



**BUSINESS LEADERS' PERCEPTIONS
OF *KIDS COUNT***

Prepared for

The Annie E. Casey Foundation

Prepared by

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September 2005

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Executive Summary

The Kids Risk Project of the Harvard School of Public Health received funding from The Annie E. Casey Foundation to assess the commitment of Fortune 1000 companies to children and published the first report to document these commitments in 2003 (1). In 2004, The Annie E. Casey Foundation requested a follow up study and specifically requested information about how business leaders perceive the KIDS COUNT Data Book. The KIDS COUNT Data Book provides a resource that offers business leaders and other users standardized information about 10 measures of educational, social, economic and physical well-being for children in the United States by state including: Low-birth weight babies, Infant mortality, Child deaths, Teen deaths from all causes, Teen births (by age), Teens high school dropouts, Teens not attending school and not working, Children living in families where no parent has full-time year-round employment, Percent of children in poverty, and Children in single-parent households. The Kids Risk Project completed a national survey of 145 leaders of Fortune 1000 companies as well as 8 in-depth interviews with leaders of these companies in order to ask specific questions that would provide more insights than collected by the survey instrument.

Overall, more than half of the respondents (51%) were aware of KIDS COUNT. The results further indicate that those respondents who indicated awareness of KIDS COUNT had favorable views, but the data also suggest that KIDS COUNT still remains largely unknown to many in the business community. Major findings include:

Awareness and Use of National Information Sources

- Over half of the business leaders in Fortune 1000 companies that responded (51%) are aware of KIDS COUNT.
- Approximately 5% of business leaders say that they use KIDS COUNT “a lot” and an additional 11% and 10% say that they use KIDS COUNT “some” and “a little” respectively, which suggests that nearly 1 in 4 business leaders use KIDS COUNT at least “a little.” Looking only at the 51% of business leaders aware of KIDS COUNT, half (50%) reported using KIDS COUNT at least “a little.”
- Business organizations are the most commonly used sources of information on the status and well-being of children. Overall, 73% and 71% of respondents reported awareness of the Conference Board and US Chamber of Commerce, respectively, but only 50% of respondents reported using the Conference Board to obtain information on the status and well-being of children. Between 30 and 40% of respondents reported using the Business Roundtable, Business for Social Responsibility, US Chamber of Commerce, and/or Trade Associations.
- A majority of business leaders are familiar with all 14 of the information sources listed in the survey with the exception of low awareness of Child Trends (33% aware), National Center for Children in Poverty (44%), Business Higher-Education Forum (46%), Focus on the Family (47%), and National SAFE KIDS (48%).

Evaluation of KIDS COUNT Data Book

- Business leaders who know about the KIDS COUNT Data Book generally view it positively as a resource, and nearly half (41%) of the respondents who knew about the Data Book reported hearing about it by receiving a copy of the Data Book in the mail.
- The greatest barriers to using the KIDS COUNT Data Book appear to be lack of familiarity with the Data Book, reliance on other state and local data sources, and limited focus on children broadly within the business community overall. Interview respondents emphasized the strong interest in education shared by many within the business community, and suggested that the metrics related to education were the most relevant to current business philanthropic efforts.
- Most of those interviewed skim the Data Book for the statistics of particular relevance and to make comparisons between their state and other parts of the US, but they also raised questions about the applicability of state level data for local areas since some companies focus their efforts locally and much more narrowly than at the state level.

How business leaders use statistical information on children and families

- Business leaders primarily use statistical information on children and families (like the information provided in KIDS COUNT) to learn about issues affecting children (44%) and to do background research on an issue (44%). Just over a third (35%) also reported using statistical information on children and families to develop philanthropic funding criteria.
- Those business leaders from companies with an affiliated, independent philanthropic foundation reported more use of statistical information on children and families to develop philanthropic funding criteria.

Impact of KIDS COUNT

- Approximately two-thirds (66%) of business leaders aware of KIDS COUNT believe that KIDS COUNT has increased public attention to children and families in their states.
- Between 20 and 30% of business leaders aware of KIDS COUNT indicated that KIDS COUNT had a moderate or major impact on public policy in their state, debates and outcomes for children in their state, their local community, and the business community.

Introduction

The Kids Risk Project (Harvard School of Public Health) received funding from The Annie E. Casey Foundation to assess the commitment of Fortune 1000 companies to children and published the first report to document these commitments in 2003 (1). In 2004, The Annie E. Casey Foundation requested a follow up study and specifically requested information about how business leaders perceive the KIDS COUNT Data Book. The KIDS COUNT Data Book provides a resource that offers business leaders and other users standardized information about 10 measures of educational, social, economic and physical well-being for children in the United States by state including: Low-birth weight babies, Infant mortality, Child deaths, Teen deaths from all causes, Teen births (by age), Teens high school dropouts, Teens not attending school and not working, Children living in families where no parent has full-time year-round employment, Percent of children in poverty, and Children in single-parent households. The Kids Risk Project completed a national survey of 145 leaders of Fortune 1000 companies as well as 8 in-depth interviews with leaders of these companies in order to ask specific questions that would provide more insights than collected by the survey instrument.

