

# **Gonzales Research & Marketing Strategies**

**“Maryland’s leader in public opinion polling”**



## **Maryland Poll Part 2**

**President Barack Obama  
Health Care Reform**

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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.

Laslo V. Boyd is a partner of *Gonzales Research & Marketing Strategies*. Dr. Boyd received his Ph.D. from the University of Pennsylvania and has over 30 years of experience in higher education, government, and public policy.

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 September 8<sup>th</sup> through September 17<sup>th</sup>, 2009. A total of 833 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.

### Maryland Statewide Poll Sample Demographics

| Gender             |           | Race      |           | Region             |           |
|--------------------|-----------|-----------|-----------|--------------------|-----------|
| Male               | 409 (49%) | White     | 617 (74%) | Eastern Shore/S Md | 113 (13%) |
| Female             | 424 (51%) | Black     | 198 (24%) | Baltimore City     | 73 (9%)   |
|                    |           | Other/Ref | 18        | Baltimore Suburbs  | 308 (37%) |
|                    |           |           |           | Washington Subs    | 241 (29%) |
|                    |           |           |           | Western Maryland   | 98 (12%)  |
| Party Registration |           |           |           |                    |           |
| Democrat           | 458 (55%) |           |           |                    |           |
| Republican         | 265 (32%) |           |           |                    |           |
| Independent        | 110 (13%) |           |           |                    |           |

**Regional Groupings are as follows:**

| <b>Eastern Shore/<br/>Southern Md</b> | <b>Baltimore City</b> | <b>Baltimore<br/>Suburbs</b> | <b>Washington<br/>Suburbs</b> | <b>Western<br/>Maryland</b> |
|---------------------------------------|-----------------------|------------------------------|-------------------------------|-----------------------------|
| 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**

**President Barack Obama**

Among Maryland voters, 60% have a favorable opinion of Barack Obama, 27% have an unfavorable opinion of him, and 13% have a neutral opinion of Obama.

With regard to his overall performance in office, 58% approve of the job he’s doing as president, 31% disapprove, and 11% have no opinion.

Obama’s overall job approval by party and race:

|                  | <u><b>Approve</b></u> | <u><b>Disapprove</b></u> | <u><b>No opinion</b></u> |
|------------------|-----------------------|--------------------------|--------------------------|
| Democrats        | 75%                   | 12%                      | 13%                      |
| Republicans      | 29%                   | 61%                      | 10%                      |
| Independents     | 57%                   | 38%                      | 5%                       |
| White            | 50%                   | 39%                      | 11%                      |
| African-American | 83%                   | 7%                       | 10%                      |

Among African-Americans in Maryland, 83% approve of the job Barack Obama is doing as president

Among Democrats in Maryland, 75% approve of the job Barack Obama is doing as president

### Health Care Reform

Statewide, 46% approve of the way Barack Obama is handling health care policy, 42% disapprove, with 12% offering no response.

Obama’s handling of health care policy by party:

|              | <u>Approve</u> | <u>Disapprove</u> | <u>No opinion</u> |
|--------------|----------------|-------------------|-------------------|
| Democrats    | 62%            | 22%               | 16%               |
| Republicans  | 19%            | 74%               | 7%                |
| Independents | 45%            | 46%               | 9%                |

Among Democrats, approval toward Obama drops 13 points on the issue of his handling of health care policy

