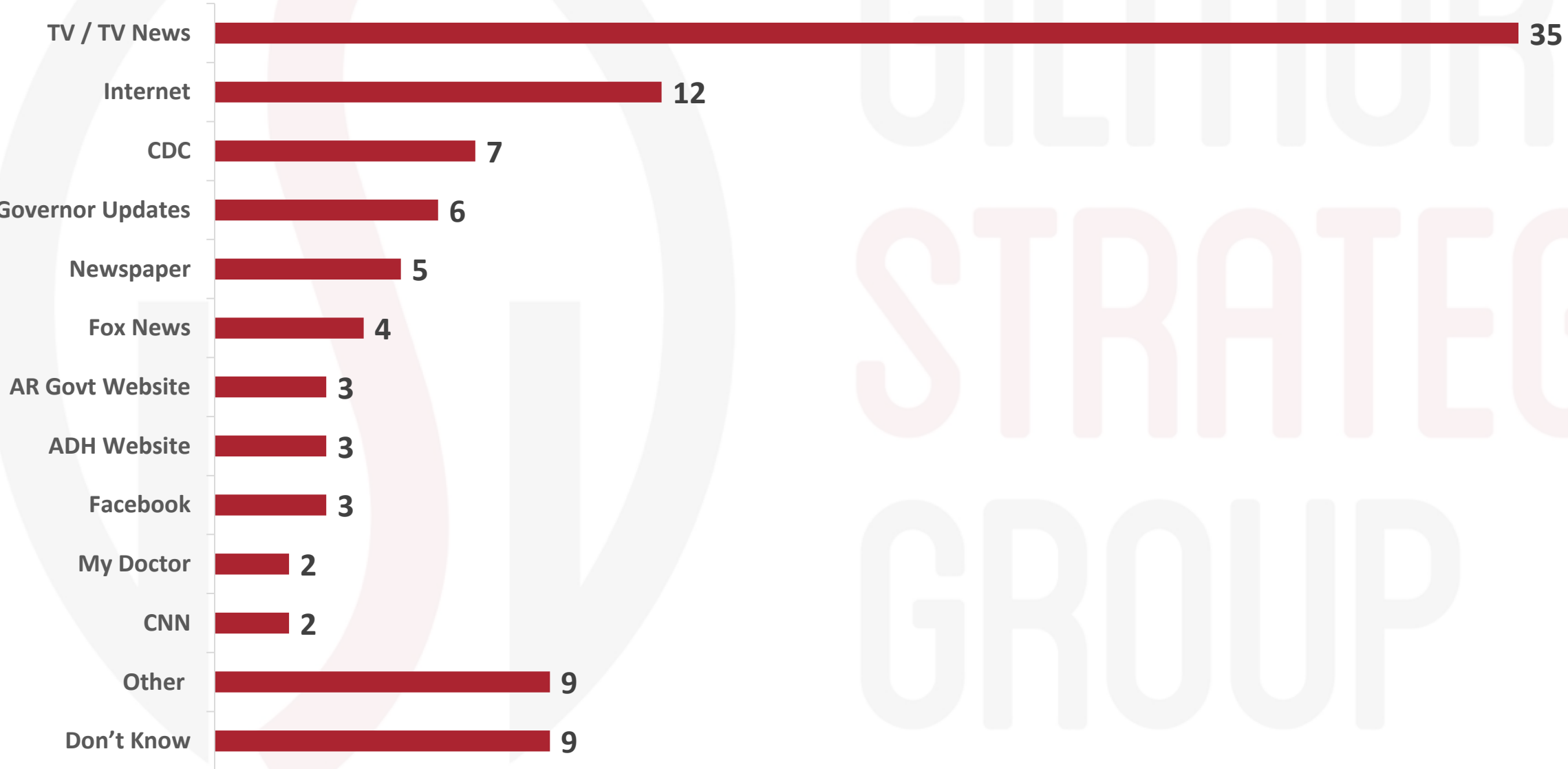
State Reopening

Area - DMA

■ Too Quickly ■ About The Right Speed ■ Too Slowly



What sources have you used to obtain information about COVID-19, measures, directives and guidelines?

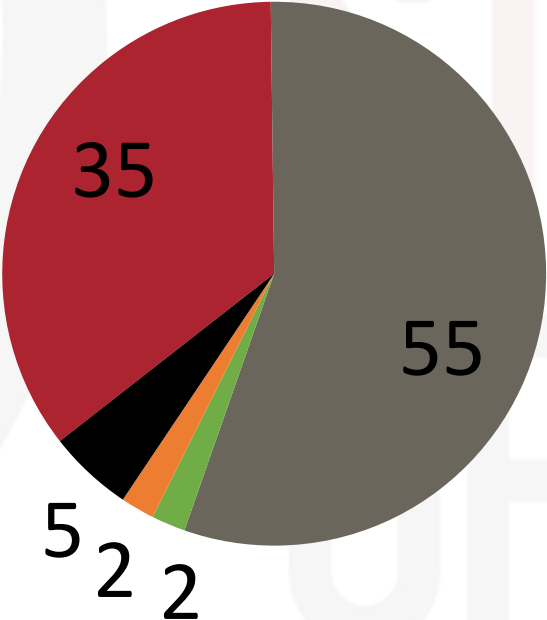


Now thinking about the COVID-19 pandemic in Arkansas, please tell me which of the following comes closest to your own opinion?

Some people say we should have statewide directives on health and closings of businesses and schools because this is a statewide issue and it impacts all Arkansans.

Other people say we should have a regional or local approach to directives on health and closings of businesses and schools that focus on the areas of the state where the cases of COVID-19 are the most concentrated.

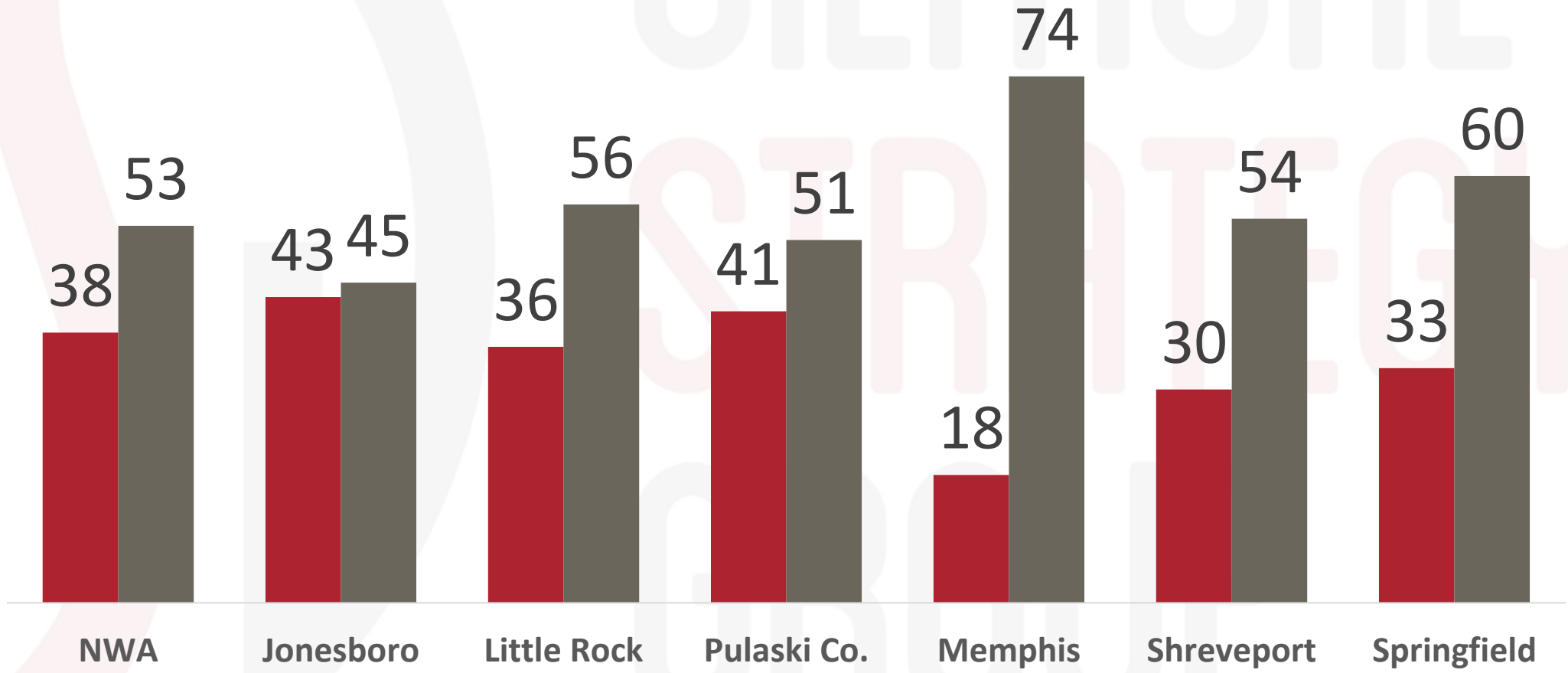
- Statewide
- Regional
- Both
- Other
- Don't Know/Refused



