

**Clinton Treehouse  
Opinion Poll**

**September 9, 2003**

**Prepared by:**

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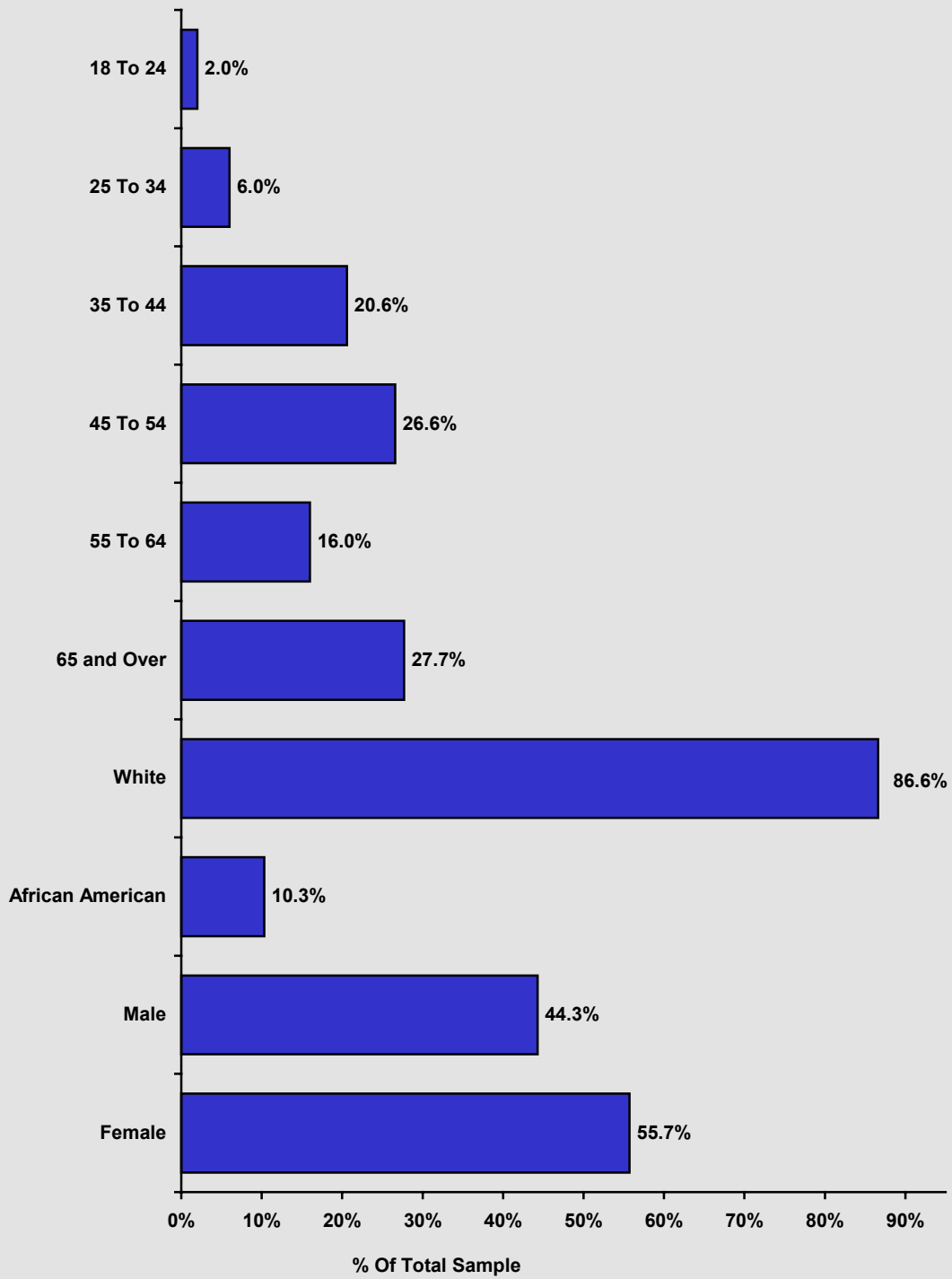
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## **Objectives and Methodology**

- Southern Research Group conducted a 5-minute voter opinion poll from September 4, 2003 to September 6, 2003.
- The survey was conducted to measure opinions and attitudes of Clinton, Mississippi residents about the Welch's Family treehouse.
- A total of 350 telephone interviews were conducted among respondents randomly selected from a list of registered voters. The voters were further qualified as being aware of the current issues surrounding the Welch's treehouse in Clinton. This sample size produces a margin of error of +/- 5% at a 95% confidence level.
- The sample polled typically represents the demographic profile of voters in Clinton, Mississippi.

### Sample Demographics



## **Key Findings**

## **Key Findings**

70.0% of the respondents are **very aware** of the current issues surrounding the Welch's treehouse in Clinton. 30.0% of the respondents are **somewhat aware** of the issue surrounding the treehouse. Only 39 people were disqualified from the survey by stating they were **unaware** of the issue.

41.7% of respondents mentioned that this issue was **important** to them personally. Of those, 29.4% stated it was **very important**.

66.9% of the respondents surveyed mentioned that they **strongly agree** with Judge Green's ruling concerning the Welch's treehouse. 12.0% mentioned that they **somewhat agree** with the ruling made by Judge Green.

76.0 % of respondents feel this issue has had a negative impact on Clinton. Only 6.6% believe the impact has been positive.

69.9 % of respondents feel the Mayor and Board of Alderman are responsible for the negative impact on the City of Clinton. 8.3 % hold the Welch Family responsible.

