

Gonzales Research & Marketing Strategies

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Conducted for:

**Maryland Independent College and
University Association**

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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*.

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.

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 8th through September 17th, 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, party affiliation or race.



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:

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.				

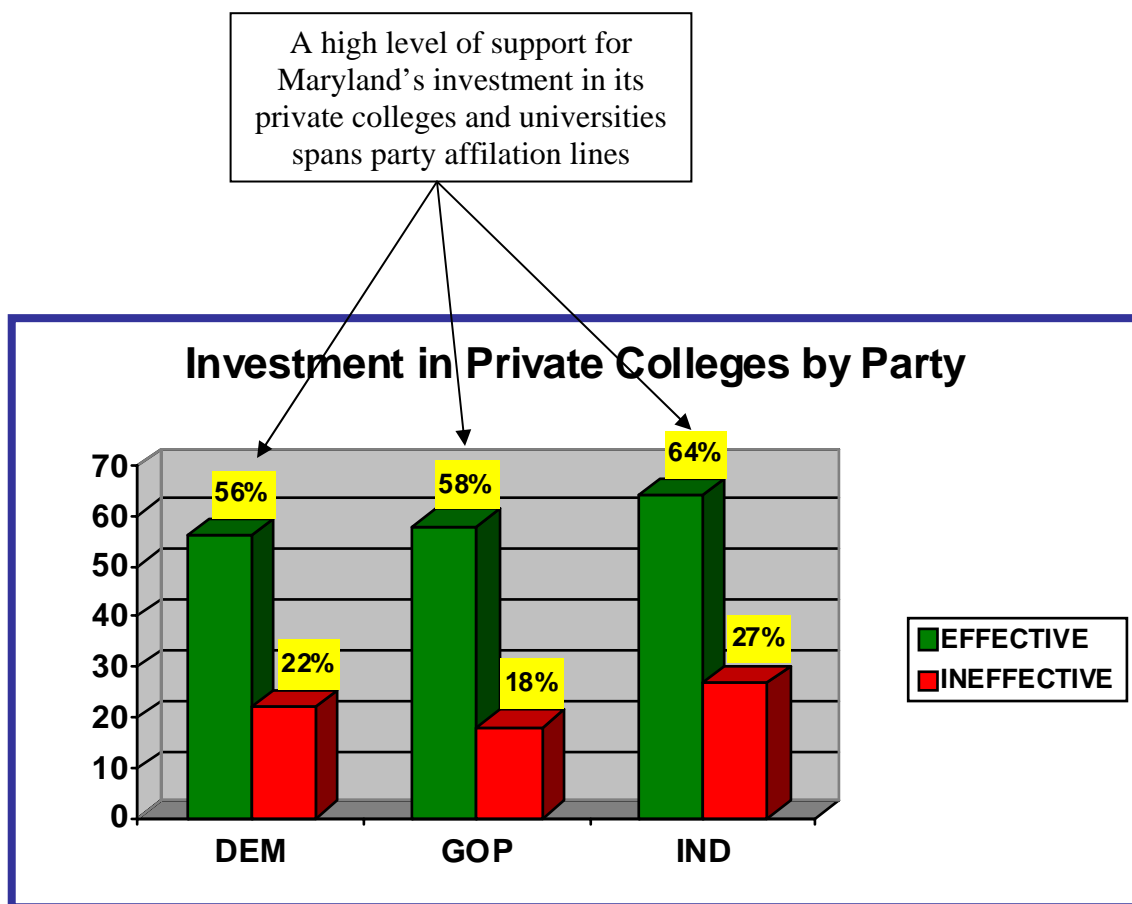


Summary

We first read Maryland voters the following: *“For more than 200 years, the State of Maryland has provided taxpayer support for private, non-profit colleges and universities. Today, Maryland’s private colleges receive about 3% of the state’s investment in higher education. These private colleges serve 52,000 students and confer about 25% of all degrees awarded in the state. Is this investment in Maryland’s private colleges an effective use of taxpayer dollars?”*

Statewide, 57% say Maryland’s investment in its private colleges and universities is an effective use of taxpayers dollars (33% “highly effective” and 24% “somewhat effective”), while only 22% say it’s an ineffective use (10% “highly ineffective” and 12% “somewhat ineffective”), with 21% offering no response.

A look at the results by party affiliation:



Sixty-nine percent of state voters say that they favor (41% “strongly favor” and 28% “somewhat favor”) the continuation of the program in Maryland in which of the more than \$1.3 billion spent on higher education approximately \$45 million goes to private colleges and universities, while 17% say that they oppose continuation of this program (7% “strongly oppose” and 10% “somewhat favor”).