The Study's Approach and Methods

The Kids Risk Project sought to assess the following key questions:

- Are business leaders aware of the KIDS COUNT Data Book?
- Do they use it?
- What impact does the KIDS COUNT Data Book on the business community?

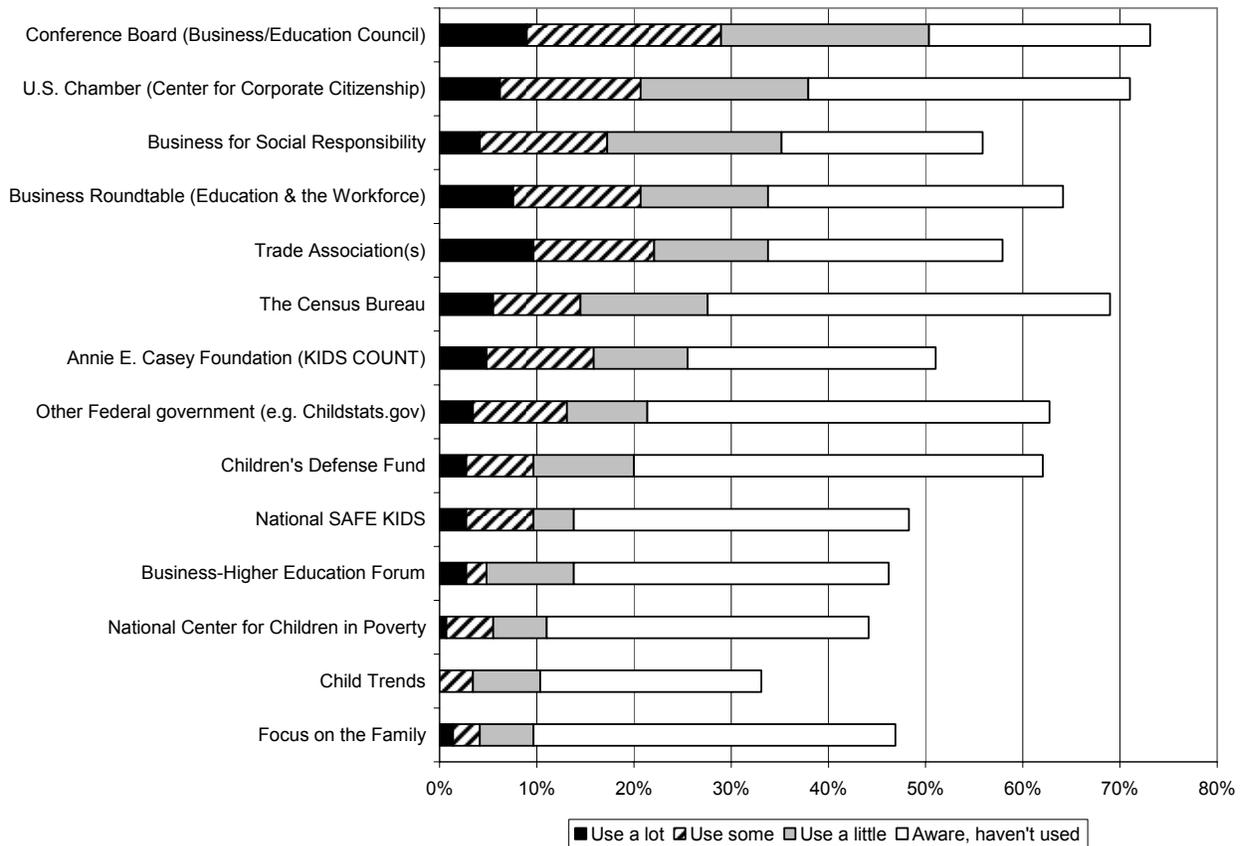
To answer these questions, the Kids Risk Project developed a survey instrument and tested it with the leaders of the Business Higher Education Forum, the US Chamber of Commerce, and a few other selected senior executives in the business community. After developing a password protected website that enabled on-line completion of the survey, the Kids Risk Project sent letters and a copy of the survey to all CEOs of Fortune 1000 companies. The appendix provides a copy of the survey instrument. We followed up the mailing by contacting individuals by phone to encourage their participation. By July 2005, we collected a total of 145 surveys representing a 15 percent response rate. As with the prior effort (1), the sample reflects companies throughout the broad range of industrial categories and we have no reason to expect any sample bias. In addition, we conducted in-depth interviews with 8 business leaders to learn more about their perceptions about KIDS COUNT.

Results

Awareness and Use of National Information Sources

The first part of the survey sought to determine the role of KIDS COUNT among the numerous national organizations that compile and disseminate statistical information on children and families. The survey asked about 14 different organizations as shown in Figure 1 (Table 1 provides the data). The survey asked about how much business leaders use each resource to obtain information on the status and well-being of children. Not surprisingly, 2 business organizations top the list with 73% and 71% of respondents reporting awareness of the Conference Board and US Chamber of Commerce. However, 50% of respondents reported using the Conference Board to obtain information on the status and well-being of children. Between 30 and 40% of respondents reported using the Business Roundtable, Business for Social Responsibility, US Chamber of Commerce, and/or Trade Associations.