74.0% of voters disagree with the City's decision to appeal Judge Green's ruling. 63.4% of those strongly disagree.

56.6 % of voters would be less likely to support a candidate who has voted against the Welch's treehouse from the beginning. 54.9 % would be more likely to support a candidate who has supported the treehouse from the beginning.

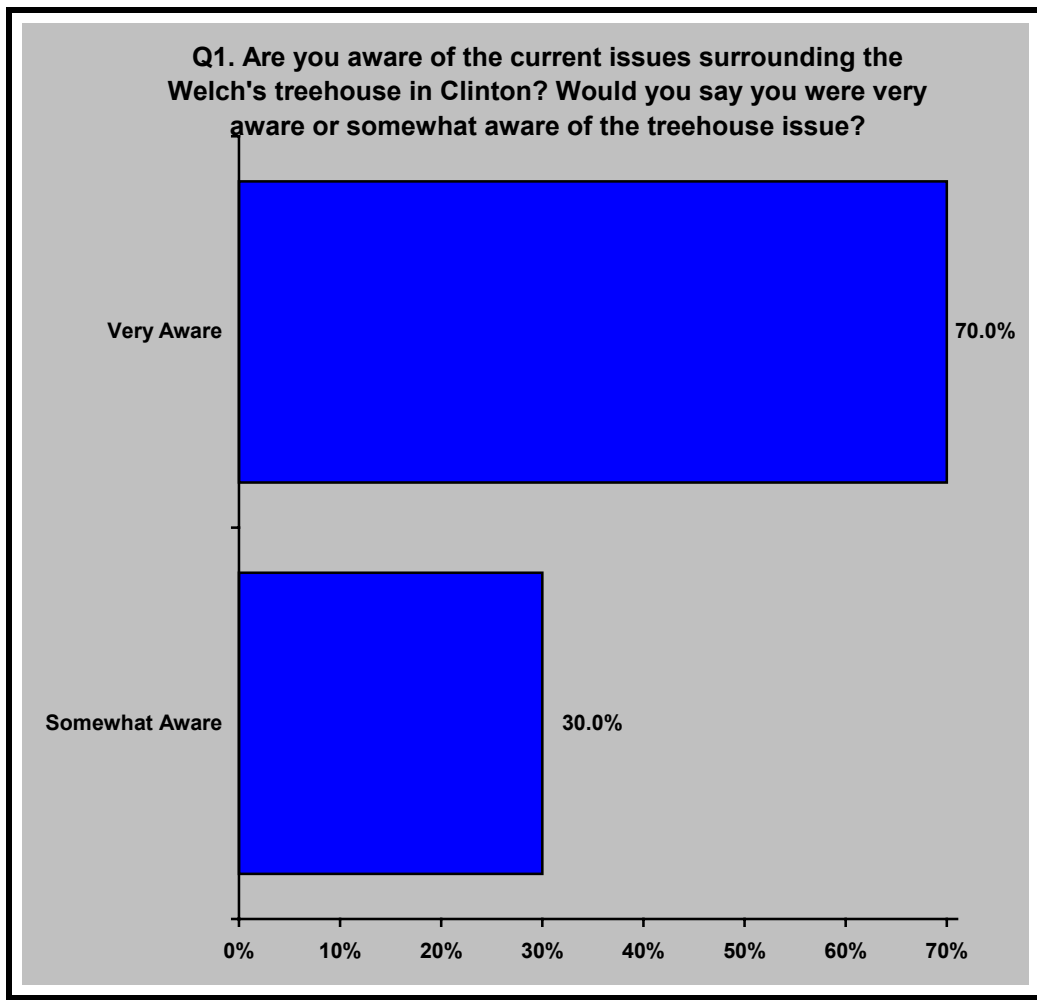
53.4 % of voters would be more likely to support a candidate who originally voted against the treehouse and is now supporting no further action from the city.

76.0 % of voters would prefer this issue to come to a close with the City of Clinton granting a special exemption to the Welch family.