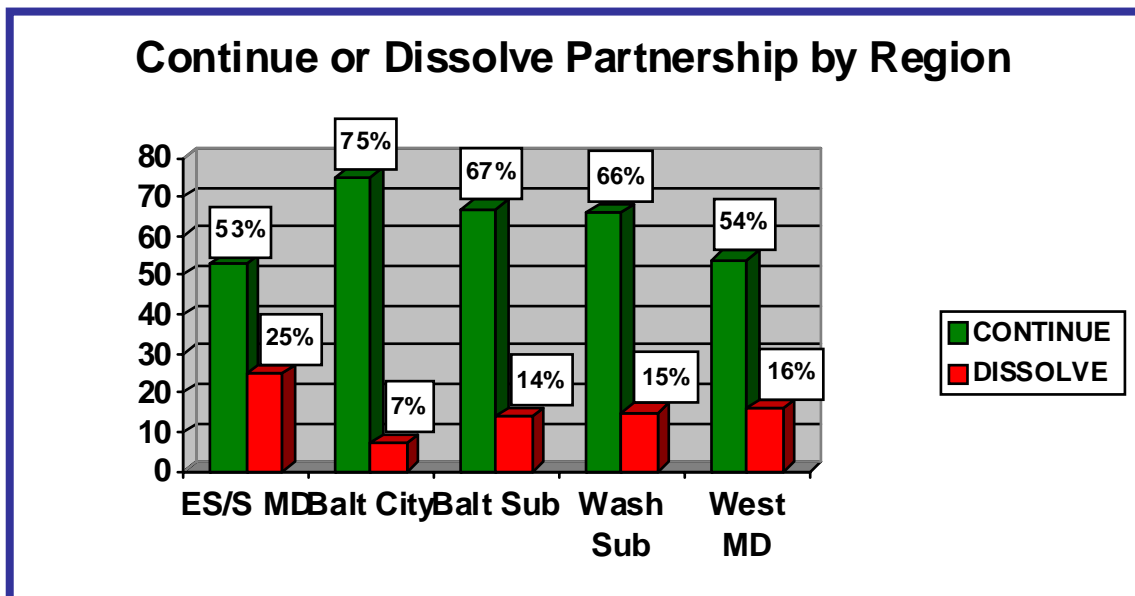
A very high level of support for continuation of the program crosses every demographic sub-group in the state.

Respondents were next read the following: “*Would you support or oppose using private institutions to provide public services in higher education or healthcare to save taxpayer dollars and help close Maryland’s budget deficit?*”

Statewide, 61% support using private institutions to provide public services in higher education or healthcare to save taxpayer dollars (35% “strongly support” and 26% “somewhat support”), while 15% oppose using private institutions to provide public services (7% “strongly oppose” and 8% “somewhat oppose”), with 23% offering no opinion.

Among state voters, 64% say that “*Maryland should continue its partnership with private colleges to provide higher education services at low taxpayer costs,*” while 15% say that “*the state should dissolve its partnership with private colleges and provide all higher education services through public universities.*”

A look at the results by the five regions in the state



QUESTION: *For more than 200 years, the State of Maryland has provided taxpayer support for private, non-profit colleges and universities. Today, Maryland’s private colleges receive about 3% of the state’s investment in higher education. These private colleges serve 52,000 students and confer about 25% of all degrees awarded in the state. Is this investment in Maryland’s private colleges an effective use of taxpayer dollars?*

Statewide Results

Response	Statewide
Yes, highly effective	33%
Yes, somewhat effective	24%
No, somewhat ineffective	12%
No, highly ineffective	10%
No answer	21%

Total Effective - 57%

Total Ineffective- 22%

Gender - Is investment an effective use of taxpayer dollars?

Gender	Yes, highly Effective	Yes, smwht Effective	No, smwht Ineffective	No, highly Ineffective	No Answer
Male	35%	28%	13%	8%	16%
Female	31%	21%	10%	12%	26%

Party – Is investment an effective use of taxpayer dollars?

Party	Yes, highly Effective	Yes, smwht Effective	No, smwht Ineffective	No, highly Ineffective	No Answer
Democrat	33%	23%	11%	11%	22%
Republican	33%	25%	8%	10%	24%
Independent	32%	32%	18%	9%	9%