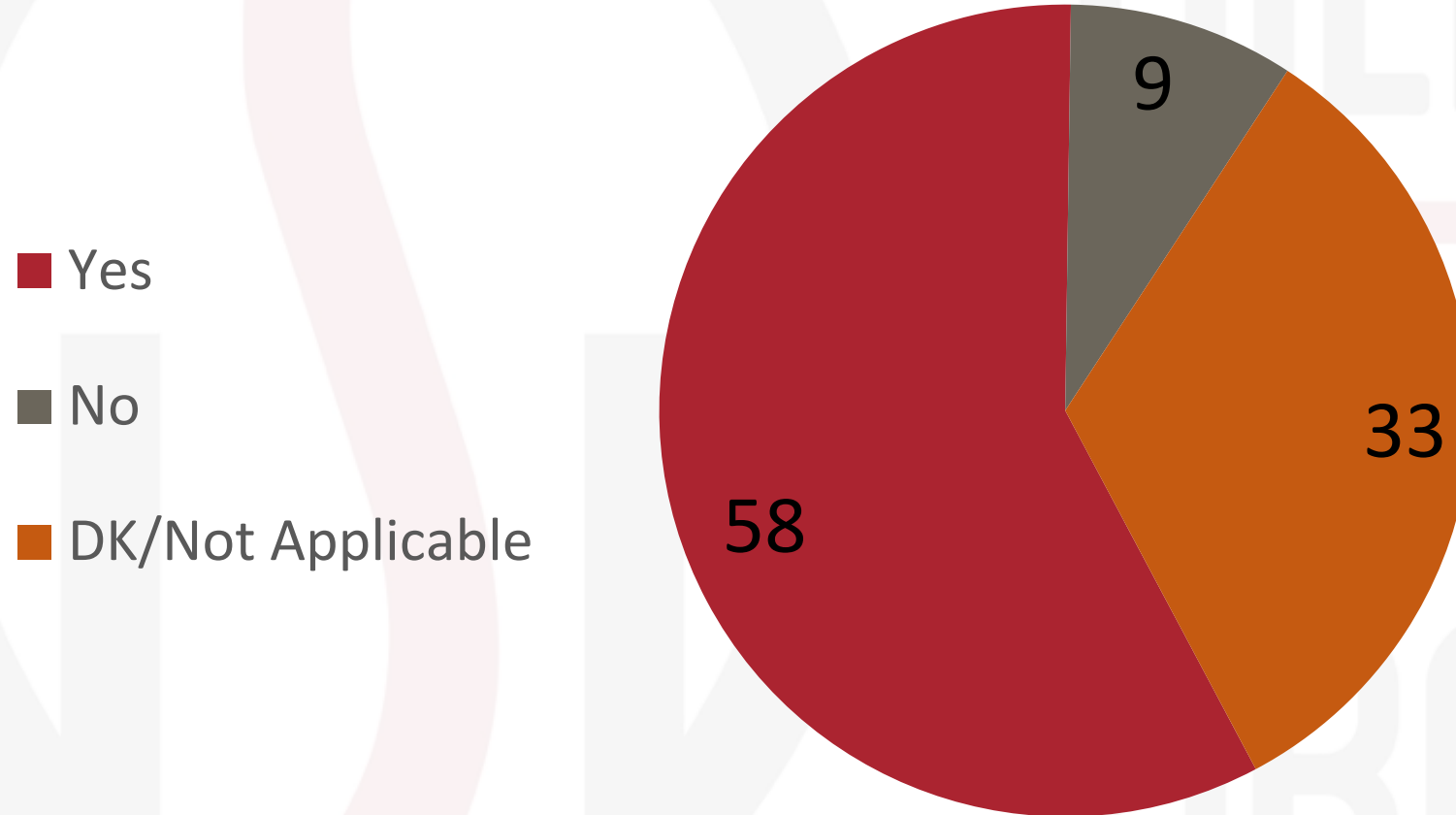
Directives

Area – DMA

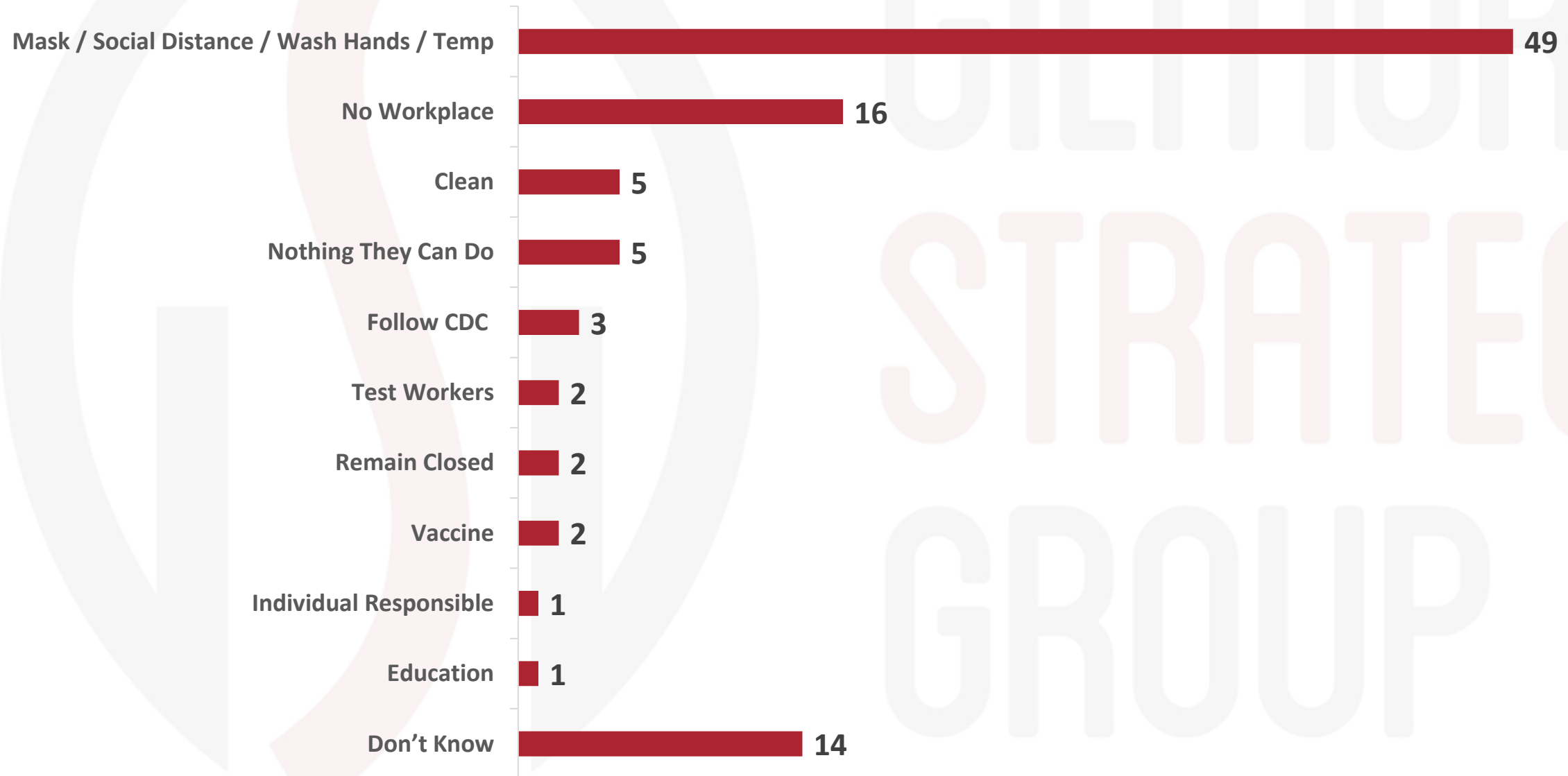
■ Statewide ■ Regional



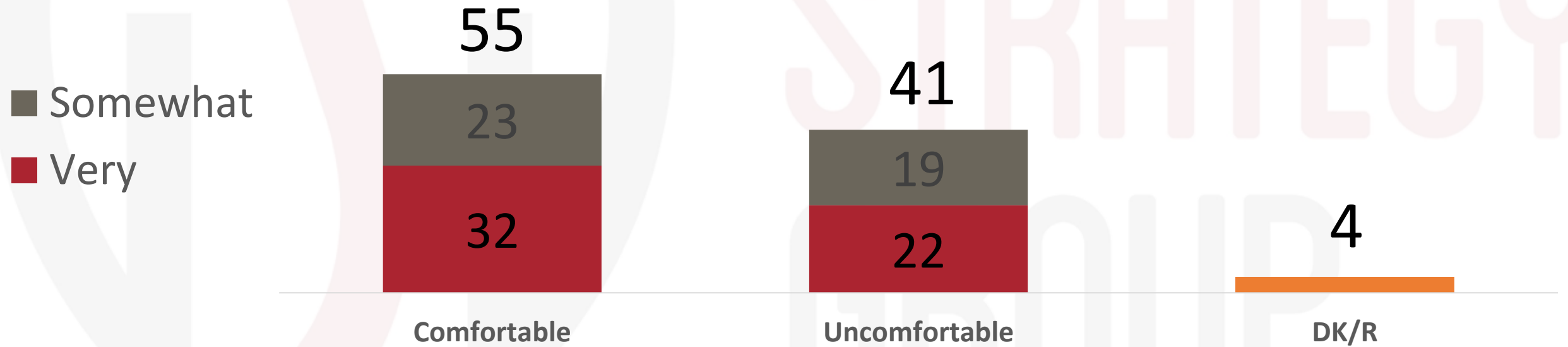
If you work outside of your home, do you feel your workplace is following proper protocols and guidelines in response to COVID-19?