Figure 1: Business Leaders’ Use of National Organizations that Compile Data on Children



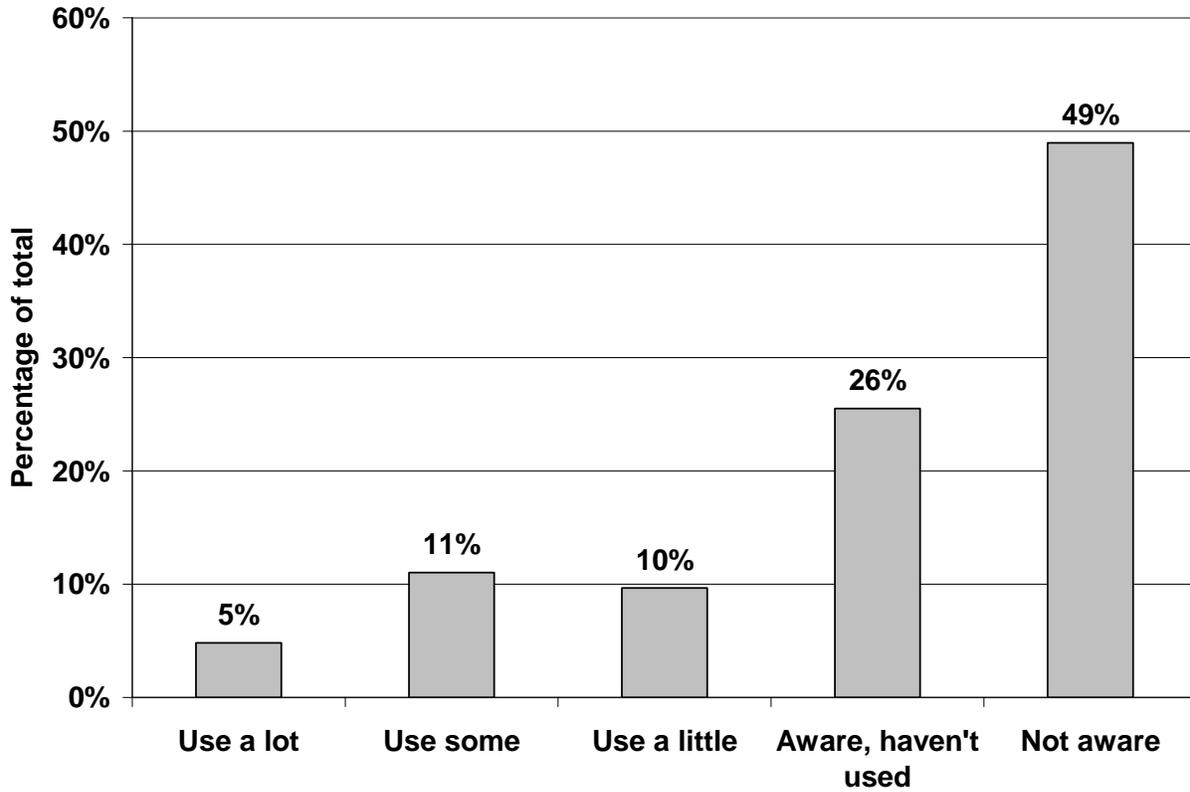
**Table 1: Business Leaders' Use of National Organizations that Compile Data on Children
(Table)**

Organization	Use a lot	Use some	Use a little	Aware, haven't used	Not aware
Conference Board (Business/Education Council)	9%	20%	21%	23%	27%
U.S. Chamber (Center for Corporate Citizenship)	6%	14%	17%	33%	29%
Business for Social Responsibility	4%	13%	18%	21%	44%
Trade Association(s)	10%	12%	12%	24%	42%
Business Roundtable (Education & the Workforce)	8%	13%	13%	30%	36%
The Census Bureau	6%	9%	13%	41%	31%
Annie E. Casey Foundation (KIDS COUNT)	5%	11%	10%	26%	49%
Other Federal government (e.g. Childstats.gov)	3%	10%	8%	41%	37%
Children's Defense Fund	3%	7%	10%	42%	38%
Business-Higher Education Forum	3%	2%	9%	32%	54%
National SAFE KIDS	3%	7%	4%	34%	52%
National Center for Children in Poverty	1%	5%	6%	33%	56%
Child Trends	0%	3%	7%	23%	67%
Focus on the Family	1%	3%	6%	37%	53%

The survey data indicate that business leaders use information from business organizations the most, but that they also rely heavily on information provided by the Census Bureau. Of all of the non-profit organizations included in the survey, business leaders reported a higher usage of KIDS COUNT than information from any other non-profit organization. However, with respect to total awareness, more business leaders reported awareness of The Children's Defense Fund than of KIDS COUNT overall.