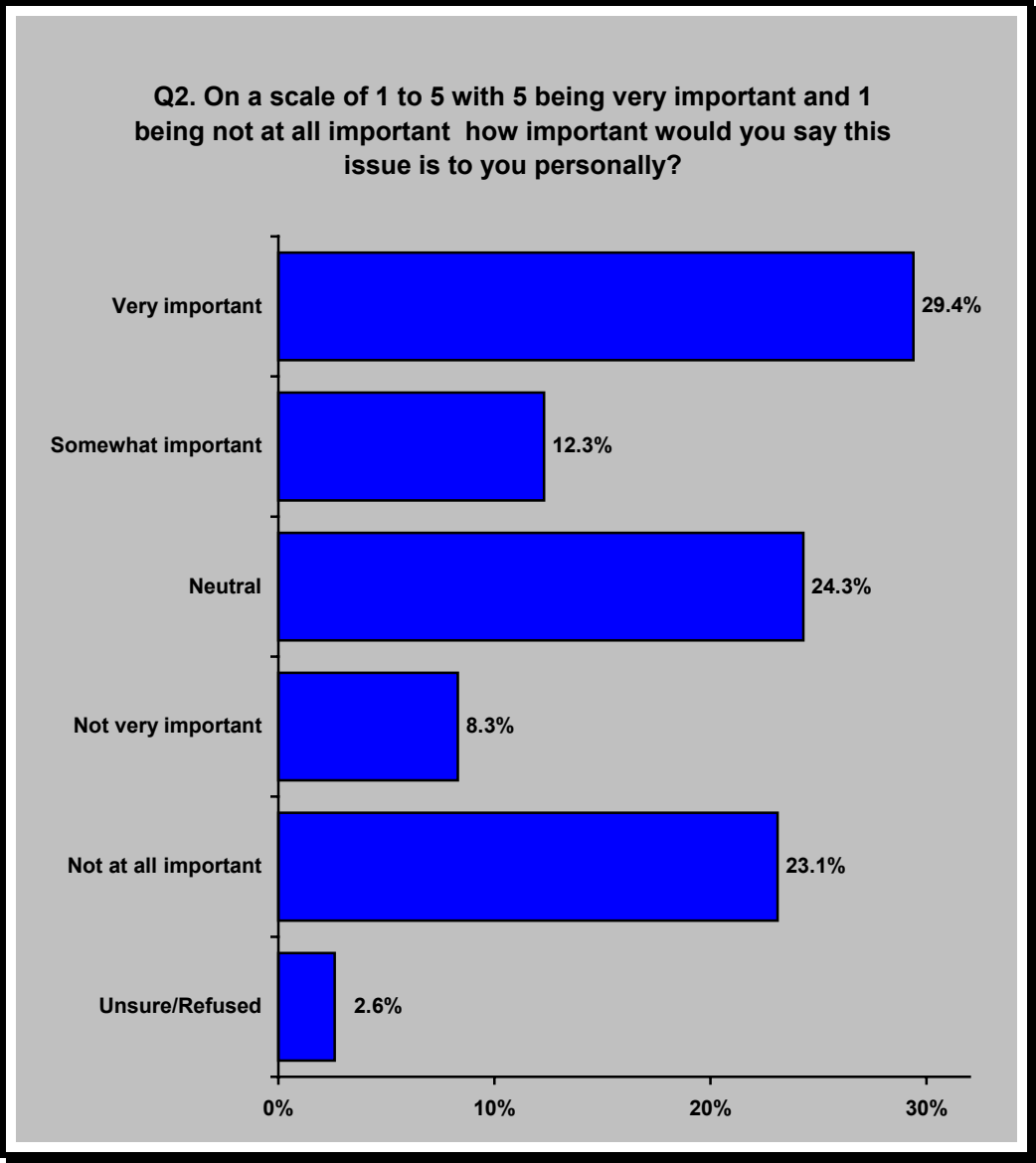
51.4 % of voters believe that Mayor Rosemary Aultman has done a poor job of handling this issue.