If No (9%): What steps could your workplace take to make you feel safer?



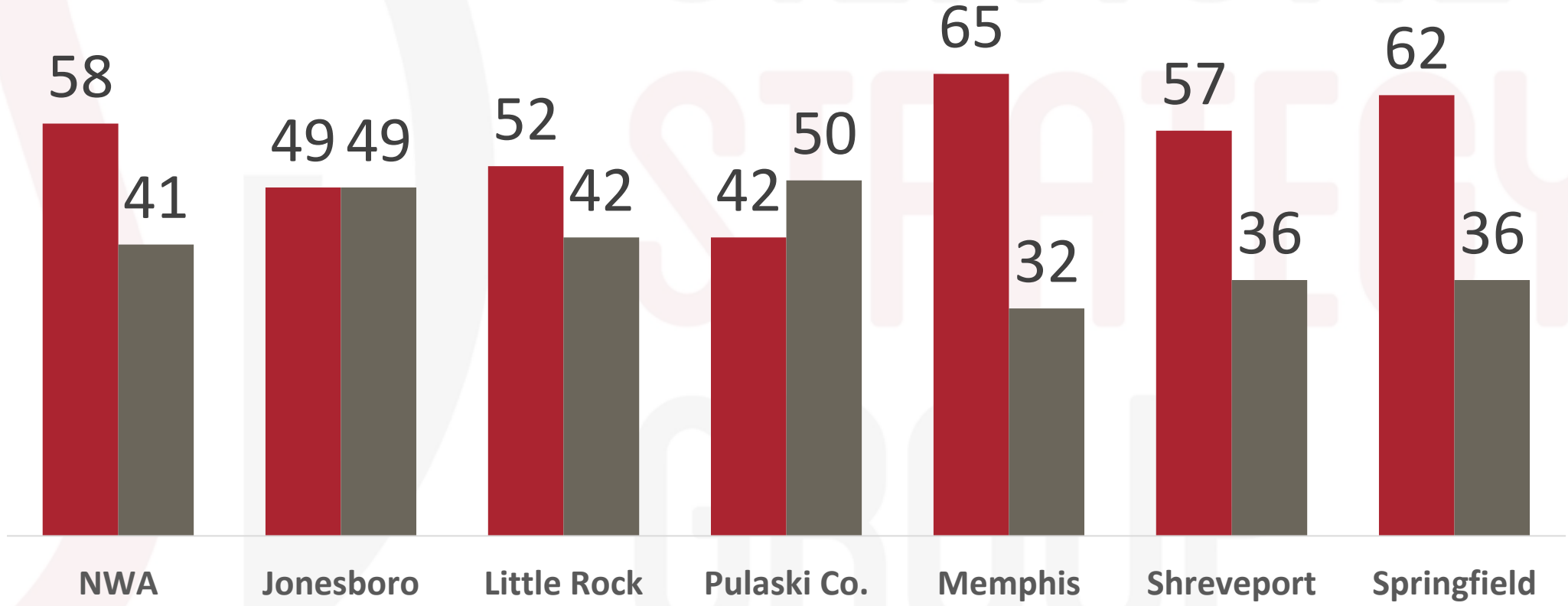
Compared to pre-COVID-19, how comfortable are you doing in-person activities like going to the grocery store, getting a haircut, going to a gym, going out to eat or going to church?



