

**GOUCHER
COLLEGE**

POLL

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Goucher College Poll Results: Most Marylanders prefer an early spring to at least one big snowstorm

BALTIMORE (February 21, 2020)—The Goucher College Poll asked Marylanders to indicate their preferences between “an early spring” and “at least one big snowstorm.” The Goucher College Poll surveyed **713** Maryland adults from **February 13-18** and has a margin of error of **+/-3.7 percent**. Results by voter registration and other key demographics are provided.

Fifty-seven percent of Marylanders said they would prefer an early spring and **41 percent** are hoping for at least one big snowstorm.

“The preference for an early spring instead of a big snowstorm is consistent with the results of our September Goucher College Poll, which found that winter was the least favorite season of Maryland residents,” said Mileah Kromer, director of the Sarah T. Hughes Field Politics Center at Goucher College. “Time is running out for the Marylanders hoping for at least one big snow.”

When asked to put Maryland’s current winter season in historical context, WBAL-TV’s meteorologist Ava Marie noted, “Maryland has experienced a significantly warmer than average winter and is currently on pace to have one of the least snowy winters on record. But, of course, there’s always March!”

About the Goucher College Poll

The Goucher College Poll is conducted under the auspices of the Sarah T. Hughes Field Politics Center at Goucher College. The center is directed by Dr. Mileah Kromer, associate professor of political science.

The Goucher College Poll is funded by the Sarah T. Hughes Field Politics Center endowment and does not take additional funding from outside sources. The mission of the Goucher College Poll is to improve public discourse in Maryland by providing neutral, unbiased, and independent information on citizen perceptions and opinions. The data collected by the poll are used to support faculty and student research.

The Sarah T. Hughes Field Politics Center is a member of the Association of Academic Survey Research Organizations and the American Association for Public Opinion Research Transparency Initiative.

For more information, or to view archived polls, please visit www.goucher.edu/poll.



Survey Methodology

To ensure all Maryland residents are represented, the poll is conducted using random digit dialing (RDD) of a county-level stratified random sample using landline and cellular telephone numbers. The sample of telephone numbers for the survey is purchased from Dynata (<https://www.dynata.com/>).

The survey was conducted **Thursday, February 13, to Tuesday, February 18**. During this time, interviews were conducted 3 to 9 p.m. on Monday to Friday and 11 a.m. to 5 p.m. on Saturday and Sunday. The Goucher College Poll uses Voxco Computer-Assisted Telephone Interviewing (CATI) software to administer its surveys. A staff of professionally trained, paid student interviewers conducts the interviews.

Interviewers attempted to reach respondents with working phone numbers a maximum of five times. Only Maryland adults—residents aged 18 years or older—were eligible to participate. Interviews were not conducted with adults who were reached at business or work numbers. **Eighty-three percent** of the interviews were conducted on a cell phone and **17 percent** were conducted on a landline.

Interviews for this survey were completed with **713** Maryland adults. For a sample size of **713**, there is a **95 percent** probability the survey results have a plus or minus **3.7 percentage point** sampling error from the actual population distribution for any given survey question. Margins of error are higher for subsamples.

In addition to sampling error, all surveys are subject to sources of non-sampling error, including question wording effects, question order effects, and non-response bias. Margin of error is not adjusted for design effects. Data are weighted by gender, age, race, region, and educational attainment of the state to represent adult population targets established by the most recent American Community Survey (ACS).

Survey Question Design

The Goucher College Poll provides the questions as worded and the order in which they are administered to respondents.

BRACKETED ITEMS []: Items and statements in brackets are rotated to ensure respondents do not receive a set order of response options, which maintains question construction integrity by avoiding respondent agreement based on question composition.

Example: [agree or disagree] or [disagree or agree]

PROBE (p): Some questions contain a “probe” maneuver to determine a respondent’s intensity of opinion/perspective. Probe techniques used in this questionnaire mainly consist of asking respondents if their responses are more intense than initially provided.

Example: Do you have a [favorable or unfavorable] opinion of President Obama?

PROBE: Would you say very favorable/unfavorable?

