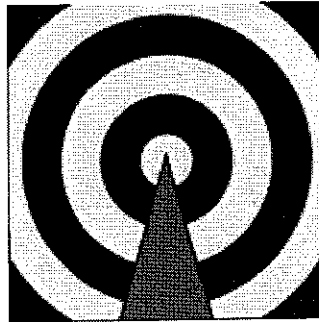


# **Gonzales Research & Marketing Strategies**

[www.gonzalesresearch.com](http://www.gonzalesresearch.com)



**Conducted for:**

**Maryland Citizens' Health Initiative**

**January 2009**

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## Methodology

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

Mr. Gonzales has polled and analyzed hundreds of elections in Maryland since the mid 1980's. Additionally, he and his associates have conducted numerous market research projects and crafted message development programs for businesses and organizations throughout the state.

Hilary Duff Gonzales is Director of Sales and Marketing for *Gonzales Research & Marketing Strategies*. Mrs. Gonzales has over 20 years experience promoting the state of Maryland, particularly in the tour and travel industry.

This survey was conducted by *Gonzales Research & Marketing Strategies* from January 5<sup>th</sup> through January 9<sup>th</sup>, 2009. A total of 842 registered voters in Maryland 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 of error (MOE), 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, age or race.



## Maryland Statewide Poll Sample Demographics

Gender		Race		Region	
Male	419 (50%)	White	625 (74%)	Eastern Shore/S Md	105 (12%)
Female	423 (50%)	Black	193 (23%)	Baltimore City	83 (10%)
		Other/Ref	24	Baltimore Suburbs	294 (35%)
				Washington Subs	258 (31%)
				Western Maryland	102 (12%)
<b>Party Registration</b>					
Democrat	471 (56%)				
Republican	270 (32%)				
Independent	101 (12%)				

**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.				



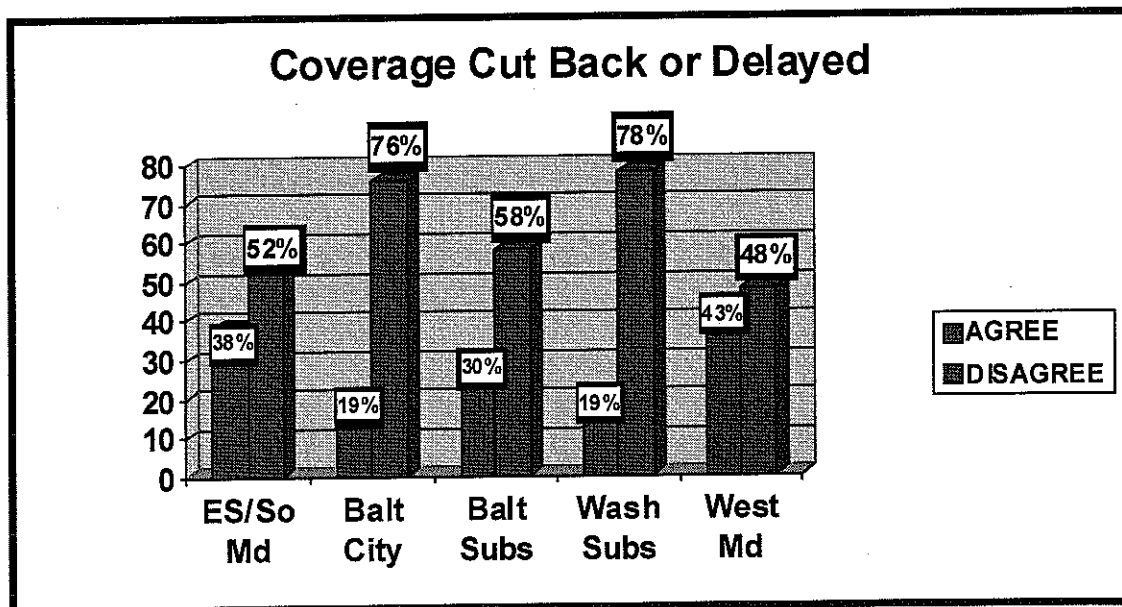
## Summary

Maryland voters were asked the following: *“Maryland recently extended health care coverage to over 100,000 uninsured people. Over 25,000 have already enrolled. Some have suggested that this program be cut back or delayed. Do you strongly agree, somewhat agree, somewhat disagree, or strongly disagree that this program should be cut back or delayed?”*

Statewide, 28% agree (10% “strongly agree” and 18% “somewhat agree”) that the health care coverage program should be cut back or delayed, while 64% disagree that Maryland’s health care coverage program should be cut back or delayed (41% “strongly disagree” and 23% “somewhat disagree”).

By race, 34% of whites agree (13% “strongly agree” and 21% “somewhat agree”) and 57% disagree (32% “strongly disagree” and 25% “somewhat disagree”), while only 11% of African-Americans agree (2% “strongly agree” and 9% “somewhat agree”) and 85% disagree (68% “strongly disagree” and 17% “somewhat disagree”).

A look at the results by region:



**QUESTION:** *Maryland recently extended health care coverage to over 100,000 uninsured people. Over 25,000 have already enrolled. Some have suggested that this program be cut back or delayed. Do you strongly agree, somewhat agree, somewhat disagree, or strongly disagree that this program should be cut back or delayed?*

### Statewide Results

Response	Statewide
Strongly agree	10%
Somewhat agree	18%
Somewhat disagree	23%
Strongly disagree	41%
No answer	8%

**Total Agree** - **28%**  
**Total Disagree** - **64%**

### Party – Health care coverage to uninsured should be cut back or delayed?

Party	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	No Answer
Democrat	4%	12%	27%	53%	4%
Republican	23%	28%	17%	16%	16%
Independent	4%	19%	19%	51%	7%



**Race - Health care coverage to uninsured should be cut back or delayed?**

Race	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	No Answer
White	13%	21%	25%	32%	9%
African-American	2%	9%	17%	68%	4%

**Gender - Health care coverage to uninsured should be cut back or delayed?**

Gender	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	No Answer
Male	13%	19%	25%	36%	7%
Female	7%	17%	21%	46%	9%

**Region - Health care coverage to uninsured should be cut back or delayed?**

Region	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	No Answer
Eastern Shore/ Southern MD	13%	25%	20%	32%	10%
Baltimore City	6%	13%	16%	60%	5%
Baltimore Suburbs	12%	18%	22%	36%	12%
Washington Suburbs	5%	14%	29%	49%	3%
Western Maryland	17%	26%	19%	29%	9%