## **Graphical Analysis**

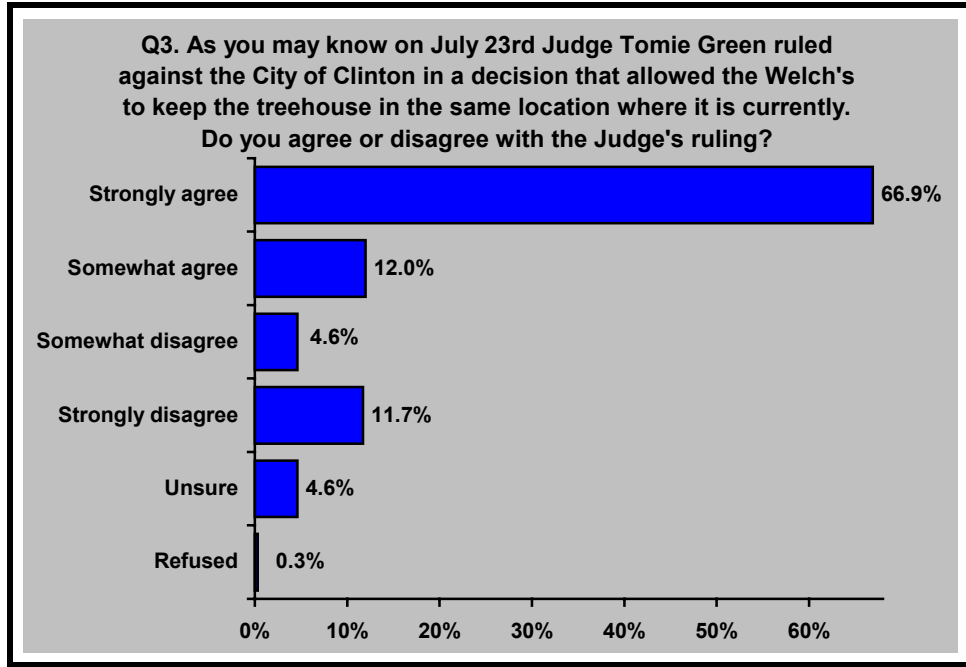
## Graphical Analysis



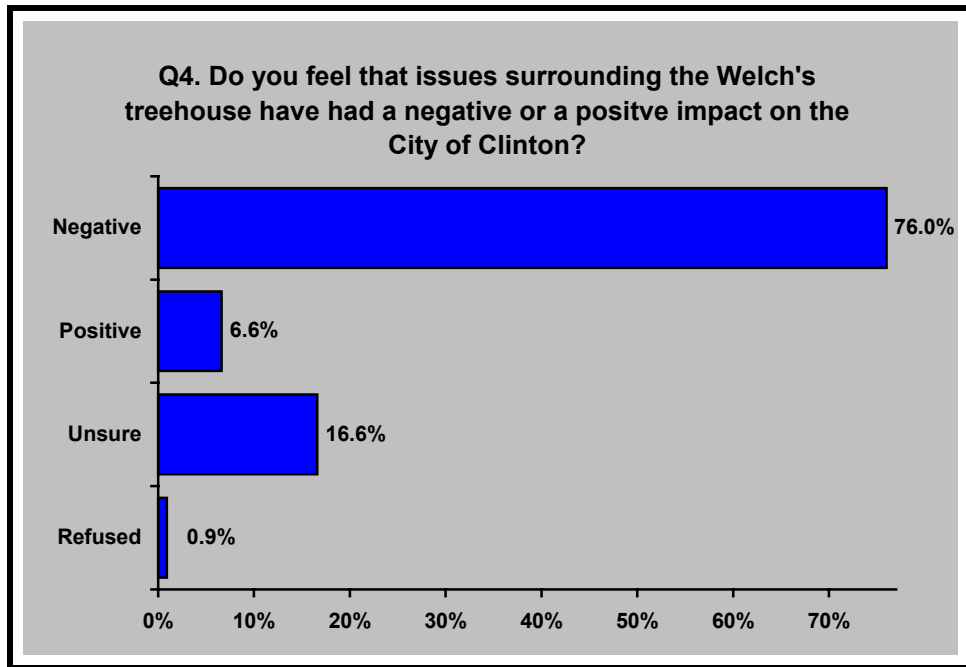
70.0% of the respondents are very aware of the current issues surrounding the Welch's treehouse in Clinton. 30.0% of the respondents are somewhat aware of the issue surrounding the treehouse. Only 39 people were disqualified from the survey by stating they were unaware of the issue.



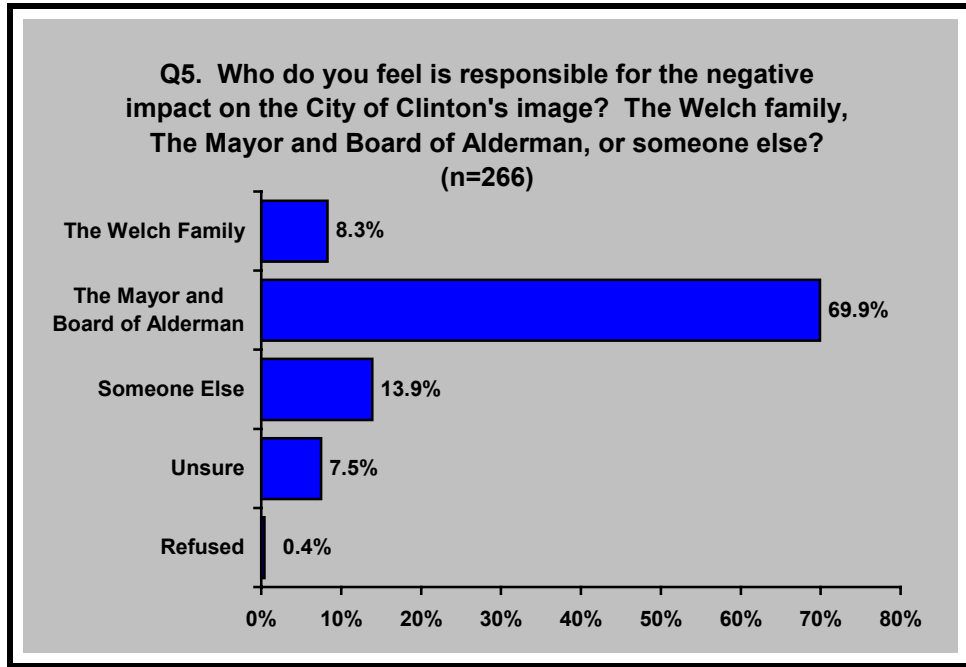
41.7% of respondents mentioned that this issue was important to them personally. Of those, 29.4% stated it was very important.



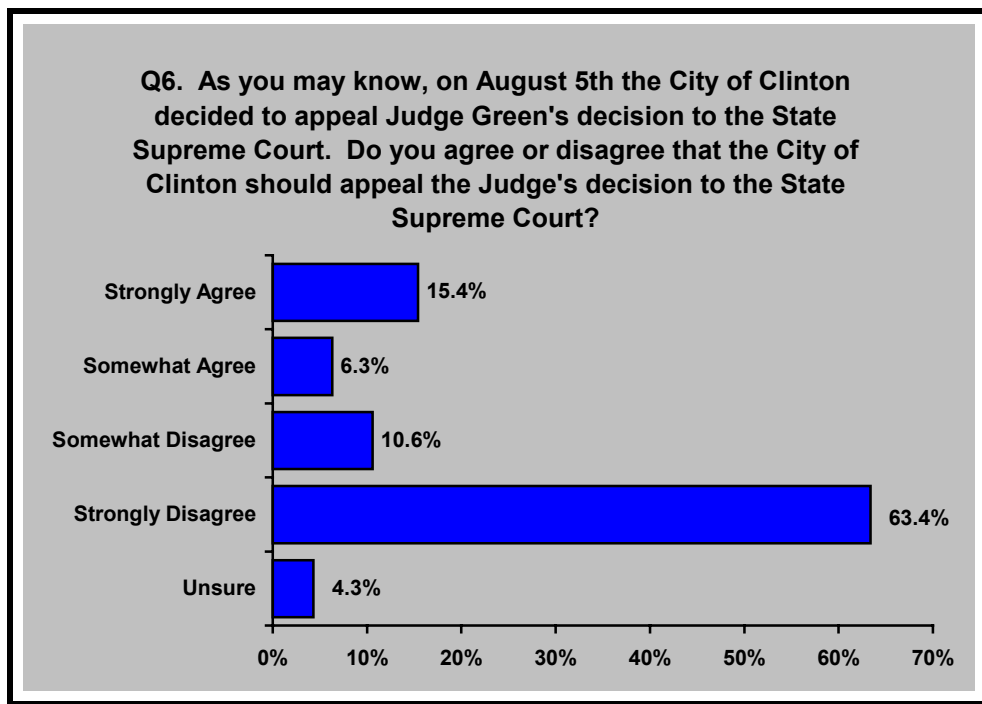
66.9% of the respondents surveyed mentioned that they strongly agree with Judge Green's ruling concerning the Welch's treehouse. 12.0% mentioned that they somewhat agree with the ruling made by Judge Green.



