

# **Gonzales Research & Marketing Strategies**

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Conducted for  
**Progressive Maryland**

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## Methodology

Patrick E. Gonzales graduated from the University of Baltimore in 1981 with a degree in political science. He is the former president of Mason-Dixon Campaign Polling and Gonzales/Arscott Research & Communications, Inc.

Over the past two decades, Mr. Gonzales has polled and analyzed hundreds of elections in Maryland. Additionally, he and his associates have conducted numerous market research projects and crafted message development programs for businesses and organizations throughout the state.

This survey was conducted by *Gonzales Research & Marketing Strategies* from October 17<sup>th</sup> through October 21<sup>st</sup>, 2005. A total of 815 registered voters in Maryland who vote regularly were interviewed by telephone. A cross-section of interviews was conducted in each jurisdiction within the state to reflect general election voting patterns.

The margin for error, according to customary statistical standards, is no more than plus or minus 3.5 percentage points. There is a 95 percent probability that the “true” figures would fall within this range if the entire survey universe were sampled. The margin for error is higher for any demographic subgroup, such as gender or party affiliation.



## Maryland Statewide Poll Sample Demographics

Gender		Race		Region	
Male	405 (50%)	White	617 (76%)	Eastern Shore/S Md	108 (13%)
Female	410 (50%)	Black	184 (23%)	Baltimore City	79 (10%)
		Other/Ref	14	Baltimore Suburbs	292 (36%)
				Washington Subs	240 (29%)
				Western Maryland	96 (12%)
Party Registration					
Democrat	463 (57%)				
Republican	267 (33%)				
Independent	85 (10%)				

### Regional Groupings are as follows:

Eastern Shore/ Southern Md	Baltimore City	Baltimore Suburbs	Washington Suburbs	Western Maryland
Calvert Co.	Baltimore City	Anne Arundel Co.	Montgomery Co.	Allegany Co.
Caroline Co.		Baltimore Co.	Prince George's Co.	Carroll Co.
Cecil Co.		Harford Co.		Frederick Co.
Charles Co.		Howard Co.		Garrett Co.
Dorchester Co.				Washington Co.
Kent Co.				
Queen Anne's Co.				
Somerset Co.				
St. Mary's Co.				
Talbot Co.				
Wicomico Co.				
Worcester Co.				



## Summary

When asked what issue will be uppermost in their mind when they decide how to vote next year, 30% of Marylanders said health care, 27% said education, 16% said taxes and budget, and 11% said crime and drugs. Other issues queried received single-digit mention.

Voters were next asked the following: *“Fiscal experts say that Maryland state government will suffer from a long-range budget deficit for at least the next few years. But next year they project a temporary surplus of about 600 million dollars. Tell me which of the following options is the best way to use next year’s 600 million dollar surplus?”*

Thirty-four percent want to use the money to build and repair schools, 21% said to use the surplus for tax cuts, 18% said to restore some of the 1.25 billion dollars lawmakers cut from the budget over the past three years, 16% said to set the money aside for future deficit reduction, and 8% said the surplus should be used for transit and roads.



## Message Testing

Respondents were read a series of statement and asked whether they strongly agreed, somewhat agreed, somewhat disagreed, or strongly agreed with each. The results in descending order of agreement level.

STATEMENT: “Maryland’s schools are overcrowded, many are dilapidated, and too many students are forced to learn in temporary trailer classrooms. We should use most of the surplus to build and repair schools.”

<b>Agree</b>	<b>76%</b>
<b>Disagree</b>	<b>18%</b>

STATEMENT: “During the last several years, lawmakers dealt with persistent fiscal gaps by making deep budget cuts, especially in health care for the poor, child care, after school programs, and universities. Maryland should use most of the surplus to replenish the erosion to these programs and services.”