Activity Comfortable

Area - DMA

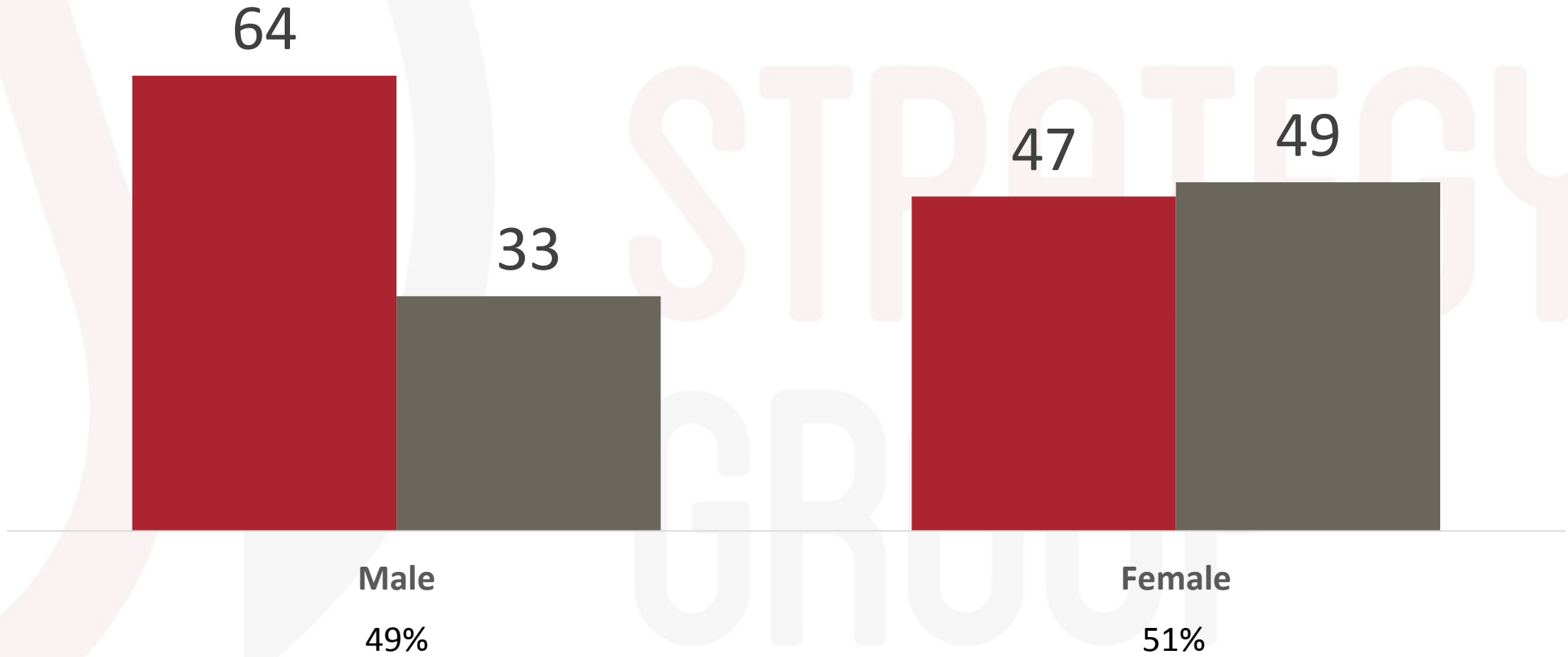
■ Comfortable ■ Uncomfortable



Activity Comfortable

Gender

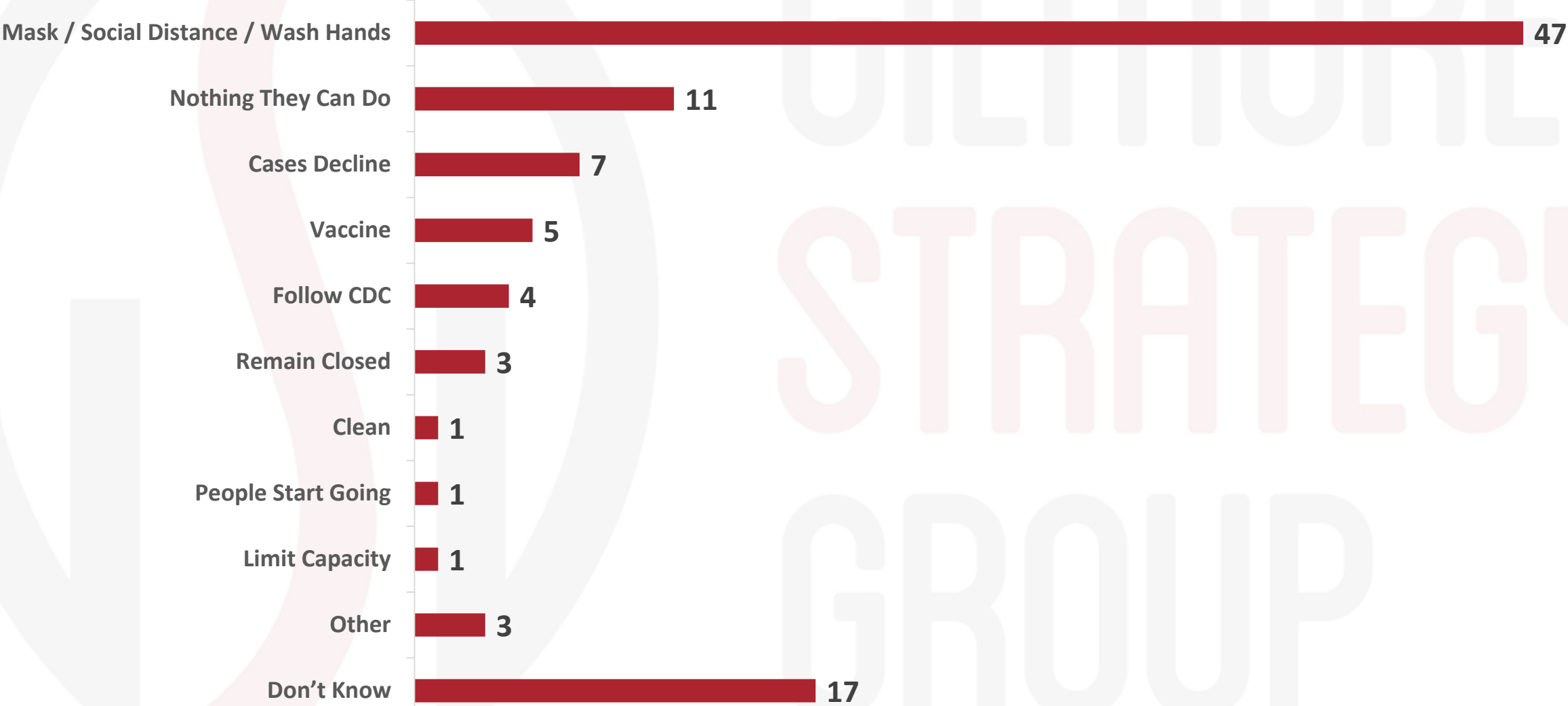
■ Comfortable ■ Uncomfortable



Male
49%

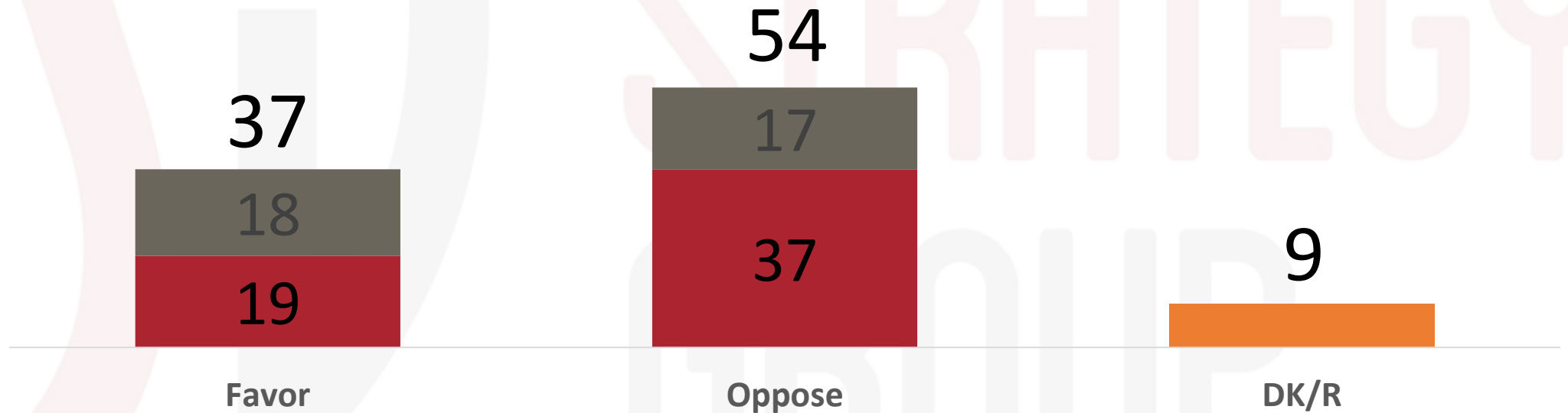
Female
51%

If Uncomfortable (41%): What could these places do to make you feel more comfortable to participate in these activities more often?



As you may know, large events like professional and college sporting events, K through twelve sporting events, fairs and concerts were paused or canceled because of COVID-19. Knowing this, do you favor or oppose large events resuming this fall?