Looking specifically at the KIDS COUNT data, we see that slightly over half of business leaders in Fortune 1000 companies (51%) are aware of KIDS COUNT. Approximately 5% of business leaders say that they use KIDS COUNT "a lot" and an additional 11% and 10% say that they use KIDS COUNT "some" and "a little" respectively, which suggests that nearly 1 in 4 business leaders use KIDS COUNT as shown in Figure 2. Looking only at the 51% of business leaders aware of KIDS COUNT, half (50%) reported using KIDS COUNT at least "a little."

Figure 2: Business leaders' use of KIDS COUNT to obtain information on the status and well-being of children



Importance of Having Measures on the Well-Being of Children

Remarkably, overall 79% of respondents reported using some statistical information on children and families in some way. Table 2 provides a breakdown of a number of ways that companies use the type of information provided by KIDS COUNT and the percent of respondents who reported such use. Nearly half of the companies reported using statistical information to do background research on an issue (44%) and/or to become/stay informed about children's needs (44%). Approximately one-third of companies use statistical information to develop philanthropic funding criteria (35%), educating others about issues (31%), in preparing speeches (31%), and/or to craft policies/programs (30%).

Table 2: In what ways does your company use statistical information on children and families?	
Way company might use statistical information on children and families	Use
To do background research on an issue	44%
To become/stay informed about children's needs	44%
To develop philanthropic funding criteria	35%
To educate others about issues	31%
In speeches	31%
To craft policies and or programs	30%
To check or confirm other data sources	20%
In formulating/amending your company's strategic plan	14%
To hold others accountable	4%
Other uses	7%
Company does not use statistical data on children and families	21%

Awareness of KIDS COUNT

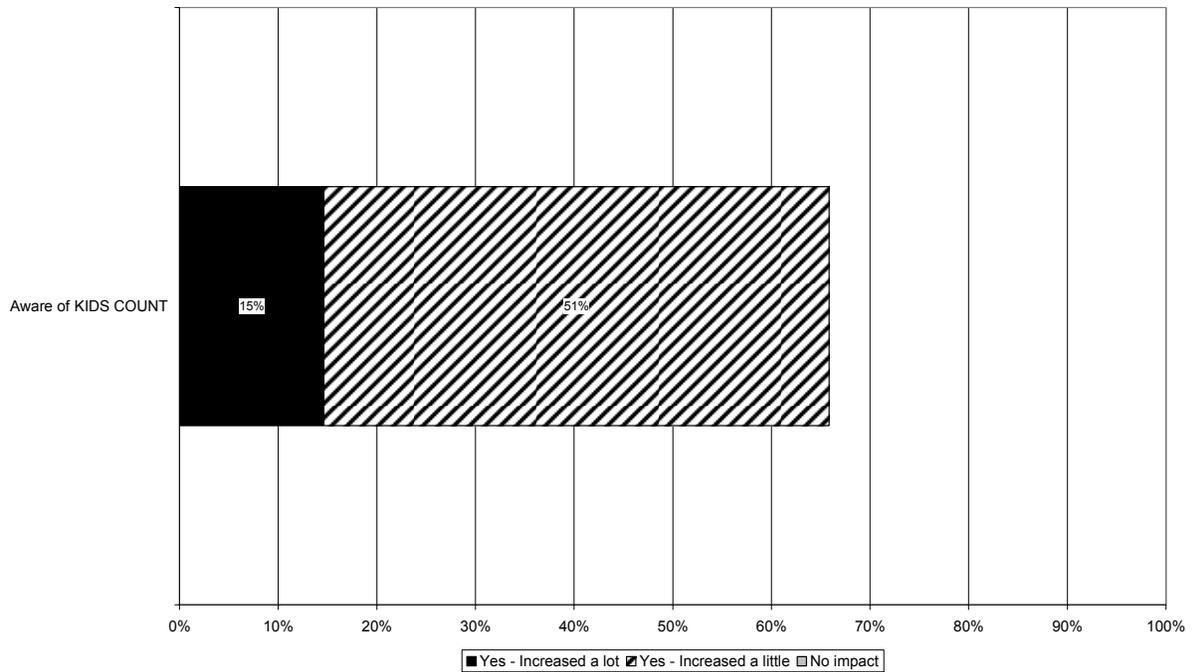
Focusing specifically on those familiar with the KIDS COUNT Data Book, respondents indicated hearing about the Data Book in a number of ways. Mailing the Data Book appears to be the most effective way of getting KIDS COUNT to business leaders (41%) (see Table 3). Almost one-third of respondents reported hearing about KIDS COUNT from a newsletter or other publication (32%), from an advocacy group (30%), or from a business colleague (27%). Remarkably less than one-fifth of respondents identified the Internet their source (18%) and approximately one-tenth reported being given the Data Book in person (11%).