<b>Agree</b>	<b>71%</b>
<b>Disagree</b>	<b>19%</b>

STATEMENT: “It is becoming tougher and tougher for middle-class Marylanders to afford to buy or even rent homes in the communities where they work. Maryland should use most of the surplus to create affordable housing for firefighters, teachers, police officers and others priced out of the skyrocketing real estate market.”

<b>Agree</b>	<b>71%</b>
<b>Disagree</b>	<b>22%</b>

STATEMENT: “Many public services – especially for children and families -- actually prevent long-term costs. We should use most of the surplus to invest now in prevention services such as drug treatment and youth programs so that in the future we do not have to pay more for things like juvenile detention, foster care and incarceration.”

<b>Agree</b>	<b>60%</b>
<b>Disagree</b>	<b>29%</b>



STATEMENT: “Tax-and-spend liberal Democrats in Annapolis have been overspending for years. Now that there is finally a budget surplus, lawmakers should give taxpayers long overdue tax relief.”

<b>Agree</b>	<b>55%</b>
<b>Disagree</b>	<b>37%</b>

STATEMENT: “Budget experts agree that the surplus is temporary and that big deficits will return after next year. We should set aside most of this year’s temporary surplus to pay down future deficits.”

<b>Agree</b>	<b>51%</b>
<b>Disagree</b>	<b>39%</b>



**QUESTION:** *When you decide how to vote in Maryland's election next year for Governor and General Assembly, which issue will be uppermost in your mind? Please choose one of the following... (ORDER ROTATED)*

### Statewide Results

Response	Statewide
Taxes and budget	<b>16%</b>
Education	<b>27%</b>
Health care	<b>30%</b>
Roads and transit	<b>6%</b>
Environment	<b>4%</b>
Children and family	<b>1%</b>
Crime and drugs	<b>11%</b>
No answer	<b>5%</b>

**Party** – *Which issue most important in deciding how to vote?*

Party	Taxes/ Budget	Education	Health Care	Roads/ Transit	Environment
Democrat	13%	31%	30%	5%	5%
Republican	23%	21%	31%	7%	3%
Independent	14%	25%	25%	11%	2%

Party	Children/ Family	Crime/ Drugs	No Answer
Democrat	1%	8%	7%
Republican	-	14%	1%
Independent	2%	15%	6%



**Race - Which issue most important in deciding how to vote?**

Race	Taxes/ Budget	Education	Health Care	Roads/ Transit	Environment
White	18%	25%	28%	7%	5%
African-American	11%	34%	36%	3%	1%

Race	Children/ Family	Crime/ Drugs	No Answer
White	1%	11%	5%
African-American	2%	10%	3%

**Gender - Which issue most important in deciding how to vote?**

Gender	Taxes/ Budget	Education	Health Care	Roads/ Transit	Environment
Male	17%	24%	28%	7%	2%
Female	15%	30%	32%	5%	6%

Gender	Children/ Family	Crime/ Drugs	No Answer
Male	1%	13%	8%
Female	1%	9%	2%





**Region - Which issue most important in deciding how to vote?**

Region	Taxes/ Budget	Education	Health Care	Roads/ Transit	Environment
Eastern Shore/ Southern MD	18%	25%	28%	1%	5%
Baltimore City	10%	18%	43%	-	3%
Baltimore Suburbs	15%	28%	33%	5%	3%
Washington Suburbs	13%	32%	28%	8%	5%
Western Maryland	30%	21%	19%	17%	5%

Region	Children/ Family	Crime/ Drugs	No Answer
Eastern Shore/ Southern MD	1%	17%	5%
Baltimore City	3%	22%	1%
Baltimore Suburbs	1%	8%	7%
Washington Suburbs	1%	10%	3%
Western Maryland	-	5%	3%



**QUESTION:** *Fiscal experts say that Maryland state government will suffer from a long-range budget deficit for at least the next few years. But next year they project a temporary surplus of about 600 million dollars. Tell me which of the following options is the best way to use next year's 600 million dollar surplus? (ORDER ROTATED)*

