

# **Gonzales Research & Marketing Strategies**

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**Conducted for:  
Save Our Votes**

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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 25 years, Mr. Gonzales has polled on 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 16<sup>th</sup> through October 21<sup>st</sup>, 2007. A total of 839 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, race or party affiliation.



## Maryland Statewide Poll Sample Demographics

Gender		Race		Region	
Male	418 (50%)	White	627 (75%)	Eastern Shore/S Md	109 (13%)
Female	421 (50%)	Black	189 (23%)	Baltimore City	76 (9%)
		Other/Ref	23	Baltimore Suburbs	310 (37%)
				Washington Subs	243 (29%)
				Western Maryland	101 (12%)
Party Registration					
Democrat	468 (56%)				
Republican	275 (33%)				
Independent	96 (11%)				

**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.				



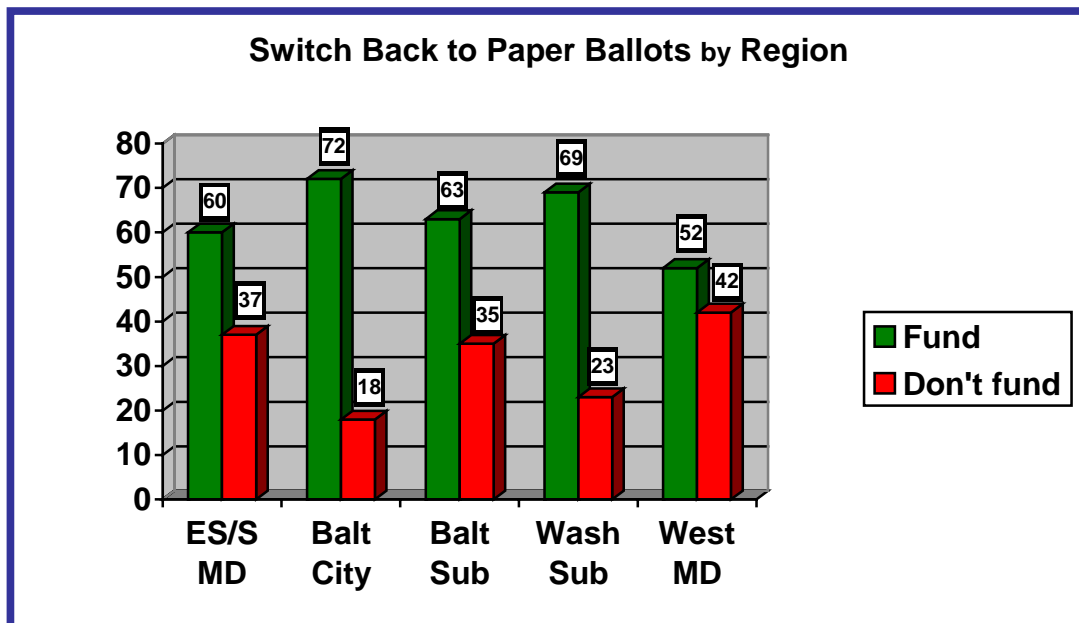
## Summary

Maryland voters were read the following: “*Last spring Maryland's General Assembly voted unanimously to switch from touch screen voting machines to a less expensive system that uses paper ballots counted by optical scanners. This would ensure that votes are recorded as voters intend, and make recounts possible. The change will happen in 2010, but only if funded in next year's budget. Do you think the governor should, or should not, provide funding for this change?*”

Statewide, 64% think the Governor should fund this change back to a system that uses paper ballots counted by optical scanners, while 31% do not think he should fund this change, with 5% giving no response.

By party, 74% of Democrats think the Governor should provide funding for this and 22% think he shouldn't; 75% of independents think the Governor should provide funding and 19% think he shouldn't; and 43% of Republicans think the Governor should provide funding and 51% think he shouldn't.

A majority of voters in every region of the state think the Governor should fund the change from touch screen voting machines back to a system that uses paper ballots counted by optical scanners.



**QUESTION:** *Last spring Maryland's General Assembly voted unanimously to switch from touch screen voting machines to a less expensive system that uses paper ballots counted by optical scanners. This would ensure that votes are recorded as voters intend, and make recounts possible. The change will happen in 2010, but only if funded in next year's budget. Do you think the governor should, or should not, provide funding for this change?*

**Statewide Results**

Response	Statewide
Yes, should fund	<b>64%</b>
No, should not fund	<b>31%</b>
No answer	<b>5%</b>

**Party** – *Should the Governor fund the switch from touch screen voting machines to a system that uses paper ballots counted by optical scanners?*

Party	Yes	No	No Answer
Democrat	74%	22%	4%
Republican	43%	51%	6%
Independent	75%	19%	6%

**Race** - *Should the Governor fund the switch from touch screen voting machines to a system that uses paper ballots counted by optical scanners?*

Race	Yes	No	No Answer
White	62%	34%	4%
African-American	71%	22%	7%



**Gender** - *Should the Governor fund the switch from touch screen voting machines to a system that uses paper ballots counted by optical scanners?*

Gender	Yes	No	No Answer
Male	66%	32%	2%
Female	62%	30%	8%

**Region** - *Should the Governor fund the switch from touch screen voting machines to a system that uses paper ballots counted by optical scanners?*

Region	Yes	No	No Answer
Eastern Shore/ Southern MD	60%	37%	3%
Baltimore City	72%	18%	10%
Baltimore Suburbs	63%	35%	2%
Washington Suburbs	69%	23%	8%
Western Maryland	52%	42%	6%

