

# **Gonzales Research & Marketing Strategies**

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**Conducted for:**

**National Council on Alcoholism and Drug  
Dependence – Maryland**

**Maryland Developmental Disabilities  
Coalition**

**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%)				



**QUESTION: *Would you favor or oppose an increased tax on alcohol in Maryland to improve access to alcohol and drug treatment?***

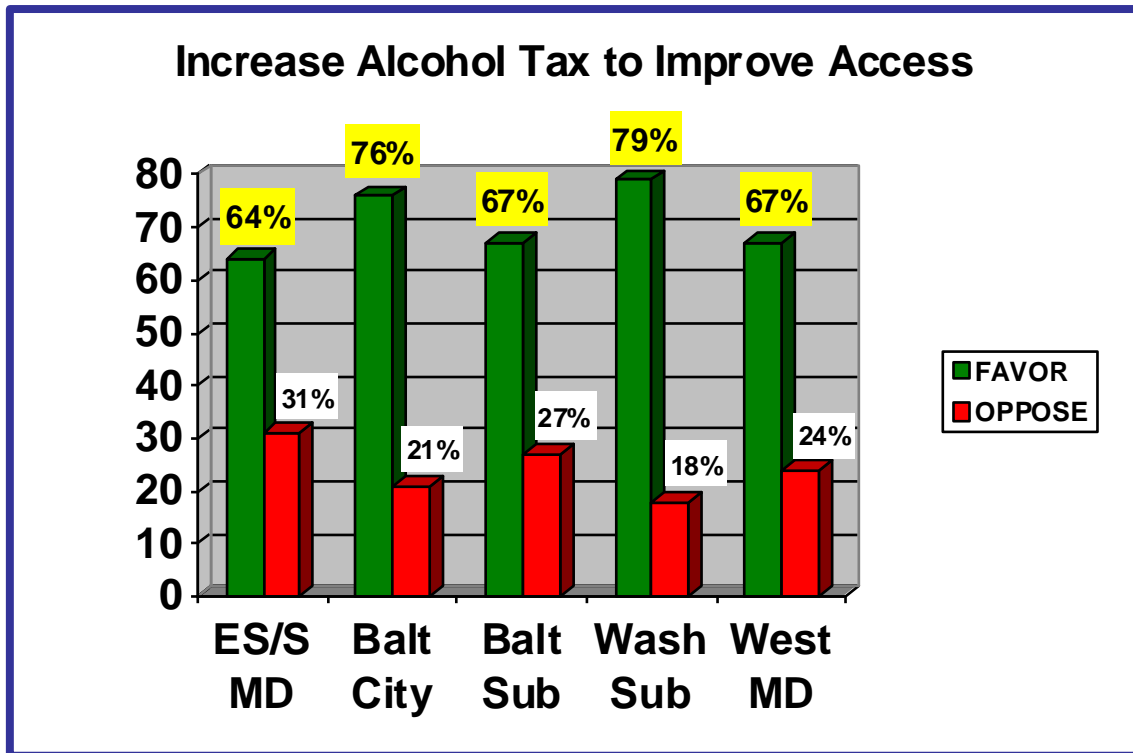
**Statewide Results**

Response	Statewide
Strongly favor	54%
Somewhat favor	17%
Somewhat oppose	10%
Strongly oppose	14%
No answer	5%

**Total Favor - 71%**

**Total Oppose - 24%**

A look at the results by region:



**Party – Favor or oppose increased tax on alcohol?**

Party	Strongly Favor	Somewhat Favor	Somewhat Oppose	Strongly Oppose	No Answer
Democrat	66%	12%	7%	8%	7%
Republican	41%	22%	11%	23%	3%
Independent	36%	26%	20%	17%	1%

**Race - Favor or oppose increased tax on alcohol?**

Race	Strongly Favor	Somewhat Favor	Somewhat Oppose	Strongly Oppose	No Answer
White	53%	17%	10%	15%	5%
African-American	57%	16%	11%	10%	6%

**Region - Favor or oppose increased tax on alcohol?**

Region	Strongly Favor	Somewhat Favor	Somewhat Oppose	Strongly Oppose	No Answer
Eastern Shore/ Southern MD	54%	10%	14%	17%	5%
Baltimore City	53%	23%	7%	14%	3%
Baltimore Suburbs	48%	19%	9%	18%	6%
Washington Suburbs	64%	15%	12%	6%	3%
Western Maryland	49%	18%	6%	18%	9%