76.0 % of respondents feel this issue has had a negative impact on Clinton. Only 6.6% believe the impact has been positive.

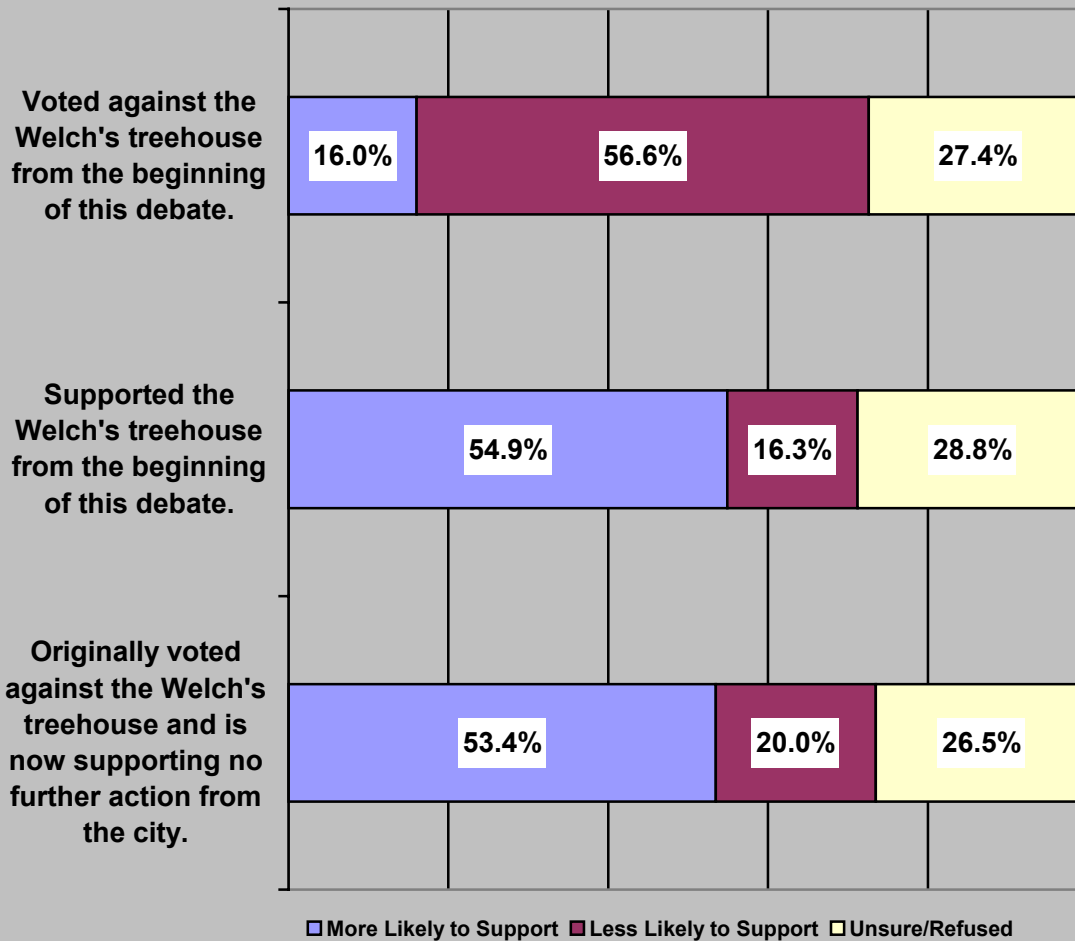


69.9 % of respondents feel the Mayor and Board of Alderman are responsible for the negative impact on the City of Clinton. 8.3% believe it is The Welch Family's responsibility.