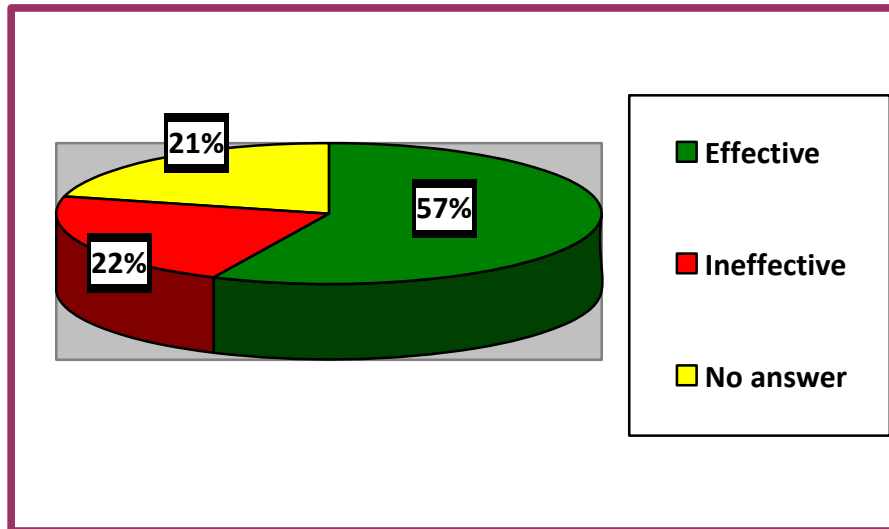


Race - Is investment an effective use of taxpayer dollars?

Race	Yes, highly Effective	Yes, smwht Effective	No, smwht Ineffective	No, highly Ineffective	No Answer
White	35%	28%	11%	8%	18%
African-American	28%	15%	14%	16%	27%

Region - Is investment an effective use of taxpayer dollars?

Region	Yes, highly Effective	Yes, smwht Effective	No, smwht Ineffective	No, highly Ineffective	No Answer
Eastern Shore/ Southern MD	30%	19%	19%	12%	20%
Baltimore City	47%	22%	4%	8%	19%
Baltimore Suburbs	35%	23%	12%	13%	17%
Washington Suburbs	32%	26%	11%	4%	27%
Western Maryland	21%	33%	7%	13%	26%



QUESTION: *The State of Maryland spends more than \$1.3 billion on higher education. Of this amount, private colleges receive about \$45 million, which is primarily used to provide financial aid to Maryland residents. Do you favor or oppose continuation of this program?*

Statewide Results

Response	Statewide
Strongly favor	41%
Somewhat favor	28%
Somewhat oppose	10%
Strongly oppose	7%
No answer	14%

Total Favor - 69%

Total Oppose - 17%

Gender - Favor or oppose continuation of program?

Gender	Strongly Favor	Somewhat Favor	Somewhat Oppose	Strongly Oppose	No Answer
Male	39%	30%	9%	9%	13%
Female	42%	26%	11%	5%	14%

Party – Favor or oppose continuation of program?

Party	Strongly Favor	Somewhat Favor	Somewhat Oppose	Strongly Oppose	No Answer
Democrat	47%	24%	11%	3%	15%
Republican	33%	36%	6%	11%	14%
Independent	33%	26%	15%	17%	9%

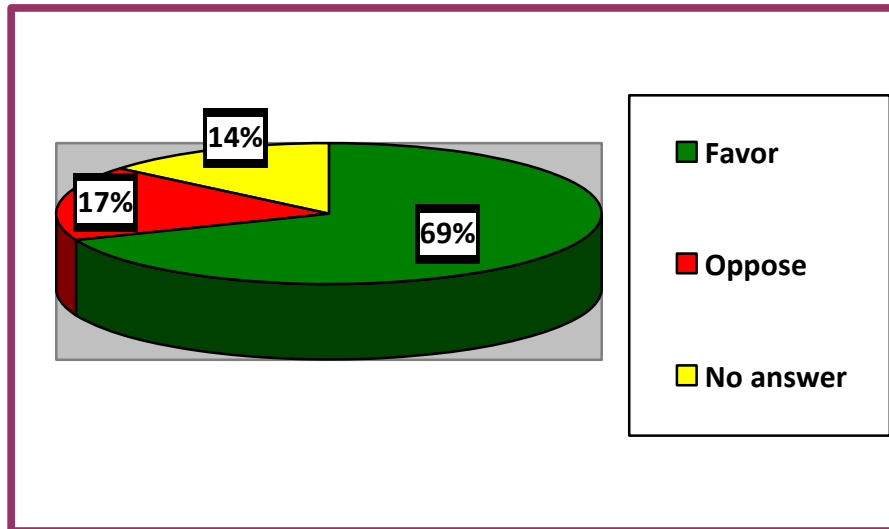


Race - Favor or oppose continuation of program?

Race	Strongly Favor	Somewhat Favor	Somewhat Oppose	Strongly Oppose	No Answer
White	41%	28%	10%	5%	16%
African-American	40%	30%	9%	10%	11%

Region - Favor or oppose continuation of program?