Table 3: How have you heard about KIDS COUNT?	
How have you heard about KIDS COUNT?	Percent familiar with KIDS COUNT naming source*
Received the Data Book in the mail	41%
A newsletter or other publication	32%
An advocacy group	30%
A business colleague	27%
The Internet	18%
A service provider	16%
In the newspaper	14%
Given the Data Book in person	11%
An elected official	9%
A government agency	9%
On radio or television	7%
Other**	18%
*Percentages add to more than 100% because respondents could hear about KIDS COUNT in several different ways.	
** Other organizations named included: Kids Risk Project (this survey, 2 separate responses), Points of Light Foundation, Partner with the local organization responsible for printing KIDS COUNT book, Our foundation manager, Grand Rapids Community Foundation, Fund KIDS	

Impact of KIDS COUNT

Nearly two-thirds of those familiar with KIDS COUNT believe that it has increased public attention to children and families in their state (66%). No respondents reported that KIDS COUNT had “no impact,” they either believed it had increased public attention some or they indicated that they “couldn’t say.” Figure 3 shows the data for the 44 respondents familiar with KIDS COUNT (the remaining 34% responded “can’t say”).

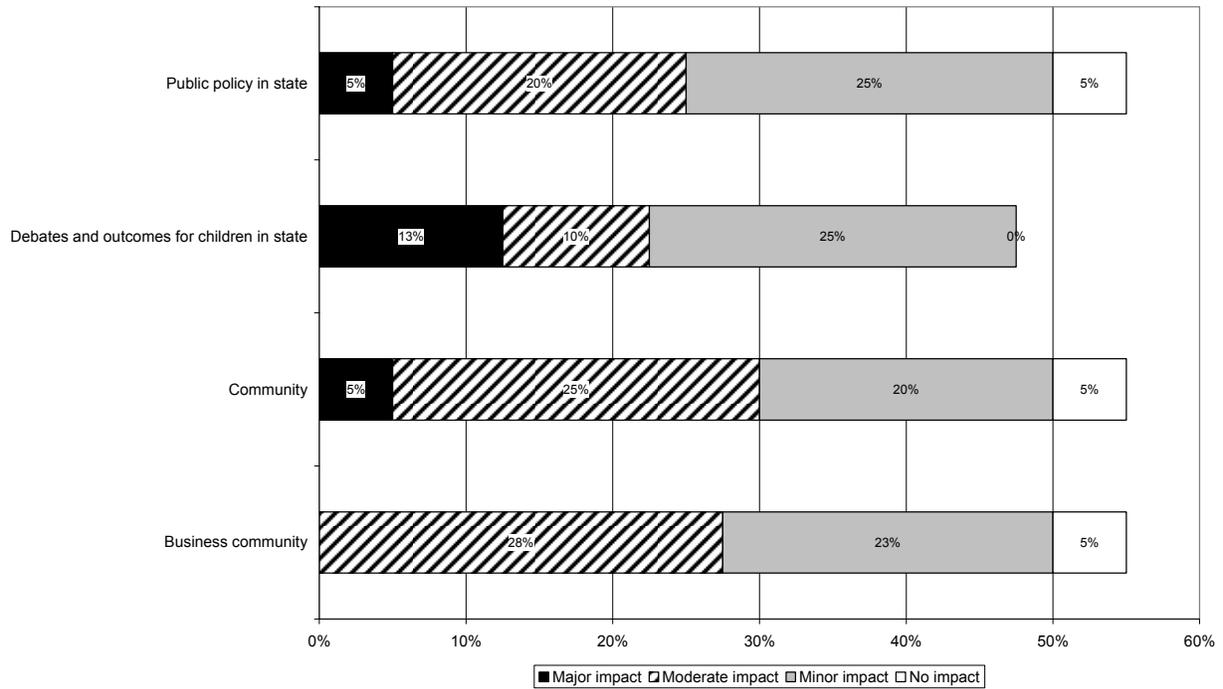
Figure 3: Business Leaders’ impressions of the impact of KIDS COUNT on increased attention to children and families in their states



Note: Totals do not sum to 100% because those who responded "can't say" are not included

Figure 4 shows the results from those companies that were aware of KIDS COUNT for 4 questions that asked specifically about the impact of KIDS COUNT. The top bar in Figure 4 shows that half of those respondents who were aware of KIDS COUNT (50%) indicated that they believe that KIDS COUNT had some impact on public policy in their state, on their community, and on the business community. With respect to debates and outcomes for children in their states, nearly half (47%) of those aware of KIDS COUNT indicated that KIDS COUNT has at least some impact on debates and outcomes for children in their states. Between 20 and 30% of business leaders aware of KIDS COUNT indicated that KIDS COUNT had a moderate or major impact on public policy in their state, debates and outcomes for children in their state, their local community, and the business community. No respondents reported that KIDS COUNT has had a major impact on the business community. The bars do not sum to 100% because the remaining respondents chose “can’t say.”