- Use the money for a tax cut
- Use the money to build and repair public schools
- Use the money for transit and roads
- Restore some of the 1.25 billion dollars lawmakers cut from the budget over the past three years, especially programs for poor children
- Set the money aside for future deficit reduction

### Statewide Results

Response	Statewide
Tax cuts	<b>21%</b>
Build and repair schools	<b>34%</b>
Transit and roads	<b>8%</b>
Restore 1.25 billion	<b>18%</b>
Future deficit reduction	<b>16%</b>
No answer	<b>3%</b>

### Party – Best way to use 600 million dollar surplus?

Party	Tax Cuts	Build/Repair Schools	Transit/Roads	Restore 1.25 B
Democrat	16%	39%	8%	20%
Republican	30%	27%	9%	11%
Independent	21%	31%	8%	24%

Party	Deficit Reduction	No Answer
Democrat	14%	3%
Republican	19%	4%
Independent	13%	3%



**Race - Best way to use 600 million dollar surplus?**

Race	Tax Cuts	Build/Repair Schools	Transit/Roads	Restore 1.25 B
White	23%	31%	9%	17%
African-American	15%	47%	5%	20%

Race	Deficit Reduction	No Answer
White	17%	3%
African-American	11%	2%

**Gender - Best way to use 600 million dollar surplus?**

Gender	Tax Cuts	Build/Repair Schools	Transit/Roads	Restore 1.25 B
Male	28%	28%	7%	13%
Female	14%	40%	9%	23%

Gender	Deficit Reduction	No Answer
Male	19%	5%
Female	13%	1%



**Region - Best way to use 600 million dollar surplus?**

<b>Region</b>	<b>Tax Cuts</b>	<b>Build/Repair Schools</b>	<b>Transit/Roads</b>	<b>Restore 1.25 B</b>
Eastern Shore/ Southern MD	21%	35%	8%	17%
Baltimore City	18%	49%	5%	10%
Baltimore Suburbs	24%	32%	5%	15%
Washington Suburbs	14%	37%	15%	22%
Western Maryland	33%	19%	8%	22%

<b>Region</b>	<b>Deficit Reduction</b>	<b>No Answer</b>
Eastern Shore/ Southern MD	18%	1%
Baltimore City	15%	3%
Baltimore Suburbs	22%	2%
Washington Suburbs	9%	3%
Western Maryland	12%	6%



I am going to read you a series of statements. Please tell me if you strongly agree, somewhat agree, somewhat disagree, strongly disagree, or have no opinion. It is fine to agree with more than one of these statements – just tell me your immediate reaction to each statement. (ORDER OF SIX STATEMENTS ROTATED)

**STATEMENT:** *Budget experts agree that the surplus is temporary and that big deficits will return after next year. We should set aside most of this year’s temporary surplus to pay down future deficits.*

### Statewide Results

Response	Statewide
Strongly agree	<b>19%</b>
Somewhat agree	<b>32%</b>
Somewhat disagree	<b>17%</b>
Strongly disagree	<b>22%</b>
No answer	<b>10%</b>

**Party** – *Set aside most of this year’s temporary surplus to pay down future deficits.*

Party	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	No Answer
Democrat	17%	35%	14%	22%	12%
Republican	23%	32%	20%	19%	6%
Independent	16%	21%	24%	26%	13%

**Race** - *Set aside most of this year’s temporary surplus to pay down future deficits.*

Race	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	No Answer
White	19%	36%	16%	21%	8%
African-American	17%	21%	21%	24%	17%



**Gender** - *Set aside most of this year's temporary surplus to pay down future deficits.*

Gender	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	No Answer
Male	20%	27%	22%	21%	10%
Female	18%	37%	12%	23%	10%