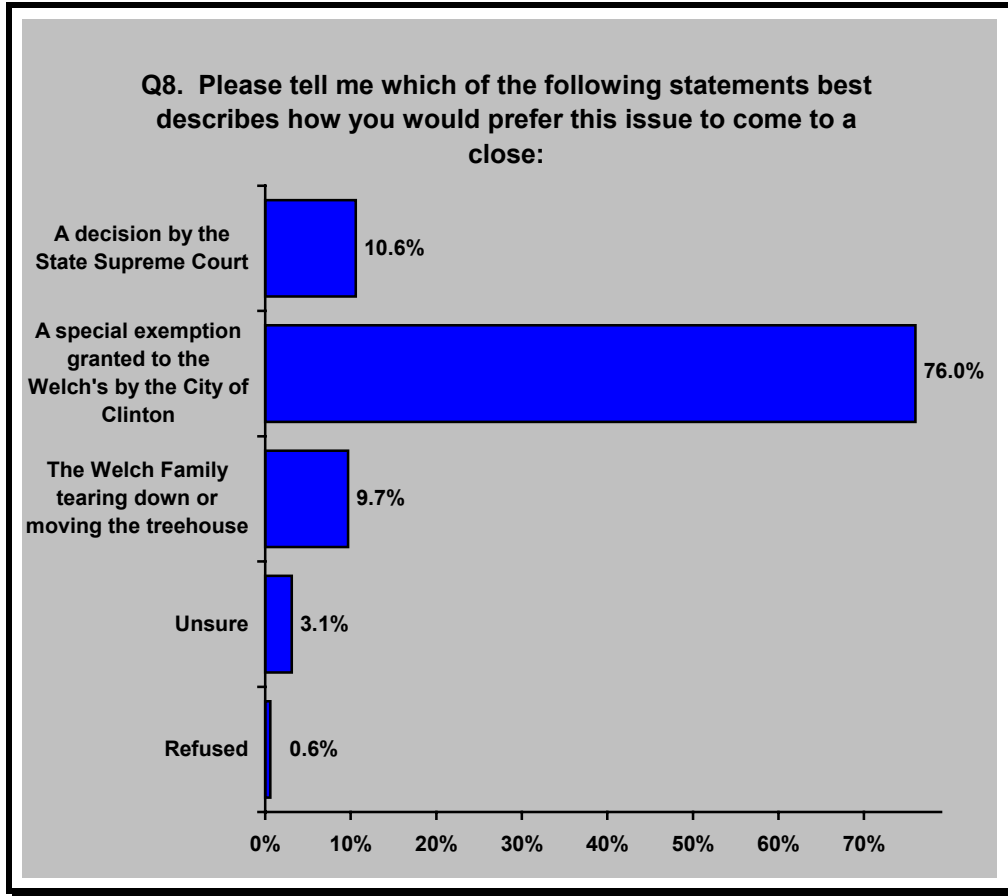


74.0% of voters disagree with the City's decision to appeal Judge Green's ruling. 63.4% of those strongly disagree.

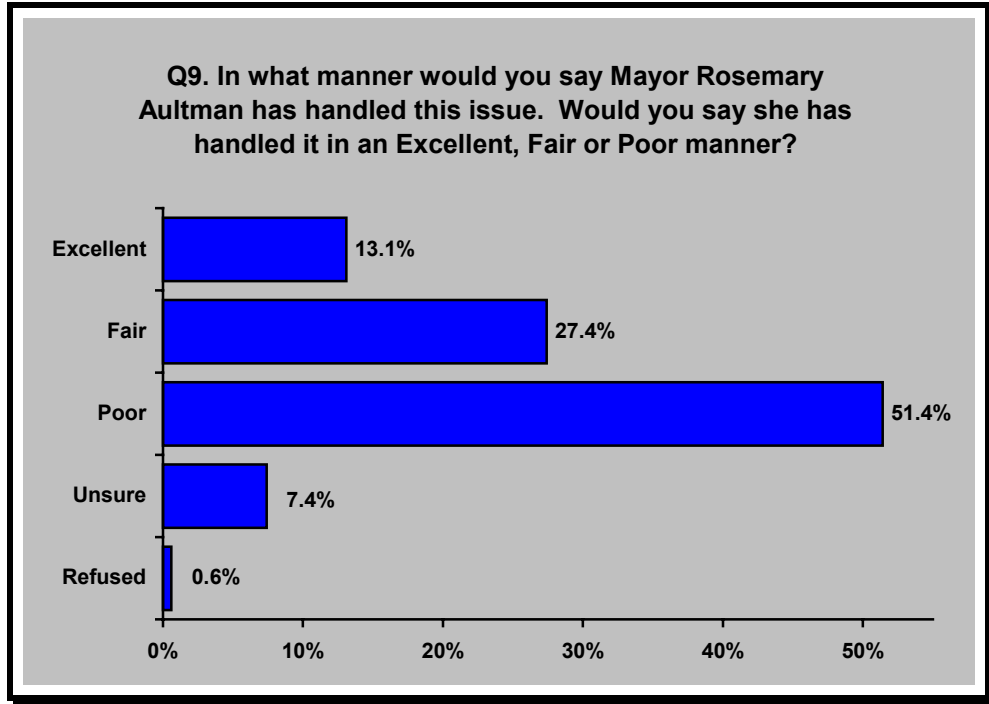
**Q7. I am going to read a few statements. Please tell me if any of the following statements would make you more or less likely to support a candidate in the next election for city office. If you knew the candidate had...**



56.6 % of voters would be less likely to support a candidate who has voted against the Welch's treehouse from the beginning. 54.9 % would be more likely to support a candidate who has supported the treehouse from the beginning. 53.4 % of voters would be more likely to support a candidate who originally voted against the treehouse and is now supporting no further action from the city.



76.0 % of voters would prefer this issue to come to a close with the City of Clinton granting a special exemption to the Welch family.



51.4 % of voters believe that Mayor Rosemary Aultman has done a poor job of handling this issue.

