

To: Horizon Foundation
 From: Daniel Gotoff and McCauley Pugh, *Lake Research Partners*
 Re: Investments to improve quality of life extremely popular in Howard County
 Date: March 29, 2022

The following is an overview of a recent survey conducted by Lake Research Partners.¹ In this memo, we outline the popularity of certain policies to improve quality of life in Howard County. **The data show that there is widespread and intense public support for a wide variety of public health policies.**

Education tops likely voters’ overall issue agenda

- The top issues for Howard County likely voters are “education and public schools” (27%), “crime and public safety” (15%), “lack of affordable housing” (15%), and the coronavirus/public health (8%). Crime and public safety is propped up as an issue by Republicans (24% of Republican likely voters picked this as their top priority), while lack of affordable housing is propped up by Democrats (19% of Democratic likely voters picked this as their top issue). When it comes to race, education is by far the most important issue for Asian American/Pacific Islander likely voters (40% selected education as their top issue), while lack of affordable housing is cited by 24% of Black likely voters as their most important concern. White voters’ most important issues tend to be in line with the electorate overall.

Likely voters give mental health initiatives substantial support across all five County Council districts

- Eighty-one percent (81%) of likely voters think it is important for Howard County leaders to focus on “improving access to mental health services in Howard County,” including 38% who think it is extremely important. Nearly half (48%) of likely voters who are mothers see this issue as extremely important.
- Seventy-seven percent (77%) of likely voters think it is important for county leaders to focus on developing “a better crisis response system for mental health and substance use emergencies,” including 35% who think it is extremely important.

Likely Voter Support for Mental Health and Crisis Services (% support) ²	Total	CC1	CC2	CC3	CC4	CC5
Improving access to mental health services in Howard County	81	81	88	83	85	69
Develop a better crisis response system for mental health and substance use emergencies	77	78	80	79	83	65

¹ Lake Research Partners designed and administered, using professional interviewers, this telephone (cell and landline) survey of likely 2022 General Election voters in Howard County, MD. The survey was conducted December 9-16, 2021. The base sample was of 460 likely voters, but there was an oversample of 640 likely voters so that each Council Legislative District had an unweighted N size of 250. The margin of error for the full sample is +/-4.57% and larger for subgroups.

² Q9. Now I am going to mention several other priority areas that County leaders might tackle. Please use the same scale of 0 to 10, where 10 means you think it’s EXTREMELY important for the County to focus on that item, 0 means NOT AT ALL important, and you can be anywhere in between.

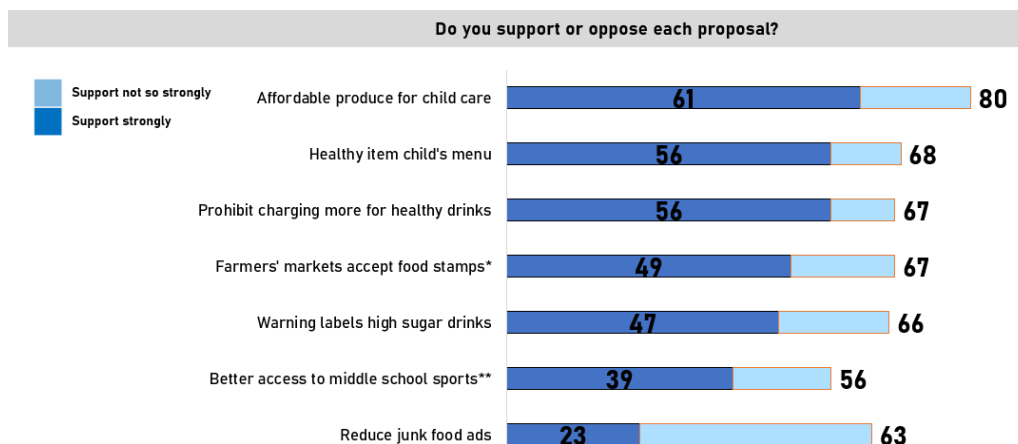
Maternity/Post-Birth Care is also a priority for Howard County likely voters

- Sixty-seven percent (67%) of voters say it is important for county leaders to focus on “providing better access to maternity and post-birth care for pregnant women,” including 26% who say it is extremely important, while 69% say it is important that county leaders focus on “providing better access to maternity and post-birth care for uninsured and underinsured pregnant women,” including 28% who say it is extremely important. Again, support is consistently high across most County Council districts.