Figure 4: Impact of KIDS COUNT as indicated by business leaders aware of KIDS COUNT



Note: Totals do not sum to 100% because those who responded "can't say" are not included

Finally, 3 of the respondents listed the Annie E. Casey Foundation when asked to identify national non-governmental organizations committed to improving children’s lives that have made positive major impacts. Table 4 provides the complete list of organizations that at least two respondents named (and the number of respondents who listed each organization).

Boys & Girls Clubs (35)	March of Dimes (3)
YMCA (22)	Save the Children (3)
United Way (21)	Special Olympics (3)
Big Brother/Big Sister (19)	Afterschool Alliance/Lights on Afterschool (2)
Girl Scouts of America (17)	Camp Fire USA (2)
Boy Scouts of America (15)	CARE (2)
Junior Achievement (15)	FFA (2)
YWCA (14)	Head Start (2)
Children's Defense Fund (9)	National SAFE KIDS (2)
UNICEF (7)	Rotary International (2)
Juvenile Diabetes Research Foundation (5)	Salvation Army (2)
Annie E. Casey Foundation (3)	Sesame Workshop (2)
City Year (3)	Youth Service America (2)

In addition, each of the following organizations was listed by one respondent: 4-H, American Academy of Pediatrics, American Diabetes Association, American Heart Association, Americares, America's Health Insurance Plans, America's Promise, America's Second Harvest, Americorps, Blue Cross Blue Shield Association, CASA, Catholic Youth Organization, Centers for Disease Control and Prevention, Children's Miracle Network, City of Hope National Medical Center, Colin Powell's Children's Organization, Communities in Schools, Coop and Internship Programs, Education Trust, Every Child Counts, Family Cares, Family Communications, Inc., Family Strengthening and Neighborhood Transformation Programs, First Candle, First Robotics, Focus on the Family, Food stamp program, Gifts In Kind International, Girls Inc., Governor's Council on Physical Fitness, Habitat for Humanity, Health care, Healthy Kids, Healthy Mothers-Healthy Babies, Helen Keller International, Hope Worldwide, HOST, InMed, Inroads, International Youth Foundation, Keep America Beautiful, Keystone Science Center, Kids Care Clubs, Laura Bush Foundation for America's Libraries, MADD, Make a Wish Foundation, Manateens, MATHCOUNTS, National Alliance for Autism Research, National Association of Free Clinics, National Center for Community and Justice, National Center for Family Literacy, National Council for La Raza Escleara program, National Energy Education Development (NEED) Project, National Partnership for Women and Families, National Science Resources Center, National Science Teachers Association, National Urban League, National Youth Leadership Council, Operation Smile, PBS, Points of Light Foundation, Police Athletic League, Presidential Classroom, Project Head Start, Project HOPE, Public Education Network, Red Cross, Robert Wood Johnson Foundation, Robin Hood Foundation, Search Institute - 40 Developmental Assets, Second Harvest, St. Jude's, Teach for America, The Scripps Research Institute, Toys for Tots, Urban League, VolunteerMatch, WHO, WIC, World Vision, and Youth Hockey.

Follow up interviews

To better understand the perceptions of business leaders, Dr. Thompson followed up with 8 leaders to discuss their thoughts about how KIDS COUNT could have a larger impact within the business community. Two of these leaders were familiar with KIDS COUNT and the remaining 6 indicated that they were not familiar with the KIDS COUNT Data Book.

With respect to the two business leaders who expressed familiarity with KIDS COUNT, both were heavily involved in supporting children's health and well-being in their communities and both led businesses that produce and sell products marketed to children. These leaders talked about the state KIDS COUNT organizations and their support of KIDS COUNT. One of them knows the leader of the state KIDS COUNT organization very well and described KIDS COUNT as "the best resource for high quality information about the well-being of children." While both of these leaders also appreciated the national KIDS COUNT and particularly noted the importance of the Data Book in providing an annual reminder about the importance of children, their strongest connections to KIDS COUNT clearly emerged as ties to the KIDS COUNT organizations in their states. These leaders suggested that the best way to engage them was through the local organizations since they continue to support efforts to help children with a focus on their local areas. One respondent summed it up by saying: "We provide funding for KIDS COUNT and believe that it offers critical nonpartisan quantitative information that helps community leaders and policy makers make good choices about helping kids."

Interviews with the other 6 business leaders revealed less consistency in the responses. One of these leaders indicated that his company did not pursue a particular focus on children in any of its products or its philanthropy and suggested that for this reason children's issues were not very salient to him. Given this, he suggested that he did not see much utility of the information provided by the KIDS COUNT Data Book and that given his company's lack of focus on this it would not make sense for KIDS COUNT to invest a lot of effort in attempts to engage his company. This interview provided important insight into the response that KIDS COUNT might anticipate from companies who make products marketed and sold only to adults. It suggests that efforts to build more connections with business leaders would probably benefit from targeted efforts that begin by identifying specific companies that make or sell products sold to children and/or with expressed interests in the health and well-being of children. This business leader indicated that he was concerned about the trend toward greater social corporate responsibility and its potential conflict with meeting the profit maximization goals of stockholders to which he felt a fiduciary responsibility. This leader indicated that he personally felt very strongly about the need to invest in children, but that his personal beliefs and philanthropy did not represent the views of his company and he did not believe that they should.

