



RESULTS EMBARGOED UNTIL THURSDAY, MARCH 13, AT NOON E.S.T.

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**Goucher Poll Reveals Marylanders' Opinions
on Campaign Finance, News Sources, and State Gubernatorial Race**

Baltimore – The Goucher Poll asked Maryland citizens for their opinions toward publically funded campaigns, campaign contributions, citizens' sources of news, and gubernatorial traits and characteristics. Highlights of the results regarding these important issues are detailed below.

Public Funding and Campaign Finance

Marylanders were divided in their opinion toward publically funded campaigns. Forty-five percent oppose having an electoral system in which campaigns are fully funded by the government and contributions from individuals and groups are not permitted, while 48 percent support it.

Respondents were also asked about campaign contributions. Seventy-seven percent of residents agree with limiting the amount of money corporations and unions can contribute to campaigns; 75 percent agree with limiting the amount of money individuals can contribute.

“The results suggest that Marylanders are concerned about the role of money in elections, but they are divided on whether we should move to a system where elections are publically funded,” said Mileah Kromer, director of the Sarah T. Hughes Field Politics Center. “Interestingly, two very different Maryland gubernatorial candidates—Republican Larry Hogan and Democrat Heather Mizuer—have both agreed to limit their spending during the primary to receive matching contributions from Maryland as part of the state’s infrequently used public financing system.”

When asked where they get most of their news about Maryland state politics and political affairs, television topped the list (37 percent), followed by online news sources (29 percent), and newspapers (11 percent). Another 9 percent of those polled indicate they get their news from the radio.

Candidate Traits

Marylanders were asked to weigh in on whether certain characteristics would affect their decision to support a gubernatorial candidate.

Having business experience (67 percent) topped the list of traits that would make residents *more likely* to support that candidate, followed by military service (31 percent), and holding elected office (30 percent). Another 12 percent indicated they would be more likely to support a candidate who is a woman.

On the other side, 43 percent of Marylanders would be *less likely* to support a candidate if he or she did not believe in God. Fifteen percent indicate they would be less likely to support an openly gay or lesbian candidate, or a candidate who is wealthy.

Additional crosstabs of the survey results are available upon request, and Mileah Kromer, the director of the Sarah T. Hughes Field Politics Center, is available for comment. She can be reached at mileah.kromer@goucher.edu or 724-840-0990. For additional media requests, please contact Kristen Pinheiro, director of media relations, at 410-337-6316 or Kristen.pinheiro@goucher.edu.



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About the Goucher Poll

The Goucher Poll is conducted under the auspices of the Sarah T. Hughes Field Politics Center, which is housed in the Department of Political Science and International Relations at Goucher College. Directed by Mileah Kromer, the Goucher Poll conducts surveys on public policy, economic, and social issues in Maryland.

Goucher College supports the Goucher Poll as part of its mission to instill in its students a sense of community where discourse is valued and practiced. The Goucher Poll is fully funded by the Sarah T. Hughes Field Politics Center endowment and does not take additional funding from outside sources.

The Goucher Poll seeks to improve public discourse in the state by providing neutral and nonbiased information on citizen perceptions and opinions. The data collected by the Goucher Poll are used to support faculty and student research.

Survey Methodology

To ensure all Maryland citizens are represented, the Goucher Poll is conducted using random digit dialing (RDD) of a stratified random sample using landline and cellular telephone numbers. The sample of telephone numbers for the survey is obtained from Survey Sampling International, LLC (<http://www.surveysampling.com/>).

The survey was conducted Sunday, March 2, to Thursday, March 6. During this time, interviews were conducted 12-9 p.m. on Sunday and 5-9 p.m. Monday through Thursday. The Goucher 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. For each landline number reached, one adult from that household was selected on the basis of being the oldest or youngest adult in that residence. Half of the interviews were conducted on a cell phone, and half were conducted on a landline.

Interviews for this survey were completed with 861 Maryland citizens. For a sample size of 861, there is a 95 percent probability the survey results have a plus or minus 3.3 percent margin of error from the actual population distribution for any given survey question. Margin of errors are higher for subsamples.

