GOUCHER COLLEGE | POLL

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Plurality of Marylanders say fall is their favorite season

BALTIMORE (September 20, 2019)—**Forty-four percent** of Maryland residents say that fall is their favorite season. **Twenty-one percent** say they prefer either summer or spring. A chilly **10 percent** view winter as their favorite among the four divisions of the Gregorian calendar.

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 fully 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 **Friday, September 13, to Wednesday, September 18**. During this time, interviews were conducted 5 p.m. to 9 p.m. on Monday to Friday and noon to 9 p.m. on Saturday and Sunday. The Goucher College Poll uses Voxco Computer-Assisted Telephone Interviewing (CATI) software to administer its surveys. Interviews are conducted by a staff of professionally trained, paid, student interviewers.

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 percent** of the interviews were conducted on a cell phone and **20 percent** were conducted on a landline.

Interviews for this survey were completed with **763** Maryland adults. For a sample size of **763**, there is a **95 percent** probability the survey results have a plus or minus **3.6 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 is 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 *Adults* (n=763)	Weighted Sample Estimate *Registered Voters* (n=655)
Gender			
Male	47	47	46
Female	53	53	54
Age			
18 to 24	12	12	9
25 to 34	18	18	17
35 to 44	16	16	16
45 to 54	18	18	19
55 to 64	17	17	19
65+	19	18	20
Race			
White	61	61	63
Black	30	30	30
All other	9	9	7
Education			
High school or less	35	35	31
Tech/AA/some college	26	26	28
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	15
Baltimore City	11	11	11
Baltimore County	14	14	14
Central Region	21	21	22
Southern Region	6	6	6
Eastern Shore Region	8	8	8
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 **763** Maryland adult residents surveyed, **655** 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 (Aug 2019)	Weighted Sample Estimate **Registered Voters** (**n=655**)
Democratic Party	54	53
Republican Party	25	26
Unaffiliated (Independent)	19	19
Other Party (Green/Libertarian/Other)	1	2
Total=	Voters in MD 4,018,568	655 +/-3.8

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 full sample of **763 Maryland adults**. Please refer to **page 7** for the results by registered voter and other key demographics. Results are in percent and may not add up exactly to 100 due to weighting and rounding.

Q: SEASON
Which is your favorite season of the year, if any? [**winter, spring, summer, or fall**]

	SEPT 19
Winter	10
Spring	21
Summer	21
Fall	44
Don't know/Refused (v)	4
Total=	763 +/-3.6

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 table above for questions as worded

	Registered Voters				Maryland Adults							
		Party Registration			Gender		Age			Race		
	All	**Dem**	**Ind**	**Rep**	**Male**	**Female**	**18-34**	**35-54**	**55+**	**White**	**Black**	**Other**
	(n=655)	**(n=347)**	**(n=125)**	**(n=172)**	**(n=359)**	**(n=404)**	**(n=232)**	**(n=262)**	**(n=269)**	**(n=465)**	**(n=228)**	**(n=70)**
Q: SEASON												
Winter	8	6	8	12	13	8	20	5	7	8	13	19
Spring	22	29	16	16	18	23	10	17	34	18	27	20
Summer	21	17	24	27	22	20	18	29	16	23	20	13
Fall	45	46	48	39	43	45	49	44	40	49	34	46

	Maryland Adults							
	College		Region			Ideology		
	>4-year degree	**4-year degree +**	**MG/ PG**	**Central/ Balt Metro**	**Outside Urban Corridor**	**Cons**	**Mod**	**Prog**
	(n=466)	**(n=297)**	**(n=245)**	**(n=350)**	**(n=168)**	**(n=175)**	**(n=367)**	**(n=185)**
Q: SEASON								
Winter	14	5	12	9	11	13	8	10
Spring	20	23	26	20	16	23	19	24
Summer	22	20	22	19	25	20	19	22
Fall	41	48	37	48	46	38	49	43