All of the other 5 business leaders who were unfamiliar with KIDS COUNT expressed concern about the state of education and particularly the need to train good workers. Some of them provided information about specific activities that they were supporting to encourage improvements in education (for children and adults). In particular, two of these leaders talked specifically about math and science preparation and their strong concerns about the poor quality of math and science education. They indicated that they focus their philanthropy on education and that they're very interested in good information and evaluation of educational quality. Two of these leaders made the connection between educational issues and health outcomes, and they noted that they thought that KIDS COUNT could do more to emphasize the connections between the various metrics that it follows. These leaders appreciated that KIDS COUNT included some information related to education and also provided other information about the well-being of children that they might not have otherwise considered. One of these five business leaders indicated that he did not believe that the information provided in the KIDS COUNT Data Book provided much help with respect to addressing the challenges of improving education nationally or in his state due to the limited number of educational metrics.

All five of these business leaders indicated that KIDS COUNT would be more useful to them if it contained even more metrics, but they found it difficult to suggest specific other metrics for inclusion. One leader suggested that there might be some way to develop a systematic educational metric to apply to states given the relatively recent requirements initiated by Leave No Child Behind and he suggested that KIDS COUNT should consider adding such a new metric. He further suggested that in terms of marketing KIDS COUNT, it might help considerably if KIDS COUNT added "new" and therefore "newsworthy" metrics periodically, and in this way continued to build its data portfolio. These business leaders all indicated that for KIDS COUNT to impact them it would have to provide information that had significant value. Pushing this further, several of them indicated that they are particularly concerned about their local area and that the statewide data represented too large of a geographical area to be helpful.

They recognized, however, that the statewide data could provide helpful context and a good starting point in cases for which they lacked any local data.

Each of these leaders suggested that they receive so many “requests for information” and an “overwhelming” amount of materials from organizations seeking to gain their attention that they tend to focus very specifically only on their key issues and to rely on business trade organizations to help them identify these issues and relevant sources of information. Remarkably, these leaders named different business organizations that they would turn to first on children’s issues (e.g., Business for Social Responsibility, The Business Roundtable, The Conference Board), which is consistent with the findings from the larger survey. This means that no single business trade organization currently serves as the dominant resource, and consequently that future efforts to work through such organizations to reach the entire business community would need to involve multiple organizations.

One of these business leaders mentioned The Annie E. Casey Foundation’s ties to UPS and indicated that this could provide both a “blessing and a curse.” He indicated that the Annie E. Casey Foundation might benefit from its association with UPS in the sense that it represents a successful philanthropic foundation with affiliation to a Fortune 100 company. At the same time, this connection may make it such that a few companies might not want to partner with KIDS COUNT or the Annie E. Casey Foundation if they maintain close business ties with a UPS competitor.

These interviews suggest that the greatest barriers to greater use of the KIDS COUNT Data Book by the business community come from lack of familiarity of most business leaders with the Data Book and their reliance on other resources that they believe already meet their information needs. They indicated that they tend to skim information sources to look for statistics that might be of value, but that what they really want is information about what is really happening locally and the ability to see and measure the impact of the efforts that they support in their area.

Conclusions

Overall, this study reveals that the leaders of Fortune 1000 companies that know KIDS COUNT think highly of KIDS COUNT. However, the overall visibility of KIDS COUNT by business leaders is relatively low. KIDS COUNT could significantly increase its visibility within the business community and increase its impact, but it should anticipate some challenges in doing so due to the lack of a single business trade association currently dominating as the resource that business leaders turn to and challenges in reaching the leaders. Working with state KIDS COUNT organizations that might be able to speak more directly to local issues could represent an important opportunity to create greater connections between KIDS COUNT and leaders of Fortune 1000 companies.

Reference:

1. Thompson KM. How much do kids count in corporate board rooms? Results from the first survey of Fortune 1000 companies. *Medscape General Medicine* 2003(March 26);5(1). (Available at: <http://www.medscape.com/viewarticle/451188>). Full report version: K.M.

Thompson 2003. How Much Do Kids Count in Corporate Board Rooms? Results from a Survey of 2001 Fortune 1000 Companies. Newton, MA: AORM. Available on-line from www.kidsrisk.harvard.edu.

Appendix: Copy of survey instrument

Company name: _____ Your Name: _____
 Phone number: _____ E-mail address: _____

1. Does your company have a commitment to children as part of its mission statement, vision statement, or guiding principles? yes no
 Does your company's commitment to children have clear implications for your customers and/or employees?
yes no
2. Does your company employ people under the age of 18 in the U.S.? yes no
3. Does your company encourage employees to mentor children under the age of 18? yes no
4. Do you consider children's formulation and development as related to your company's competitiveness and success? yes no
5. Does your company have an affiliated, independent philanthropic foundation? yes no
 Does your company's philanthropy focus specifically (not necessarily exclusively) on children?
yes no
 Does your company's philanthropy focus specifically (not necessarily exclusively) on education?
yes no
 Does your company's philanthropy focus specifically (not necessarily exclusively) on health? yes no
6. Does your company do anything specifically to help disadvantaged children? yes no
7. Does your company have any web sites developed for children or young adults up to the age of 21? yes no
 If yes, please provide the web site address:

8. Listed below are some national organizations that compile and disseminate statistical information on children and families. Please tell us how much you use each of these organizations to obtain information on the status and well-being of children.