Region	Strongly Favor	Somewhat Favor	Somewhat Oppose	Strongly Oppose	No Answer
Eastern Shore/ Southern MD	33%	26%	17%	10%	14%
Baltimore City	44%	26%	15%	5%	10%
Baltimore Suburbs	44%	27%	9%	9%	11%
Washington Suburbs	41%	29%	7%	4%	19%
Western Maryland	36%	33%	3%	10%	18%



QUESTION: *Would you support or oppose using private institutions to provide public services in higher education or healthcare to save taxpayer dollars and help close Maryland's budget deficit?*

Statewide Results

Response	Statewide
Strongly support	35%
Somewhat support	26%
Somewhat oppose	8%
Strongly oppose	7%
No answer	24%

Total Support - 61%

Total Oppose - 15%

Gender - *Support or oppose using private institutions to provide public services?*

Gender	Strongly Support	Somewhat Support	Somewhat Oppose	Strongly Oppose	No Answer
Male	33%	26%	11%	10%	20%
Female	37%	26%	6%	4%	27%

Party – *Support or oppose using private institutions to provide public services?*

Party	Strongly Support	Somewhat Support	Somewhat Oppose	Strongly Oppose	No Answer
Democrat	37%	23%	9%	2%	29%
Republican	29%	34%	5%	15%	17%
Independent	44%	23%	14%	8%	11%

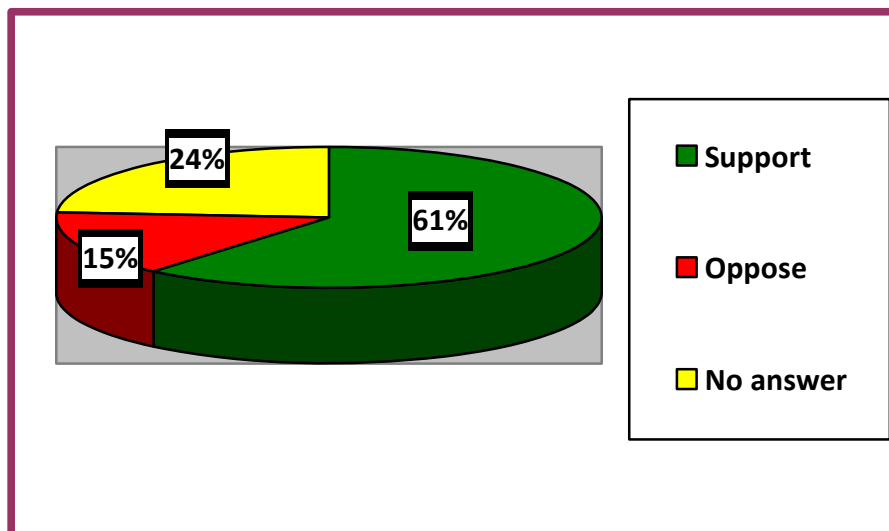


Race - Support or oppose using private institutions to provide public services?

Race	Strongly Support	Somewhat Support	Somewhat Oppose	Strongly Oppose	No Answer
White	33%	30%	8%	6%	23%
African-American	43%	16%	8%	7%	26%

Region - Support or oppose using private institutions to provide public services?

Region	Strongly Support	Somewhat Support	Somewhat Oppose	Strongly Oppose	No Answer
Eastern Shore/ Southern MD	30%	28%	3%	11%	28%
Baltimore City	36%	26%	15%	4%	19%
Baltimore Suburbs	40%	24%	8%	7%	21%
Washington Suburbs	31%	27%	10%	6%	26%
Western Maryland	37%	32%	7%	7%	17%



QUESTION: Which statement most closely reflects your views? (ORDER ROTATED)

- *Maryland should continue its partnership with private colleges to provide higher education services at low taxpayer costs.*
- *The state should dissolve its partnership with private colleges and provide all higher education services through public universities.*

Statewide Results

Response	Statewide
Continue partnership	64%
Dissolve partnership	15%
No answer	21%

Gender – Continue partnership or dissolve partnership?

Gender	Continue Partnership	Dissolve Partnership	No Answer
Male	71%	14%	15%
Female	57%	16%	27%

Party – Continue partnership or dissolve partnership?

Party	Continue Partnership	Dissolve Partnership	No Answer
Democrat	62%	17%	21%
Republican	62%	11%	27%
Independent	78%	17%	5%



Race - Continue partnership or dissolve partnership?

Race	Continue Partnership	Dissolve Partnership	No Answer
White	65%	14%	21%
African-American	63%	17%	20%

Region - Continue partnership or dissolve partnership?

Region	Continue Partnership	Dissolve Partnership	No Answer
Eastern Shore/ Southern MD	53%	25%	22%
Baltimore City	75%	7%	18%
Baltimore Suburbs	67%	14%	19%
Washington Suburbs	66%	15%	19%
Western Maryland	54%	16%	30%