OPEN-ENDED: No response options are provided for an open-ended question, i.e., it is entirely up to the respondent to provide the response information. Any response options provided to the interviewer are not read to the respondent; they are only used to help reduce interviewer error and time in coding the response.

VOLUNTEER (v): Volunteer responses means the interviewer did not offer that response option in the question as read to the interviewer. Interviewers are instructed not to offer “don’t know” or “refused” or “some other opinion” to the respondent, but the respondent is free to volunteer that information for the interviewer to record.

Goucher College Poll Sample Demographics (in percent)

	Maryland Adult Population Parameter	Weighted Sample Estimate <i>Adults</i> (n=713)	Weighted Sample Estimate <i>Registered Voters</i> (n=628)
Gender			
Male	47	47	45
Female	53	53	55
Age			
18 to 24	12	12	12
25 to 34	18	18	17
35 to 44	16	16	16
45 to 54	18	18	19
55 to 64	17	17	17
65+	19	18	18
Race			
White	61	61	62
Black	30	30	30
All other	9	9	8
Education			
High school or less	35	35	33
Tech/AA/some college	26	26	26
Four-year college degree	21	21	22
Adv./professional degree	18	18	19
Region			
Montgomery County	17	17	17
Prince George's County	15	15	14
Baltimore City	11	11	12
Baltimore County	14	14	14
Central Region	21	21	22
Southern Region	6	6	6
Eastern Shore Region	8	8	9
Western Region	8	8	7

Counties included in region:

- Central: Anne Arundel, Carroll, Harford, and Howard
- Western: Allegany, Garrett, Frederick, and Washington
- Eastern Shore: Caroline, Cecil, Dorchester, Kent, Queen Anne’s, Somerset, Talbot, Wicomico, and Worcester
- Southern: Calvert, Charles, and St. Mary’s

Registered Voters

Registered voter screen question:

Q: REGVOTE

Are you registered to vote at your current address?

If “Yes,” follow up: Are you registered as a Republican, Democrat, Independent, unaffiliated, or something else?

Of the **713** Maryland adult residents surveyed, **628** indicated they were registered voters with the Democratic, Republican, or other party or registered unaffiliated (i.e., independent).

Maryland Voter Registration (in percent)

	Party Registration (Jan. 2020)	Weighted Sample Estimate Registered Voters (n=628)
Democratic Party	55	52
Republican Party	25	25
Unaffiliated (i.e. independent)	19	21
Other party	1	2
Total=	100	628 +/-3.9

Information on voter registration in Maryland from the Board of Elections can be found at <http://www.elections.state.md.us>.

The following question was asked to the sample of **713 Maryland adults**. Please refer to **page 7** for the results by registered voter and other key demographics. Results are in percentages and may not add up exactly to 100 due to weighting and rounding.

Q: SPRING_SNOW

Which of these do you want more: [items rotated]

	FEB 20
At least one big snowstorm	41
An early spring	57
It depends (v)	1
Don't know (v)	1
Total=	713 +/-3.7

Results by demographics (in percent)

- Column percentages
- Unless specified, “don’t know,” “refused,” and other volunteered responses are not included below
- Margin of error is higher for subsamples
- Refer to tables above for questions as worded

	Registered Voters				Maryland Adults							
		Party Registration			Gender		Age			Race		
	All (n=628)	Dem (n=325)	Ind (n=134)	Rep (n=158)	Male (n=335)	Female (n=378)	18-34 (n=216)	35-54 (n=245)	55+ (n=252)	White (n=435)	Black (n=214)	Other (n=64)
Q: SPRING_SNOW												
At least one big snowstorm	41	39	46	43	40	41	42	44	36	43	39	27
An early spring	56	59	50	55	56	57	57	53	61	55	56	70

	Maryland Adults							
	College		Region			Ideology		
	>4-year degree (n=435)	4-year degree + (n=278)	MG/ PG (n=229)	Central/ Balt Metro (n=372)	Outside Urban Corridor (n=157)	Cons (n=190)	Mod (n=310)	Prog (n=180)
Q: SPRING_SNOW								
At least one big snowstorm	39	42	42	39	41	40	41	41
An early spring	58	55	53	59	57	56	55	58