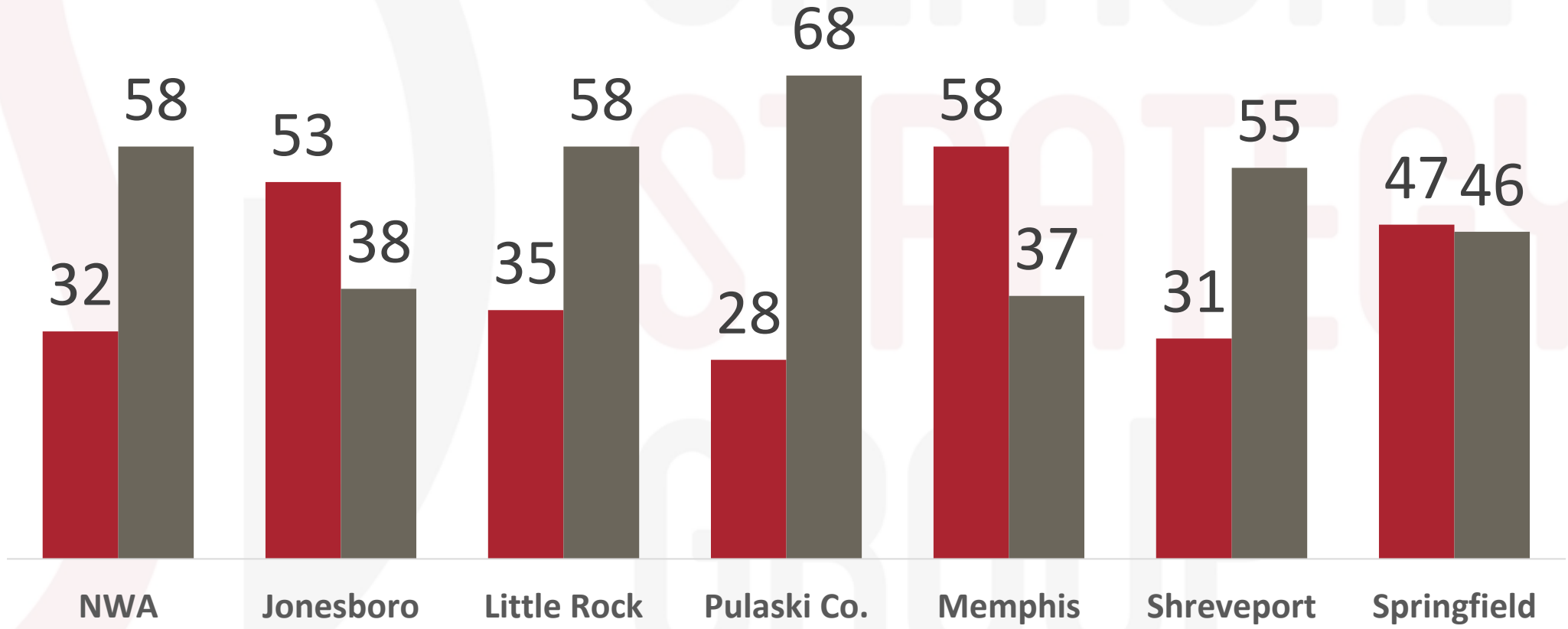
■ Somewhat
■ Strongly



Large Events

Area - DMA

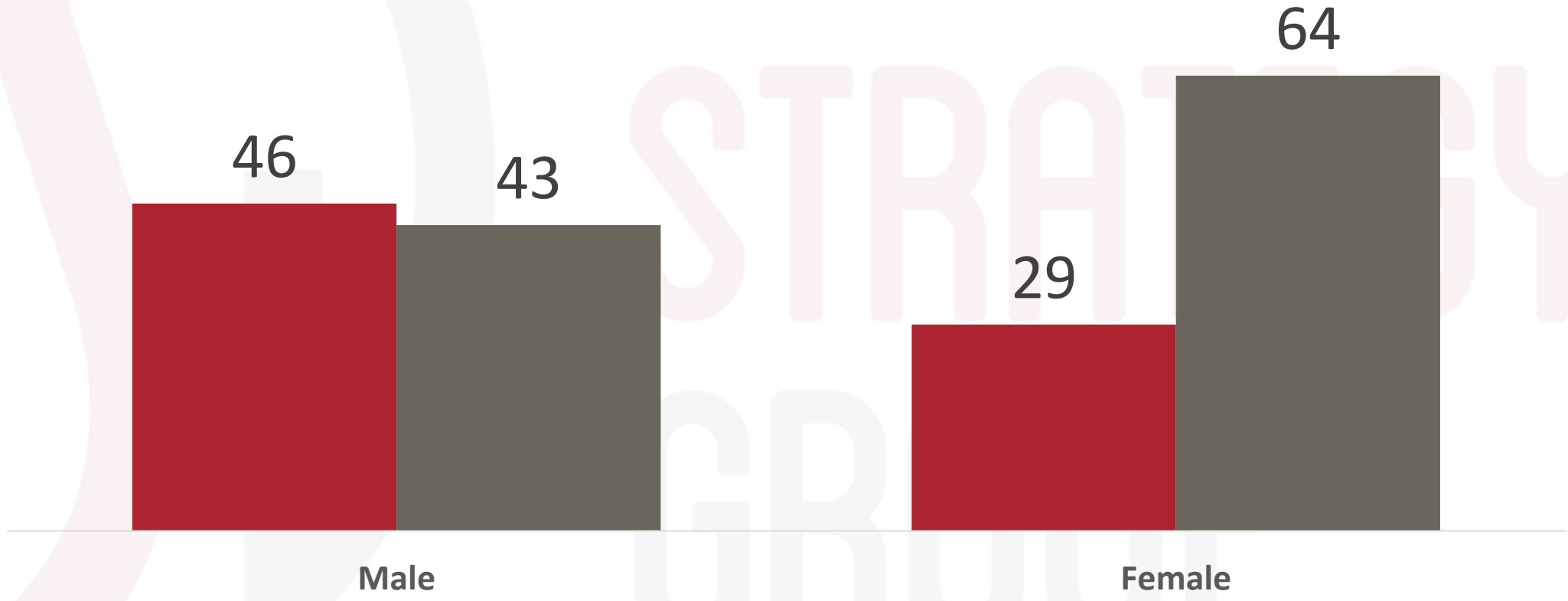
Favor Oppose



Large Events

Gender

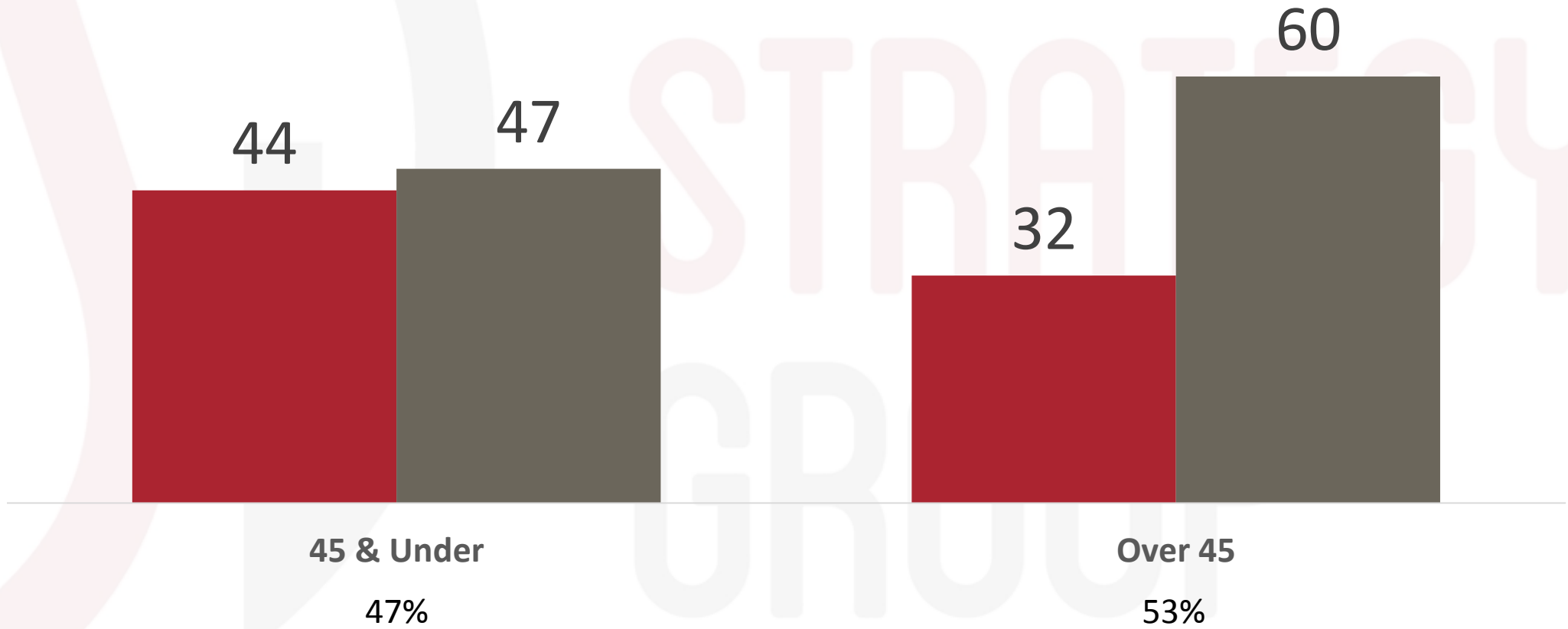
■ Favor ■ Oppose



Large Events

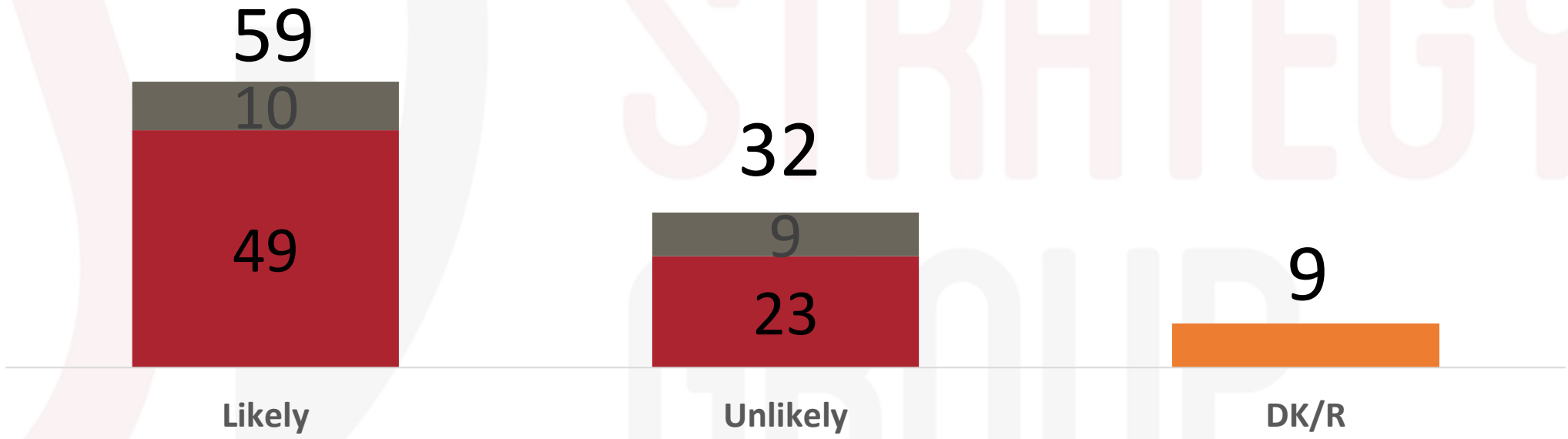
Age

■ Favor ■ Oppose