	1. Use a lot	2. Use some	3. Use a little	4. Aware, haven't used	5. Not aware
1. The Census Bureau	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Other Federal government (e.g. Childstats.gov)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. National Center for Children in Poverty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Annie E. Casey Foundation (KIDS COUNT)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Children's Defense Fund	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Child Trends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Focus on the Family	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. National SAFE KIDS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. Business-Higher Education Forum	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. Business for Social Responsibility	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. Business Roundtable (Education & the Workforce)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. Conference Board (Business/Education Council)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13. U.S. Chamber (Center for Corporate Citizenship)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14. Trade Association(s)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please write in any others that you use and indicate how much you use them here:

_____	<input type="checkbox"/>				
_____	<input type="checkbox"/>				
_____	<input type="checkbox"/>				

9. In what ways does your company use statistical information on children and families? (Please mark X in all boxes that apply).

- | | |
|---|---|
| 1. <input type="checkbox"/> To develop philanthropic funding criteria | 7. <input type="checkbox"/> To become/stay informed about children's needs |
| 2. <input type="checkbox"/> To craft policies and or programs | 8. <input type="checkbox"/> To check or confirm other data sources |
| 3. <input type="checkbox"/> To educate others about issues | 9. <input type="checkbox"/> To hold others accountable |
| 4. <input type="checkbox"/> In speeches | 10. <input type="checkbox"/> Other uses |
| 5. <input type="checkbox"/> To do background research on an issue | 11. <input type="checkbox"/> Company does not use statistical data on children and families |
| 6. <input type="checkbox"/> In formulating/amending your company's strategic plan | |

KIDS COUNT is a project of the Annie E. Casey Foundation that provides national and state-by-state indicators of child well-being on an annual basis. KIDS COUNT makes information available through the national KIDS COUNT Data Book. In addition, the Foundation supports state organizations that provide reports with county and local-level data.

10. Are you familiar with the national KIDS COUNT Data Book? Yes No (Skip to question #17)

11. How have you heard about KIDS COUNT? (Please list your source(s) by marking X in all boxes that apply).

- | | |
|---|---|
| 1. <input type="checkbox"/> A business colleague | 7. <input type="checkbox"/> The Internet |
| 2. <input type="checkbox"/> An elected official | 8. <input type="checkbox"/> On radio or television |
| 3. <input type="checkbox"/> A government agency | 9. <input type="checkbox"/> In the newspaper |
| 4. <input type="checkbox"/> An advocacy group | 10. <input type="checkbox"/> Received the Data Book in the mail |
| 5. <input type="checkbox"/> A service provider | 11. <input type="checkbox"/> Given the Data Book in person |
| 6. <input type="checkbox"/> A newsletter or other publication | 12. <input type="checkbox"/> Other: _____ |

12. Thinking about all of the KIDS COUNT products, do you think KIDS COUNT has increased public attention to children and families in your state?

1. Yes - increased a lot 2. Yes - increased a little 3. No impact 4. Can't say

13. Thinking about all of the KIDS COUNT products, what impact, if any, do you think KIDS COUNT has had on public policy in your state?

1. Major impact 2. Moderate impact 3. Minor impact 4. No impact 5. Can't say

14. Thinking about all of the KIDS COUNT products, what impact, if any, do you think KIDS COUNT has had on debates and outcomes for children in your state?

1. Major impact 2. Moderate impact 3. Minor impact 4. No impact 5. Can't say

15. Thinking about all of the KIDS COUNT products, what impact, if any, do you think KIDS COUNT has had on your community?

1. Major impact 2. Moderate impact 3. Minor impact 4. No impact 5. Can't say

16. Thinking about all of the KIDS COUNT products, what impact, if any, do you think KIDS COUNT has had on the business community?

1. Major impact 2. Moderate impact 3. Minor impact 4. No impact 5. Can't say

17. When you think about non-governmental organizations committed to improving children's lives, which of these do you believe have made positive, major impacts? (Please list & briefly comment on impacts)

National or international organizations (e.g., youth activity and leadership programs, health care programs, others):

Local organizations (e.g., after school and summer programs, religious organizations, others):

18. What are your company's largest concerns about the future of children?

19. If you would like to offer any other comments, please include them here or on a separate page.

You can complete this on-line from: www.kidsrisk.harvard.edu/KidsCount.htm (Username, Password in letter) or please return the completed form by secure fax, e-mail, or mail (contact information provided in letter). Thank you very much.