**Region** - *Set aside most of this year's temporary surplus to pay down future deficits.*

Region	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	No Answer
Eastern Shore/ Southern MD	23%	41%	20%	15%	1%
Baltimore City	17%	24%	24%	27%	8%
Baltimore Suburbs	19%	33%	11%	26%	11%
Washington Suburbs	15%	33%	21%	20%	11%
Western Maryland	28%	24%	17%	16%	15%



**STATEMENT:** *Many public services – especially for children and families -- actually prevent long-term costs. We should use most of the surplus to invest now in prevention services such as drug treatment and youth programs so that in the future we do not have to pay more for things like juvenile detention, foster care and incarceration.*

### Statewide Results

Response	Statewide
Strongly agree	<b>24%</b>
Somewhat agree	<b>36%</b>
Somewhat disagree	<b>16%</b>
Strongly disagree	<b>13%</b>
No answer	<b>11%</b>

**Party** – *Use most of the surplus to invest now in prevention services.*

Party	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	No Answer
Democrat	33%	36%	12%	9%	10%
Republican	10%	37%	23%	20%	10%
Independent	18%	35%	18%	14%	15%

**Race** - *Use most of the surplus to invest now in prevention services.*

Race	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	No Answer
White	18%	37%	17%	16%	12%
African-American	44%	34%	12%	4%	6%



**Gender** - *Use most of the surplus to invest now in prevention services.*

Gender	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	No Answer
Male	16%	38%	17%	16%	13%
Female	32%	34%	15%	10%	9%

**Region** - *Use most of the surplus to invest now in prevention services.*

Region	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	No Answer
Eastern Shore/ Southern MD	27%	34%	20%	14%	5%
Baltimore City	33%	42%	10%	5%	10%
Baltimore Suburbs	17%	33%	15%	20%	15%
Washington Suburbs	31%	37%	15%	9%	8%
Western Maryland	16%	41%	21%	6%	16%





**STATEMENT:** *Maryland's schools are overcrowded, many are dilapidated, and too many students are forced to learn in temporary trailer classrooms. We should use most of the surplus to build and repair schools.*

### Statewide Results

Response	Statewide
Strongly agree	<b>43%</b>
Somewhat agree	<b>33%</b>
Somewhat disagree	<b>11%</b>
Strongly disagree	<b>7%</b>
No answer	<b>6%</b>

**Party** – *Use most of the surplus to build and repair schools.*

Party	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	No Answer
Democrat	48%	34%	10%	4%	4%
Republican	38%	32%	11%	11%	8%
Independent	35%	27%	12%	12%	14%

**Race** - *Use most of the surplus to build and repair schools.*

Race	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	No Answer
White	38%	36%	11%	7%	8%
African-American	60%	24%	9%	6%	1%



**Gender** - *Use most of the surplus to build and repair schools.*

Gender	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	No Answer
Male	32%	41%	10%	8%	9%
Female	54%	25%	12%	6%	3%

**Region** - *Use most of the surplus to build and repair schools.*

Region	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	No Answer
Eastern Shore/ Southern MD	47%	41%	5%	6%	1%
Baltimore City	45%	34%	11%	1%	9%
Baltimore Suburbs	39%	38%	11%	6%	6%
Washington Suburbs	51%	20%	16%	7%	6%
Western Maryland	31%	39%	5%	15%	10%



**STATEMENT:** *Tax-and-spend liberal Democrats in Annapolis have been overspending for years. Now that there is finally a budget surplus, lawmakers should give taxpayers long overdue tax relief.*

### Statewide Results

Response	Statewide
Strongly agree	<b>27%</b>
Somewhat agree	<b>28%</b>
Somewhat disagree	<b>18%</b>
Strongly disagree	<b>19%</b>
No answer	<b>8%</b>

**Party** – *Lawmakers should give taxpayers long overdue tax relief.*

Party	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	No Answer
Democrat	20%	25%	22%	26%	7%
Republican	40%	33%	11%	7%	9%
Independent	28%	22%	17%	18%	15%