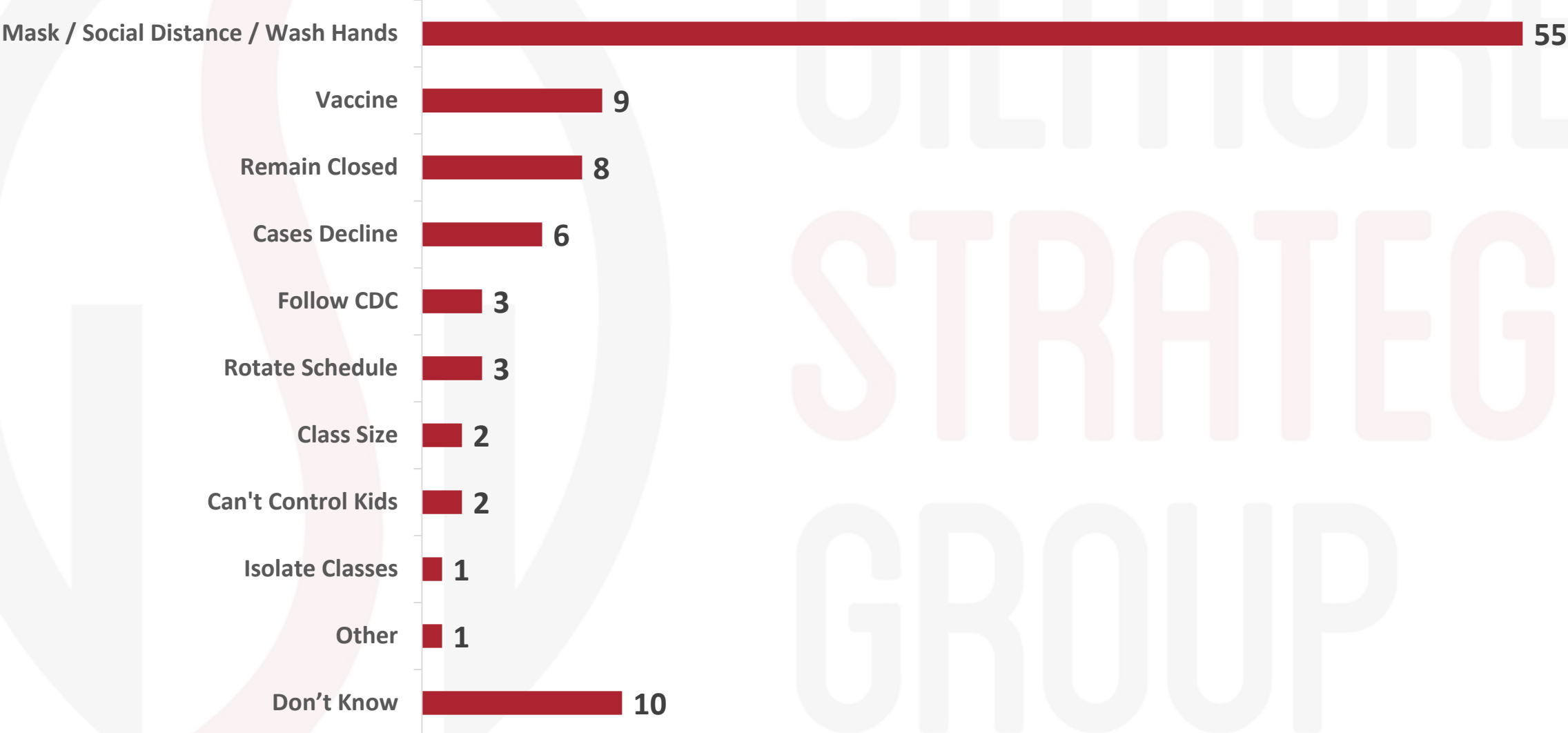


Asked of adults with kids (43%): How likely would you say you are to send your kids back to school this fall for in-person instruction?

■ Somewhat
■ Very



***If Unlikely (32%):* What steps could schools take that would make you feel safer or more comfortable about sending your kids back to school this fall?