Survey Question Design

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

BRACKETED ITEMS []: Items and statements in brackets are rotated to ensure respondents do not receive a set order of response options presented to them, 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 a respondent if his or her response is 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: The open-ended question provides no response options, 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 respondents; 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 a response option in the question, as read to the respondent. 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.

Sample Demographics

	MD Population Parameter	Weighted Sample Estimate
Gender		
Male	.48	.50
Female	.52	.50
18 to 24 Years	.13	.13
25 to 34 Years	.18	.18
35 to 44 Years	.17	.17
45 to 54 Years	.20	.20
55 to 64 Years	.16	.16
65 Years and Older	.16	.16
White	.63	.59
Black	.29	.27
Other	.08	.13
Capitol	.36	.37
Central	.46	.46
Eastern	.08	.07
Southern	.06	.06
Western	.04	.04

Population parameters are based on Census estimates as of July 2011.

Sample is weighted by age, gender, and region.

Distribution of Regions

Capitol—Frederick, Montgomery, Prince George’s

Central—Anne Arundel, Baltimore City, Baltimore, Carroll, Harford, Howard

Eastern—Caroline, Cecil, Dorchester, Kent, Queen Anne’s, Somerset, Talbot, Wicomico, Worcester

Southern—Calvert, Charles, St. Mary’s

Other Sample Demographics

Generally speaking, do you consider yourself to be a Republican, a Democrat, an Independent, or something else?

If respondent indicates they are an Independent:

Because you indicated you were an Independent, do you typically lean toward the Republican or Democratic candidate during elections?

Party Identification	
Republican	.28
Democrat	.53
Independent	.09
Other	.07
Don't Know/Refused (v)	.03

Survey Results¹

Q: CAMPAIGNS

Next, I'm going to ask you a few questions about campaign spending.

Q: PUBFUND

Would you [support or oppose] an electoral system where political campaigns are fully funded by the government and does not permit any contributions from individuals and private groups?

PROBE

	Percent
Strongly Oppose (p)	23.0
Oppose	22.0
Support	21.5
Strongly Support (p)	26.6
Don't Know (v)	6.3
Refused (v)	0.6
Total=861, +/-3.3	100.0

Q: INDIV

Do you [agree or disagree] with limiting the amount of money individuals can contribute to campaigns?

PROBE

	Percent
Strongly Disagree (p)	9.3
Disagree	12.4
Agree	29.1
Strongly Agree (p)	45.9
Don't Know (v)	3.2
Refused (v)	0.2
Total=861, +/-3.3	100.0

¹ Percent totals may not add up to 100 due to weighting and/or rounding.

Q: CORP

Do you [agree or disagree] with limiting the amount of money that corporations and unions can contribute to campaigns?

PROBE

	Percent
Strongly Disagree (p)	8.1
Disagree	11.8
Agree	23.7
Strongly Agree (p)	52.8
Don't Know (v)	3.3
Refused (v)	0.4
Total=861, +/-3.3	100.0

Q: NEWS

How have you been getting most of your news about state politics and political affairs: from television, newspapers, radio, magazines, social media, or online news sources?

	Percent
Television	37.3
Newspapers	11.4
Radio	8.9
Magazines	0.1
Social Media	4.1
Online News Sources	28.7
Multiple Sources/All of the Above (v)	5.2
Other (v)	3.5
Don't Know (v)	0.8
Total=861, +/-3.3	100.0

Q:TRAITS

Next, I'd like to ask you some questions about political candidate traits and characteristics.

Would you be more or less likely to support a candidate for governor who _____, or would this not matter to you?

	Less Likely	No Difference	More Likely	DK/ Refused (v)
Served in the military	1.4	67.5	30.6	0.5
Is a woman	1.7	85.5	12.3	0.5
Has been an elected official	6.5	60.7	30.3	2.5
Does <u>not</u> believe in God	42.5	47.1	8.1	2.3
Has business experience	2.7	29.3	66.6	1.4
Is openly gay or lesbian	15.0	80.7	3.0	1.4
Is wealthy	14.9	79.1	4.4	1.6
Is African American	0.9	93.8	5.1	0.2
Total=861, +/-3.3				