

# **Gonzales Research & Marketing Strategies**

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**Conducted for:**

**PROGRESSIVE MARYLAND EDUC. FUND**

**Deregulation of Basic Telephone Service in  
Maryland**

**September 2009**

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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 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, 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

Among Maryland voters, 14% favor deregulating phone service in Maryland (7% “strongly favor” and 7% “somewhat favor”), while 67% oppose phone deregulation (51% “strongly oppose” and 16% “somewhat oppose”).

Substantial majorities in all demographic sub-groups in Maryland oppose deregulating the telephone industry.

Statewide, 11% of voters say they would be more likely to vote for lawmakers who support phone deregulation (5% “much more likely” and 6% “somewhat more likely”), while 43% say they would be less likely to vote for lawmakers who support phone deregulation (29% “much less likely” and 14% “somewhat less likely”).



## DETAILED ANALYSIS OF RESULTS:

*Currently, basic telephone service including price and quality are regulated in Maryland. Verizon wants to deregulate those services. Do you favor or oppose deregulating telephone service in Maryland?*

FAVOR OR OPPOSE DEREGULATING TELEPHONE SERVICE IN MARYLAND		
	Number	Percent
Strongly favor	60	7.2 %
Somewhat favor	60	7.2 %
Somewhat oppose	129	15.5 %
Strongly oppose	421	50.5 %
No answer	163	19.6 %
Total	833	100.0 %

### FAVOR OR OPPOSE DEREGULATING TELEPHONE SERVICE IN MARYLAND

	Strongly favor	Somewhat favor	Somewhat oppose	Strongly oppose	No answer
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#### GENDER

Male	23 5.6%	50 12.2%	72 17.6%	181 44.3%	83 20.3%
Female	37 8.7%	10 2.4%	57 13.4%	240 56.6%	80 18.9%

### FAVOR OR OPPOSE DEREGULATING TELEPHONE SERVICE IN MARYLAND

	Strongly favor	Somewhat favor	Somewhat oppose	Strongly oppose	No answer
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#### PARTY AFFILIATION

Democrat	30 6.6%	21 4.6%	61 13.3%	253 55.2%	93 20.3%
Republican	16 6.0%	32 12.1%	43 16.2%	111 41.9%	63 23.8%
Independent	14 12.7%	7 6.4%	25 22.7%	57 51.8%	7 6.4%

### FAVOR OR OPPOSE DEREGULATING TELEPHONE SERVICE IN MARYLAND

	Strongly favor	Somewhat favor	Somewhat oppose	Strongly oppose	No answer
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#### RACE

White	45	58	92	310	112
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	7.3%	9.4%	14.9%	50.2%	18.2%
African-American	14	1	32	104	47
	7.1%	0.5%	16.2%	52.5%	23.7%

**FAVOR OR OPPOSE DEREGULATING TELEPHONE SERVICE IN MARYLAND**

	Strongly favor	Somewhat favor	Somewhat oppose	Strongly oppose	No answer
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REGION

Eastern Shore/South MD	10 8.8%	4 3.5%	14 12.4%	50 44.2%	35 31.0%
Baltimore City	3 4.1%	5 6.8%	11 15.1%	40 54.8%	14 19.2%
Baltimore suburbs	17 5.5%	23 7.5%	52 16.9%	154 50.0%	62 20.1%
Washington suburbs	20 8.3%	24 10.0%	45 18.7%	123 51.0%	29 12.0%
Western Maryland	10 10.2%	4 4.1%	7 7.1%	54 55.1%	23 23.5%



***If lawmakers in Maryland vote to deregulate basic phone service this year, will this make you more likely to vote for them in the 2010 election, less likely to vote for them in the 2010 election, or would it have no real effect on how you'd vote?***

LAWMAKER SUPPORTS PHONE DEREGULATION, EFFECT ON YOUR VOTE	Number	Percent
Much more likely	43	5.2 %
Somewhat more likely	51	6.1 %
Somewhat less likely	117	14.0 %
Much less likely	244	29.3 %
No answer	378	45.4 %
Total	833	100.0 %

**LAWMAKER SUPPORTS PHONE DEREGULATION, EFFECT ON YOUR VOTE**

	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	No answer
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**GENDER**

Male	22 5.4%	39 9.5%	55 13.4%	112 27.4%	181 44.3%
Female	21 5.0%	12 2.8%	62 14.6%	132 31.1%	197 46.5%