**



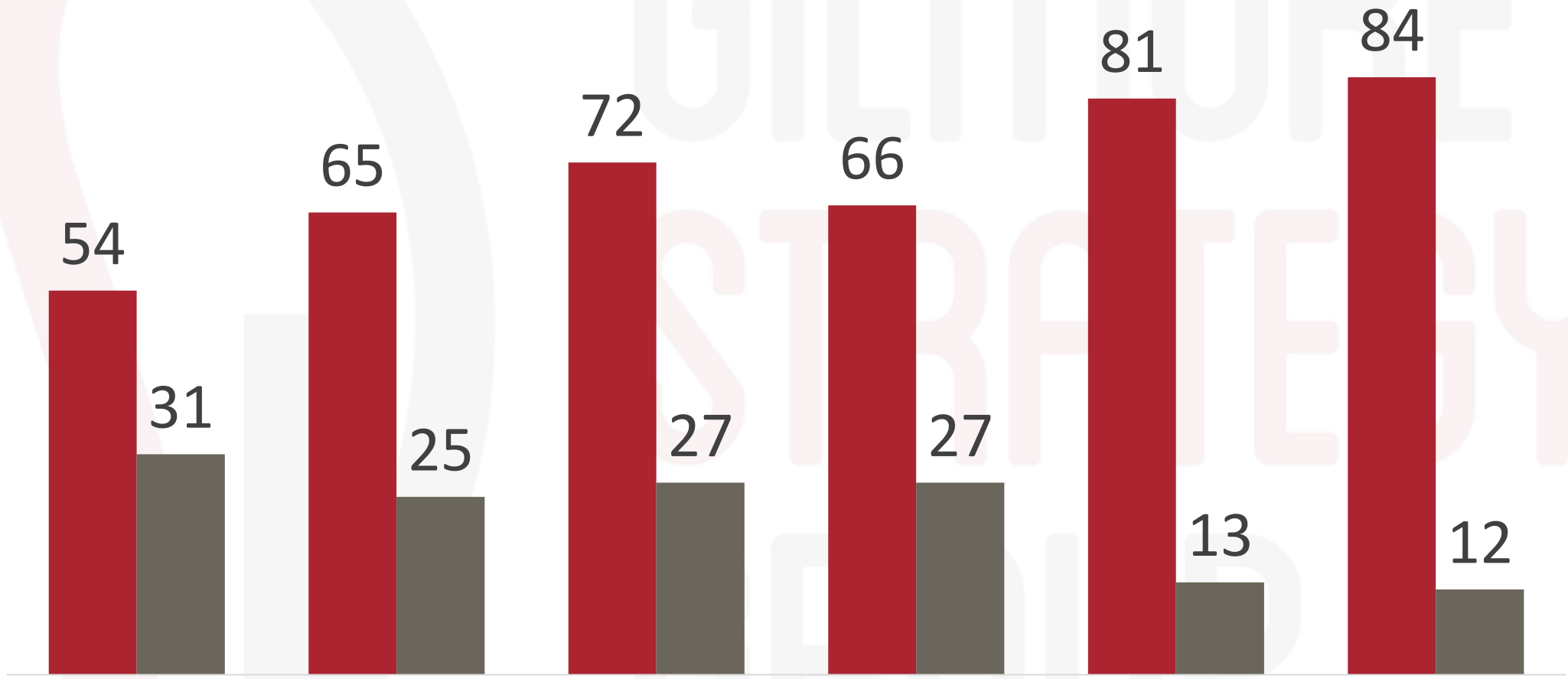
***Asked of adults with kids (43%):* If schools do not reopen this fall or are shut down again, do you and your family have adequate access to broadband and devices like tablets, laptops or iPads that would allow your kids to learn from home?**