**QUESTION:** *Over 20,000 people with developmental disabilities in Maryland rely on community programs that are underfunded and thousands more are on a waiting list for needed services. Many of them are in crisis. Knowing this, would you favor or oppose a five-cent per drink increase in the alcohol tax to fund services for people with developmental disabilities?*

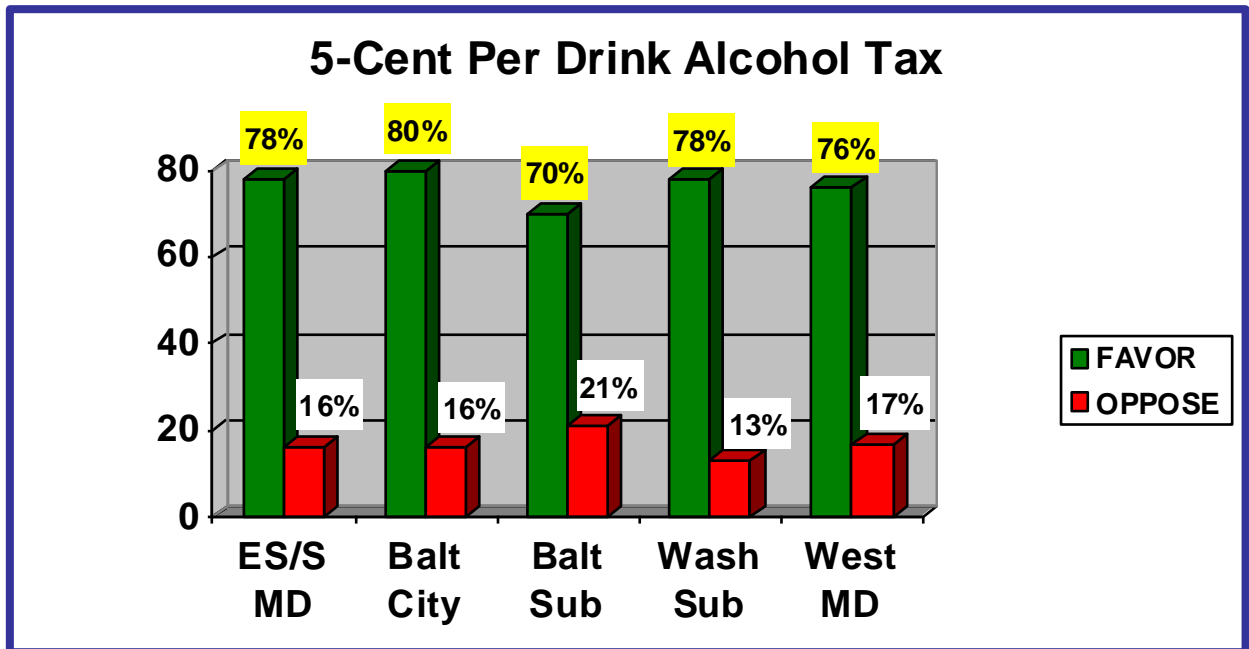
**Statewide Results**

Response	Statewide
Strongly favor	59%
Somewhat favor	16%
Somewhat oppose	8%
Strongly oppose	9%
No answer	8%

**Total Favor - 75%**

**Total Oppose - 17%**

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



**Party** – Favor or oppose five-cent per drink tax?

Party	Strongly Favor	Somewhat Favor	Somewhat Oppose	Strongly Oppose	No Answer
Democrat	68%	15%	6%	5%	6%
Republican	46%	17%	12%	15%	10%
Independent	52%	18%	6%	13%	11%

**Race** - Favor or oppose five-cent per drink tax?

Race	Strongly Favor	Somewhat Favor	Somewhat Oppose	Strongly Oppose	No Answer
White	53%	19%	9%	11%	8%
African-American	77%	8%	4%	3%	8%

**Region** - Favor or oppose five-cent per drink tax?

Region	Strongly Favor	Somewhat Favor	Somewhat Oppose	Strongly Oppose	No Answer
Eastern Shore/ Southern MD	61%	17%	9%	7%	6%
Baltimore City	67%	13%	7%	9%	4%
Baltimore Suburbs	56%	14%	11%	10%	9%
Washington Suburbs	62%	16%	5%	8%	9%
Western Maryland	54%	22%	6%	11%	7%



Maryland voters overwhelmingly support an increase in the alcohol tax to fund addiction treatment and developmental disability services

**Eighty-three percent (83%) of Marylanders favor either “an increased tax on alcohol in Maryland to improve access to alcohol and drug treatment,” OR “a five-cent per drink increase in the alcohol tax to fund services for people with developmental disabilities.”**