## **Frequency Analysis**

## Clinton Treehouse Opinion Poll

### Frequency Analysis

Field Research Dates - September 4, 2003 to September 6, 2003

Sample Size n=350 (Unless Otherwise Stated)

#### Sex of Respondent

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	155	44.3	44.3	44.3
Female	195	55.7	55.7	100.0
<b>Total</b>	<b>350</b>	<b>100.0</b>	<b>100.0</b>	

#### T1. Are you registered to vote in the City of Clinton?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	350	100.0	100.0	100.0

#### Q1. Are you aware of the current issues surrounding the Welch's treehouse in Clinton? Would you say you were very aware or somewhat aware of the treehouse issue?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Very aware	245	70.0	70.0	70.0
Somewhat aware	105	30.0	30.0	100.0
<b>Total</b>	<b>350</b>	<b>100.0</b>	<b>100.0</b>	

#### Q2. On a scale of 1 to 5 with 5 being very important and 1 being not at all important how important would you say this issue is to your personally?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Unsure/Refused	9	2.6	2.6	2.6
Not at all	81	23.1	23.1	25.7
Not very important	29	8.3	8.3	34.0
Neutral	85	24.3	24.3	58.3
Somewhat important	43	12.3	12.3	70.6
Very important	103	29.4	29.4	100.0
<b>Total</b>	<b>350</b>	<b>100.0</b>	<b>100.0</b>	



**Q3. As you may know on July 23rd Judge Tomie Green ruled against the City of Clinton in a decision that allowed the Welch's to keep the treehouse in the same location where it is currently. Do you agree or disagree with the Judge's ruling?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly agree	234	66.9	66.9	66.9
Somewhat agree	42	12.0	12.0	78.9
Somewhat disagree	16	4.6	4.6	83.4
Strongly disagree	41	11.7	11.7	95.1
Unsure	16	4.6	4.6	99.7
Refused	1	.3	.3	100.0
<b>Total</b>	<b>350</b>	<b>100.0</b>	<b>100.0</b>	

**Q4. Do you feel that issues surrounding the Welch's treehouse have had a negative or a positive impact on the City of Clinton's image?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Negative	266	76.0	76.0	76.0
Positive	23	6.6	6.6	82.6
Unsure	58	16.6	16.6	99.1
Refused	3	.9	.9	100.0
<b>Total</b>	<b>350</b>	<b>100.0</b>	<b>100.0</b>	

**Q5. Who do you feel is responsible for the negative impact on the City of Clinton's image? The Welch Family, The Mayor and Board of Alderman, or someone else? (n=266)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid The Welch Family	22	6.3	8.3	8.3
The Mayor and Board of Alderman	186	53.1	69.9	78.2
Someone Else	37	10.6	13.9	92.1
Unsure	20	5.7	7.5	99.6
Refused	1	.3	.4	100.0
<b>Total</b>	<b>266</b>	<b>76.0</b>	<b>100.0</b>	
Missing System	84	24.0		
<b>Total</b>	<b>350</b>	<b>100.0</b>		

**Q6. As you may know, on August 5th the City of Clinton decided to appeal Judge Green's decision to the State Supreme Court. Do you agree or disagree that the City of Clinton should appeal the Judge's decision to the State Supreme Court?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly agree	54	15.4	15.4	15.4
Somewhat agree	22	6.3	6.3	21.7
Somewhat disagree	37	10.6	10.6	32.3
Strongly disagree	222	63.4	63.4	95.7
Unsure	15	4.3	4.3	100.0
<b>Total</b>	<b>350</b>	<b>100.0</b>	<b>100.0</b>	

**I am going to read a few statements. For each statement please tell me if this would make you more or less likely to support a candidate for re-election for city office.**

**Q7A. If you knew the candidate had supported the Welch's treehouse from the beginning of this debate.**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Much more likely to support	121	34.6	34.6	34.6
Somewhat more likely to support	71	20.3	20.3	54.9
Somewhat less likely to support	28	8.0	8.0	62.9
Much less likely to support	29	8.3	8.3	71.1
Unsure	97	27.7	27.7	98.9
Refused	4	1.1	1.1	100.0
<b>Total</b>	<b>350</b>	<b>100.0</b>	<b>100.0</b>	

**Q7B. If you knew the candidate had voted against the Welch's treehouse from the beginning of this debate.**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Much more likely to support	23	6.6	6.6	6.6
Somewhat more likely to support	33	9.4	9.4	16.0
Somewhat less likely to support	72	20.6	20.6	36.6
Much less likely to support	126	36.0	36.0	72.6
Unsure	91	26.0	26.0	98.6
Refused	5	1.4	1.4	100.0
<b>Total</b>	<b>350</b>	<b>100.0</b>	<b>100.0</b>	



**Q7C. If a candidate originally voted against the Welch's treehouse and is now supporting no further action from the city.**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Much more likely to support	78	22.3	22.3	22.3
Somewhat more likely to support	109	31.1	31.1	53.4
Somewhat less likely to support	30	8.6	8.6	62.0
Much less likely to support	40	11.4	11.4	73.4
Unsure	88	25.1	25.1	98.6
Refused	5	1.4	1.4	100.0
<b>Total</b>	<b>350</b>	<b>100.0</b>	<b>100.0</b>	

**Q8. Please tell me which of the following statements best describes how you would prefer this issue to come to a close:**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid A decision by the State Supreme Court	37	10.6	10.6	10.6
A special exemption granted to the Welch's by the City of Clinton	266	76.0	76.0	86.6
The Welch Family tearing down or moving the treehouse	34	9.7	9.7	96.3
Unsure	11	3.1	3.1	99.4
Refused	2	.6	.6	100.0
<b>Total</b>	<b>350</b>	<b>100.0</b>	<b>100.0</b>	