Device & Broadband

Income

Yes No



Under 20k

20k - 40k

40k - 60k

60k & Under

Over 60k

Over 100k

54%

14%

17%

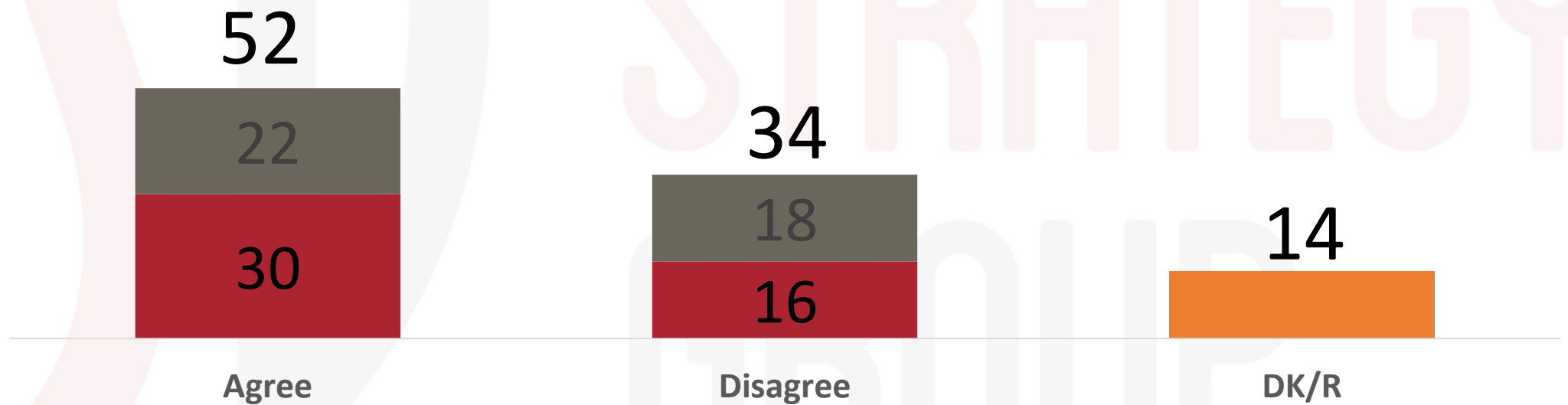
23%

28%

13%

Do you agree or disagree with the following statement? The lack of childcare because of COVID-19 has hindered my family or someone I know from returning to work.

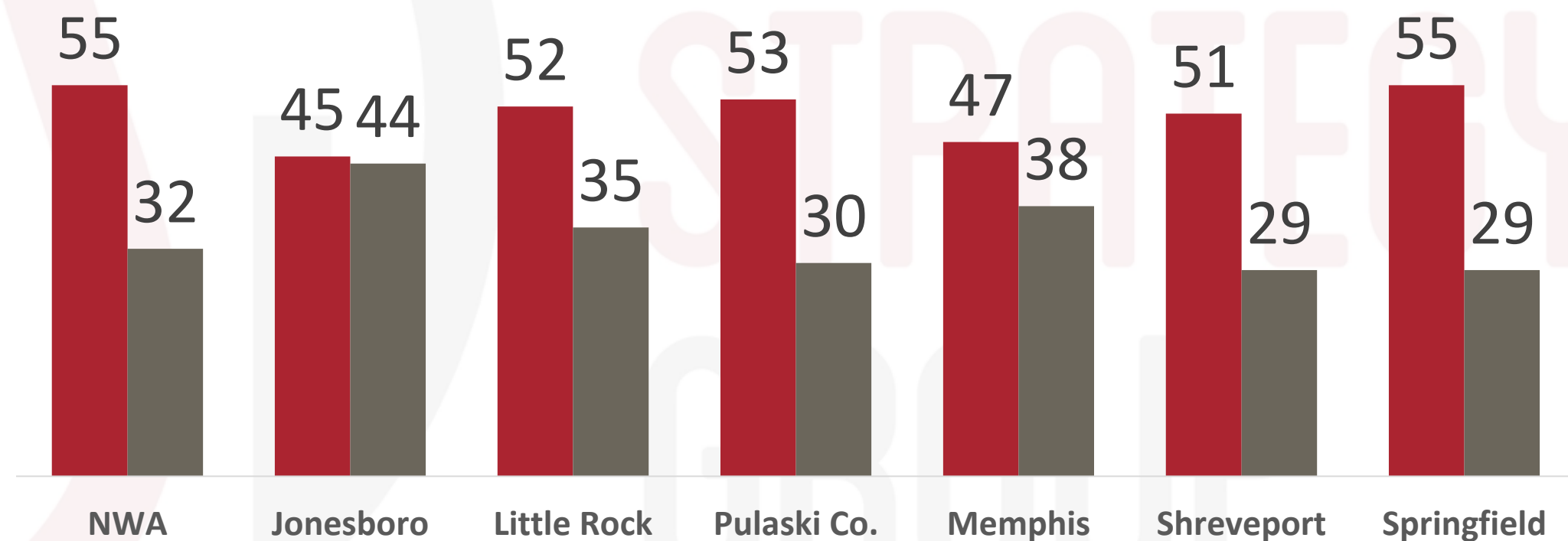
■ Somewhat
■ Strongly



Childcare

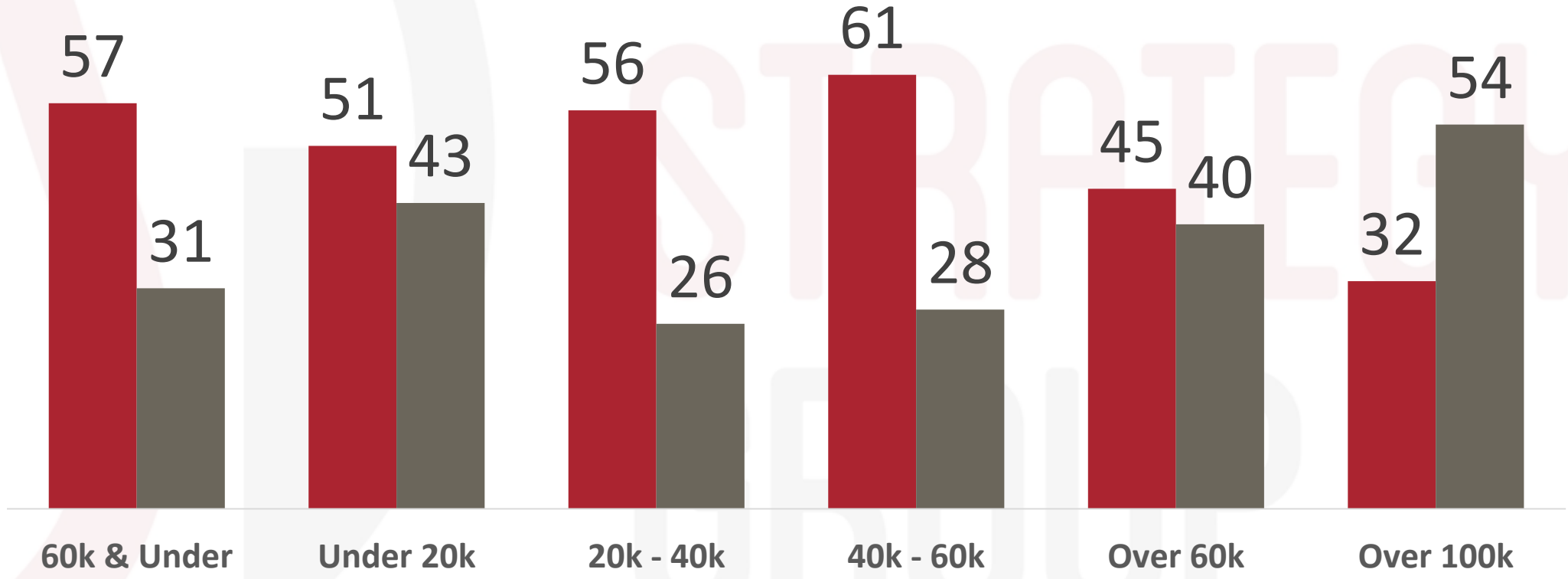
Area - DMA

■ Agree ■ Disagree



Childcare Income

■ Agree ■ Disagree



Childcare

Age

■ Agree ■ Disagree