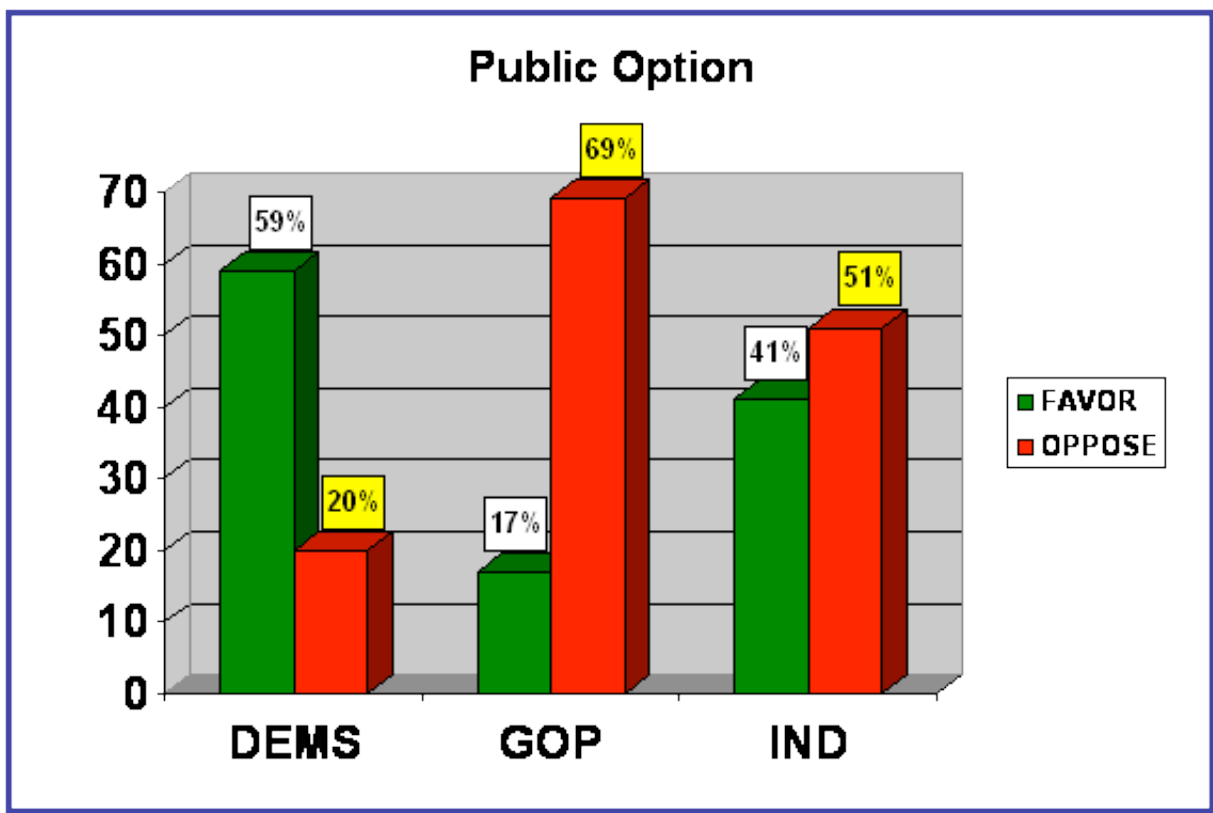
Among independents in Maryland, Obama enjoys a solid 57%-38% overall job approval, but on his handling of health care policy, a 46% plurality disapprove

Forty-eight percent of Marylanders think the country's health care system needs a great deal of reform, 41% think it needs a moderate amount of reform, 5% say not much reform is needed, and 2% say no reform at all is needed.

Voters in the Free State are mixed on the issue of creating a public health insurance option administered by the federal government that would compete with plans offered by private health insurance companies

Statewide, 43% favor creating a public health insurance option, 40% opposes a public option, with 17% providing no opinion.

The results by party:



### Swine Flu

Thirteen percent of Marylanders are “very concerned” that they or someone in their family will catch the swine flu this year, 33% are “somewhat concerned,” 28% are “not that concerned,” and 25% are “not at all

concerned.”

## Name Recognition

I am going to read you the names of several individuals. After I mention each name, I would like you to tell me if you recognize that person. If you do, I would then like you to tell me whether you have a favorable, unfavorable, or neutral opinion of that individual.

The first (next) name is \_\_\_\_\_. Do you recognize that name?