**Q9. In what manner would you say Mayor Rosemary Aultman has handled this issue. Would you say she has handled it in an Excellent, Fair or Poor manner?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Excellent	46	13.1	13.1	13.1
Fair	96	27.4	27.4	40.6
Poor	180	51.4	51.4	92.0
Unsure	26	7.4	7.4	99.4
Refused	2	.6	.6	100.0
<b>Total</b>	<b>350</b>	<b>100.0</b>	<b>100.0</b>	

**Q10. Which of the following categories best describes your age?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18-24	7	2.0	2.0	2.0
25-34	21	6.0	6.0	8.0
35-44	72	20.6	20.6	28.6
45-54	93	26.6	26.6	55.1
55-64	56	16.0	16.0	71.1
65 or Older	97	27.7	27.7	98.9
Refused	4	1.1	1.1	100.0
<b>Total</b>	<b>350</b>	<b>100.0</b>	<b>100.0</b>	

**Q11. Which of the following best describes your race or ethnic background?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid White	303	86.6	86.6	86.6
African-American	36	10.3	10.3	96.9
Other	6	1.7	1.7	98.6
Refused	5	1.4	1.4	100.0
<b>Total</b>	<b>350</b>	<b>100.0</b>	<b>100.0</b>	



## **Survey Instrument**

**ZSO2325P**

**Clinton Treehouse Issue Poll**

**Field Research Dates September 4, 2003**

**Southern Research Group**

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Good evening my name is \_\_\_\_\_ with Southern Research Group, a professional marketing research firm located in Jackson, MS. Tonight we are conducting a survey in your area and would like to include your opinions.

May I please speak with the youngest registered male voter? IF NO MALE AVAILABLE:

May I please speak with the youngest registered female voter?

T1. Are you registered to vote in the City of Clinton?

1. Yes
2. No (TERMINATE)
3. Unsure (TERMINATE)
4. Refused (TERMINATE)

Q1. Are you aware or unaware of the current issues surrounding the Welch's Treehouse in Clinton? IF AWARE: Would you say you were very aware or somewhat aware?

1. Very Aware
2. Somewhat Aware
3. Unaware (TERMINATE)
4. Unsure (TERMINATE)
5. Refused (TERMINATE)

Q2. On a scale of 1 to 5 with 5 being Very Important and 1 being Not at All Important how important would you say this issue is to you personally? USE 0 FOR UNSURE/REFUSED

Q3. As you may know on July 23rd Judge Tomie Green ruled against the City of Clinton in a decision that allowed the Welch's to keep the Treehouse in the same location where it is currently. Do you agree or disagree with the Judge's ruling? THEN ASK: Is that strongly or somewhat?

1. Strongly Agree
2. Somewhat Agree
3. Somewhat Disagree
4. Strongly Disagree
5. Unsure (DO NOT READ)
6. Refused (DO NOT READ)



Q4. Do you feel the issues surrounding the Welch's Treehouse have had a negative or a positive impact on the City of Clinton's image?

1. Negative
2. Positive (SKIP TO Q6)
3. Unsure (SKIP TO Q6)
4. Refused (SKIP TO Q6)

Q5. Who do you feel is responsible for the negative impact on the City of Clinton's image? READ AND ROTATE RESPONSES

1. The Welch Family
2. The Mayor and Board of Alderman
3. Someone Else
4. Unsure (DO NOT READ)
5. Refused (DO NOT READ)

Q6. As you may know, on August 5th the City of Clinton decided to appeal Judge Green's decision to the State Supreme Court. Do you agree or disagree that the City of Clinton should appeal the Judge's decision to the State Supreme Court? THEN ASK: Is that strongly or somewhat?

1. Strongly Agree
2. Somewhat Agree
3. Somewhat Disagree
4. Strongly Disagree
5. Unsure (DO NOT READ)
6. Refused (DO NOT READ)

Q7. I am going to read a few statements. Please tell me if any of the following statements would make you more or less likely to support a candidate in the next election for city office.

THEN ASK: Is that much or somewhat?

- a. If you knew the candidate had supported the Welch's treehouse from the beginning of this debate.
- b. If you knew the candidate had voted against the Welch's treehouse from the beginning of this debate.
- c. If a candidate originally voted against the Welch's treehouse and is now supporting no further action from the City.

- 1. Much More Likely to Support
- 2. Somewhat More Likely to Support
- 3. Somewhat Less Likely to Support
- 4. Much Less Likely to Support
- 5. Unsure (DO NOT READ)
- 6. Refused (DO NOT READ)

Q8. Please tell me which of the following statements best describes how you would prefer this issue to come to a close:

- a. A decision by the State Supreme Court.
- b. A special exemption granted to the Welch's by the City of Clinton allowing the treehouse to stay.
- c. The Welch family tearing down or moving the treehouse.
- d. Unsure (DO NOT READ)
- e. Refused (DO NOT READ)

Q9. How well would you say Mayor Rosemary Aultman has handled this issue. Would you say..

- 1. Very Well
- 2. Somewhat Well
- 3. Or Not Well at All
- 4. Unsure (DO NOT READ)
- 5. Refused (DO NOT READ)



The next few questions are for classification purposes only.

Q10. Which of the following categories best describes your age?

1. 18 - 24
2. 25 - 34
3. 35 - 44
4. 45 - 54
5. 55 - 64
6. 65 or older
7. Refused (DO NOT READ)

Q11. Which of the following best describes your race or ethnic background?

1. White
2. African-American
3. Other
4. Refused (DO NOT READ)

Q12. Interviewer Observe Sex:

1. Male
2. Female

Thank you very much for your time. Have a nice night.