**Race** - *Lawmakers should give taxpayers long overdue tax relief.*

Race	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	No Answer
White	30%	31%	18%	12%	9%
African-American	17%	17%	18%	42%	6%



**Gender** - *Lawmakers should give taxpayers long overdue tax relief.*

Gender	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	No Answer
Male	34%	28%	10%	18%	10%
Female	20%	28%	26%	20%	6%

**Region** - *Lawmakers should give taxpayers long overdue tax relief.*

Region	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	No Answer
Eastern Shore/ Southern MD	28%	32%	25%	10%	5%
Baltimore City	15%	29%	14%	38%	4%
Baltimore Suburbs	34%	32%	15%	9%	10%
Washington Suburbs	18%	22%	21%	31%	8%
Western Maryland	38%	24%	17%	12%	9%



**STATEMENT:** *During the last several years, lawmakers dealt with persistent fiscal gaps by making deep budget cuts, especially in health care for the poor, child care, after school programs, and universities. Maryland should use most of the surplus to replenish the erosion to these programs and services.*

### Statewide Results

Response	Statewide
Strongly agree	<b>37%</b>
Somewhat agree	<b>34%</b>
Somewhat disagree	<b>10%</b>
Strongly disagree	<b>9%</b>
No answer	<b>10%</b>

**Party** – *Use most of the surplus to replenish the erosion to these programs and services.*

Party	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	No Answer
Democrat	45%	33%	8%	8%	6%
Republican	24%	38%	12%	10%	16%
Independent	34%	26%	12%	14%	14%

**Race** - *Use most of the surplus to replenish the erosion to these programs and services.*

Race	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	No Answer
White	32%	35%	11%	11%	11%
African-American	54%	32%	5%	3%	6%



**Gender** - Use most of the surplus to replenish the erosion to these programs and services.

Gender	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	No Answer
Male	30%	39%	11%	8%	12%
Female	44%	29%	9%	10%	8%

**Region** - Use most of the surplus to replenish the erosion to these programs and services.

Region	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	No Answer
Eastern Shore/ Southern MD	38%	35%	14%	7%	6%
Baltimore City	38%	46%	10%	1%	5%
Baltimore Suburbs	36%	35%	5%	12%	12%
Washington Suburbs	41%	32%	8%	8%	11%
Western Maryland	32%	25%	20%	14%	9%



**STATEMENT:** *It is becoming tougher and tougher for middle-class Marylanders to afford to buy or even rent homes in the communities where they work. Maryland should use most of the surplus to create affordable housing for firefighters, teachers, police officers and others priced out of the skyrocketing real estate market.*

### Statewide Results

Response	Statewide
Strongly agree	<b>41%</b>
Somewhat agree	<b>30%</b>
Somewhat disagree	<b>14%</b>
Strongly disagree	<b>8%</b>
No answer	<b>7%</b>

**Party** – *Use most of the surplus to create affordable housing.*

Party	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	No Answer
Democrat	43%	29%	12%	8%	8%
Republican	39%	33%	18%	5%	5%
Independent	38%	26%	13%	14%	9%

**Race** - *Use most of the surplus to create affordable housing.*

Race	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	No Answer
White	35%	32%	15%	10%	8%
African-American	61%	25%	9%	2%	3%



**Gender** - *Use most of the surplus to create affordable housing.*

Gender	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	No Answer
Male	37%	35%	11%	8%	9%
Female	45%	25%	17%	8%	5%

**Region** - *Use most of the surplus to create affordable housing.*

Region	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	No Answer
Eastern Shore/ Southern MD	41%	34%	14%	4%	7%
Baltimore City	39%	43%	9%	3%	6%
Baltimore Suburbs	39%	27%	15%	12%	7%
Washington Suburbs	51%	24%	15%	5%	5%
Western Maryland	23%	36%	14%	14%	13%