(IF YES) Do you have a favorable, unfavorable, or neutral opinion of that person?

|              | <u>Favorable</u> | <u>Unfavorable</u> | <u>Neutral</u> | <u>Don't Recognize</u> |
|--------------|------------------|--------------------|----------------|------------------------|
| Barack Obama | 60%              | 27%                | 13%            | -                      |

**QUESTION:** *Do you approve or disapprove of the job Barack Obama is doing as president?*

### Statewide Results

| Response   | Statewide  |
|------------|------------|
| Approve    | <b>58%</b> |
| Disapprove | <b>31%</b> |
| No answer  | <b>11%</b> |

**Party** – *Barack Obama overall job performance - Approve or disapprove?*

| Party | Approve | Disapprove | No Answer |
|-------|---------|------------|-----------|
|       |         |            |           |

|             |     |     |     |
|-------------|-----|-----|-----|
| Democrat    | 75% | 12% | 13% |
| Republican  | 29% | 61% | 10% |
| Independent | 57% | 38% | 5%  |

**Race** – *Barack Obama overall job performance - Approve or disapprove?*

| Race             | Approve | Disapprove | No Answer |
|------------------|---------|------------|-----------|
| White            | 50%     | 39%        | 11%       |
| African-American | 83%     | 7%         | 10%       |

**QUESTION:** *Do you approve or disapprove of the way Barack Obama is handling health care policy?*

**Statewide Results**

| Response   | Statewide  |
|------------|------------|
| Approve    | <b>46%</b> |
| Disapprove | <b>42%</b> |
| No answer  | <b>12%</b> |

**Party** – *Barack Obama handling health care policy - Approve or disapprove?*

| Party       | Approve | Disapprove | No Answer |
|-------------|---------|------------|-----------|
| Democrat    | 62%     | 22%        | 16%       |
| Republican  | 19%     | 74%        | 7%        |
| Independent | 45%     | 46%        | 9%        |

**QUESTION:** *Do you think the country's health care system needs a great deal of reform, a moderate amount of reform, not much reform, or no reform at all?*

### Statewide Results

| Response        | Statewide  |
|-----------------|------------|
|                 |            |
| A great deal    | <b>48%</b> |
| Moderate amount | <b>41%</b> |
| Not much        | <b>5%</b>  |
| None at all     | <b>2%</b>  |
| No answer       | <b>4%</b>  |

### Party – How much health care reform?

| Party       | A great deal | Moderate Amount | Not Much | None at All | No Answer |
|-------------|--------------|-----------------|----------|-------------|-----------|
|             |              |                 |          |             |           |
| Democrat    | 61%          | 32%             | 3%       | 1%          | 3%        |
| Republican  | 24%          | 57%             | 9%       | 4%          | 6%        |
| Independent | 49%          | 40%             | 5%       | 3%          | 3%        |

**QUESTION:** *Do you favor or oppose creating a public health insurance option administered by the federal government that would compete with plans offered by private health insurance companies?*

### Statewide Results

| Response | Statewide |
|----------|-----------|
|          |           |
|          |           |

|           |            |
|-----------|------------|
| Favor     | <b>43%</b> |
| Oppose    | <b>40%</b> |
| No answer | <b>17%</b> |

**Party** – *Favor or oppose - public health insurance option administered by the federal government?*

| Party       | Favor | Oppose | No Answer |
|-------------|-------|--------|-----------|
| Democrat    | 59%   | 20%    | 21%       |
| Republican  | 17%   | 69%    | 14%       |
| Independent | 41%   | 51%    | 8%        |

**QUESTION:** *How concerned are you that you or someone in your family will catch the swine flu this year?*

### Statewide Results

| Response             | Statewide  |
|----------------------|------------|
| Very concerned       | <b>13%</b> |
| Somewhat concerned   | <b>33%</b> |
| Not that concerned   | <b>28%</b> |
| Not at all concerned | <b>25%</b> |
| No answer            | <b>1%</b>  |

**Gender** – *How concerned are you that you or someone in your family will catch the swine flu this year?*

| Gender | Very Concerned | Somewhat Concerned | Not that Concerned | Not at all Concerned | No Answer |
|--------|----------------|--------------------|--------------------|----------------------|-----------|
| Men    | 9%             | 34%                | 27%                | 29%                  | 1%        |
| Women  | 17%            | 32%                | 29%                | 21%                  | 1%        |