**LAWMAKER SUPPORTS PHONE DEREGULATION, EFFECT ON YOUR VOTE**

	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	No answer
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**PARTY AFFILIATION**

Democrat	20 4.4%	23 5.0%	55 12.0%	141 30.8%	219 47.8%
Republican	15 5.7%	14 5.3%	50 18.9%	72 27.2%	114 43.0%
Independent	8 7.3%	14 12.7%	12 10.9%	31 28.2%	45 40.9%

**LAWMAKER SUPPORTS PHONE DEREGULATION, EFFECT ON YOUR VOTE**

	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	No answer
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**RACE**

White	29 4.7%	31 5.0%	86 13.9%	190 30.8%	281 45.5%
African-American	9 4.5%	18 9.1%	25 12.6%	51 25.8%	95 48.0%



LAWMAKER SUPPORTS PHONE DEREGULATION, EFFECT ON YOUR VOTE

<u>REGION</u>	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	No answer
Eastern Shore/South MD	7 6.2%	5 4.4%	21 18.6%	33 29.2%	47 41.6%
Baltimore City	1 1.4%	8 11.0%	9 12.3%	28 38.4%	27 37.0%
Baltimore suburbs	15 4.9%	21 6.8%	42 13.6%	87 28.2%	143 46.4%
Washington suburbs	11 4.6%	13 5.4%	33 13.7%	73 30.3%	111 46.1%
Western Maryland	9 9.2%	4 4.1%	12 12.2%	23 23.5%	50 51.0%



*If you knew your state lawmaker voted to deregulate basic telephone service, would it:*

- *Strongly influence your vote AGAINST that candidate in the 2010 election?*
- *Somewhat influence your vote AGAINST that candidate in the 2010 election?*
- *Have no influence on your vote for or against that candidate in the 2010 election?*
- *Somewhat influence your vote FOR that candidate in the 2010 election?*
- *Strongly influence your vote FOR that candidate in the 2010 election?*

LAWMAKER VOTES TO DEREGULATE, INFLUENCE ON YOUR VOTE		
	Number	Percent
Strongly against	185	22.2 %
Somewhat against	181	21.7 %
No influence	349	41.9 %
Somewhat for	55	6.6 %
Strongly for	63	7.6 %
Total	833	100.0 %

	LAWMAKER VOTES TO DEREGULATE, INFLUENCE ON YOUR VOTE				
	Strongly against	Somewhat against	No influence	Somewhat for	Strongly for
<u>GENDER</u>					
Male	75 18.3%	104 25.4%	168 41.1%	34 8.3%	28 6.8%
Female	110 25.9%	77 18.2%	181 42.7%	21 5.0%	35 8.3%

	LAWMAKER VOTES TO DEREGULATE, INFLUENCE ON YOUR VOTE				
	Strongly against	Somewhat against	No influence	Somewhat for	Strongly for
<u>PARTY AFFILIATION</u>					
Democrat	104 22.7%	80 17.5%	198 43.2%	36 7.9%	40 8.7%
Republican	62 23.4%	65 24.5%	105 39.6%	16 6.0%	17 6.4%
Independent	19 17.3%	36 32.7%	46 41.8%	3 2.7%	6 5.5%



LAWMAKER VOTES TO DEREGULATE, INFLUENCE ON YOUR VOTE

	Strongly against	Somewhat against	No influence	Somewhat for	Strongly for
<u>RACE</u>					
White	141 22.9%	142 23.0%	232 37.6%	48 7.8%	54 8.8%
African-American	40 20.2%	36 18.2%	108 54.5%	6 3.0%	8 4.0%

LAWMAKER VOTES TO DEREGULATE, INFLUENCE ON YOUR VOTE

	Strongly against	Somewhat against	No influence	Somewhat for	Strongly for
<u>REGION</u>					
Eastern Shore/South MD	31 27.4%	19 16.8%	48 42.5%	9 8.0%	6 5.3%
Baltimore City	20 27.4%	24 32.9%	22 30.1%	5 6.8%	2 2.7%
Baltimore suburbs	76 24.7%	70 22.7%	120 39.0%	21 6.8%	21 6.8%
Washington suburbs	30 12.4%	63 26.1%	118 49.0%	5 2.1%	25 10.4%
Western Maryland	28 28.6%	5 5.1%	41 41.8%	15 15.3%	9 9.2%