Likely Voter Support for Maternity/Post-Birth Care (% support) ²	Total	CC1	CC2	CC3	CC4	CC5
Providing better access to maternity and post-birth care for pregnant women	67	59	76	81	80	45
Providing better access to maternity and post-birth care for uninsured and underinsured pregnant women	69	75	78	68	76	50

Likely voters strongly favor a variety of policies to improve nutrition and youth access to sports

- Eighty percent (80%) favor using “county government funds to make fresh fruits and vegetables more affordable for childcare centers,” including 61% who favor it strongly.
- Sixty-eight percent (68%) of voters favor requiring “restaurant children’s menus to have at least one healthy meal and drink option,” including 56% who favor it strongly.
- Sixty-seven percent (67%) of voters favor prohibiting “manufacturers from charging more for healthier drinks like bottled water compared to sugary drinks, like soda,” including 56% who favor it strongly.
- Sixty-seven percent (67%) favor requiring “farmers’ markets to accept food stamps/supplemental nutrition assistance program payment cards as a form of payment,” including 49% who favor it strongly. Another sixty-five percent (65%) favor providing “more farmers’ markets in lower-income neighborhoods, with 44% expressing strong support.
- Sixty-six percent (66%) favor providing “consumers more information by adding warning labels to drinks that have high amounts of sugar,” including 47% who favor it strongly.
- Sixty-three percent (63%) of voters think it is important that Howard County focuses on providing “better access to free or low-cost middle school sports programs for children in all parts of the county,” to improve early childhood education and afterschool programs, including 23% who think it is extremely important.
- Fifty-six percent (56%) of voters favor reducing “the amount of junk food advertising in grocery stores and convenience stores,” including 39% who favor it strongly.



² = Split sampled, figures do not include % undecided
 Q20. Finally, I am going to read some other proposals that the Howard County Council is considering. For each one, please tell me if you [ROTATE] _support or _oppose that proposal. [RANDOMIZE LIST]
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Howard County likely voters want improvements to their streets and sidewalks. Again, significant support exists across all County Council districts

- Eighty-five percent (85%) of voters favor requiring “developers to install sidewalks that connect to well frequented areas in the county as part of the development process,” including 61% who favor it strongly.
- Seventy-four percent (74%) of Howard County voters favor spending “at least \$10 million each year to make our county streets, intersections, paths, and sidewalks safer for people who walk, bike, and use wheelchairs,” including 54% who favor it strongly.
- Seventy-one percent (71%) of voters favor charging “developers a significant fee for sidewalk, bike paths, and intersection improvements and create a fund for complete streets improvements,” including 54% who favor it strongly.

Likely Voter Support for Maternity/Post-Birth Care (% support) ³	Total	CC1	CC2	CC3	CC4	CC5
Require developers install sidewalks	85	90	89	82	88	76
Spend at least \$10 million each year to make our county streets, intersections, paths, and sidewalks safer for people who walk, bike, and use wheelchairs.	74	74	82	80	77	57
Charge developers a significant fee for sidewalk, bike paths, and intersection improvements and create a fund for complete streets improvements.	71	80	72	75	72	57

Likely voters also support other policies designed to improve health and wellness in Howard County

- Seventy-four percent (74%) of voters think it is important to focus on “providing additional local services for older adults to help them thrive” with 24% who think it is extremely important.
- Seventy-one percent (71%) of voters think it is important to focus on “increasing the availability of affordable housing for police, firefighters, teachers, seniors, and lower-income residents” with 28% stating the issue is extremely important.
- Sixty-eight percent (68%) of voters think it is important to focus on “quality free or low-cost after-school and summer programs that include transportation home” as an area of improvement for early childhood education, including 27% who think it is extremely important.
- Sixty-seven percent (67%) think it is important to focus on “improving access to free or low-cost pre-K and other early childhood programs” as an area of improvement for early childhood education, including 34% who think it is extremely important.
- Sixty-three percent (63%) favor “providing tax credits to businesses that provide paid family leave for new parents” including 21% who favor it strongly.
- Fifty-two percent (52%) favor allowing “multi-family housing in all areas of the county,” including 34% who favor it strongly.

³ Q20. Finally, I am going to read some other proposals that the Howard County Council is considering. For each one, please tell me if you [ROTATE] _support or _oppose that proposal. [RANDOMIZE LIST]